

Greenlam Industries shines at Acetech 2015; Showcases the best in decorative surfaces

Greenlam Industries, Asia's largest producer of laminates, showcased its leadership in decorative surfaces for the 2nd consecutive year at Acetech 2015 held in Delhi. Renowned for its superior design and quality, Greenlam created an interesting and interactive experiential zone **Greenlam Deconstruct**, which showcased exquisite range of decorative products for laminates, veneers, engineered door solutions, engineered wood floors across company's marquee brands Greenlam laminates, Greenlam clads, Mikasa floors, Mikasa doors and frames and Decowood Exclusive Natural as well as Engineered Veneer collection.

Reaffirming its commitment to bringing the best global trends in surfaces and design to India, Greenlam Industries showcased stunning range of its products and applications.

The company had the largest experiential zone at Delhi Acetech 2015 with an area of 640 m². The spectacular installation was based on the theme 'Deconstruct', which drew in curious crowds, who witnessed the stylish varieties and an array of textures. The entire exhibit space had been created so as to reinforce the layering process of a laminate and convey the tactile experience of running your hands along the surfacing products. The Deconstruct concept evinced interest in the consumers, the designers and the architects alike.

Speaking about Greenlam Industries' participation in Acetech 2015, Saurabh Mittal, Managing Director and Chief Executive Officer, Greenlam Industries Ltd., said, "At Greenlam

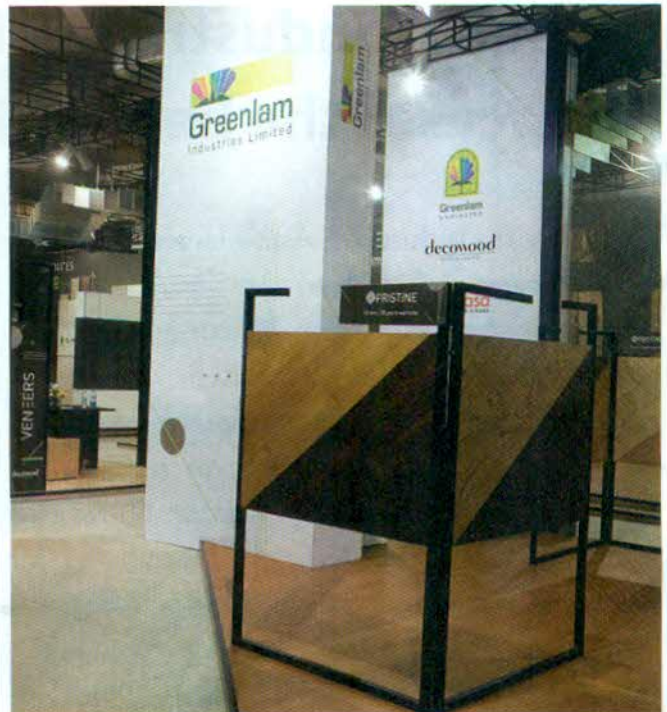


we constantly endeavour to redefine interior spaces with superior quality products and get the best décor trends to the market. Our aim is to



constantly innovate our technology and create products, which facilitate craftsmen to create masterpieces. Platforms such as Acetech offer an opportunity to showcase our modernization and expertise. It also gives us a chance to share best practices with some of the world's leading players in the home and interior segment.”

Greenlam Industries Ltd. hosted interactive expert sessions with the participation of the industry stalwarts such as Peter Bradfield, Steven Louis, Peter Klement, Lorraine Brigdale and Anil Tyagi on global trends in the industry. This initiative was a great enabler for ideation in the decorative/interior industry. Acetech



2015 was held at Pragati Maidan in New Delhi from December 17-20, 2015 and witnessed participation of more than 3,000 companies with over 15,35,000 visitors.

Greenlam Industries Ltd. grabbed eyeballs for their innovative products and their aesthetical appeal. The company won a Bronze for The Grand Stand Award and the ET Acetech Design Wall



Award for excellence and innovation for Mikasa floors. This initiative was a great enabler for discussions about innovations in the decorative/interior industry.

About Greenlam Industries Limited

Greenlam is the leading laminate manufacturer and Asian market leader in decorative laminates. With over two decades of experience in the surface décor space, Greenlam has been the pioneer in introducing the international décor trend in India and the international markets. Greenlam Industries Limited has been beautifying spaces for years by infusing creativity into every piece of work and turning it into sheer pieces of beauty and brilliance. A name to be reckoned with in surfacing products in more than 100 countries, Greenlam Industries Limited is standing tall with its guiding philosophies – innovative technologies and creative solutions. The company is engaged in the manufacture of decorative laminate, decorative veneers, doors, wall cladding, wooden flooring and MFC (Melamine Faced Chip Board).

