

EVENT WATCH

The meet was held from 29th July to 2nd August 2015 at Coastal City Pattaya, Thailand. The theme of the event was weaved around world famous Muaythai Boxing. The three basic commandments of Muaythai Boxing - **Aggression is attitude; Focus is Command and Strategize your Move**. All the trade partners who came to event were called "Power Champs".

“The New collection has been put forth after 2 year long R&D. Our global presence and relationships with specifier help us to understand the current & forecasted colour direction. We develop designs which will have longevity and will set new trends in interior design.”

- ALEX JOSEPH

“The theme of boxing and Power Champs was top class and very unique. The Greenlam's new products are pretty good in Design and quality standards and are certainly going to uplift the market standard. The new collection holds good future in my area as folder sampling quality and presentation is fantastic. The combinations shown in the folders were superb and the way they have matched the collection is tremendously welcomed move. Infact Greenlam is able to place the whole thing at par with international brand presentation.”

Ramesh Gupta,
Nirman Traders, New Delhi



Speaking on theme of the event, Vice President Mr. Alex Joseph said, "Our trade partners who came to Thailand are expert in their own business and are 'Power Champs' as they have played the business game smartly with Aggression, Focus & Right Strategy. This has contributed to their own and company's growth".



EVENT WATCH

The launch of the 2015-16 collection was done in a set up constructed around a huge boxing arena. Greenlam launched its 7 categories in the boxing ring in 7 rounds, which was a replica of the boxing game. The energy were on highest point when 600 hands of Greenlam Power Champs waved, applauded, clapped and participated in the unveiling of the new products.

Greenlam offers the largest décor collection of over 800 SKU in Standard, Texture, PE HD and Digital range. This launch witnessed handpicked 59 new unique decors to the Greenlam collection and in line with the global & forth coming interior trends. These 59 New Decors are categorized into 7 Design Category such as Nuovo Smoked Collection, Designer Collection, Naturale Collection, Stone Collection, Textile Collection, Embossed Interweave Collection and Pearlescent Collection.

“The theme of PowerChamps was very good. The way, they collected/gathered everybody from across the country to a destination outside India was very difficult but it was very well conducted and organised. Although managing so many people at one place is difficult and daunting task although theme was very good and intelligently presented. The seven themed collection of Greenlam is going to be liked by the designers for sure.”

Dharmesh Sanghvi,
Sanghvi Timber Traders, Mumbai

“The theme was very good. Presenting a dealer as a 'fighter' was very inspirational. It motivated all the dealers and provided a very good boost as 'to fight as a fighter and do business like a Power Champ' is absolutely what is happening. The products introduced in Thailand are marvelous and very target oriented. Specially I liked the marble collection which is certainly going to be liked, speaking personally there are two particular shades which I think will capture the market very well.”

Manish Vargie,
Vijay Ply and Boards,
Kolkata



Anuj Sangal, Country Head (Laminate & Allied Business)

Be a part of WINNING Team.



A large part of Greenlam's success comes from the association of its trade partners, who has been a part of our journey. Not only we at Greenlam are obliged, but also acknowledge for the same.

We got the opportunity to meet and spend some quality moment understanding each other. And of course, everyone had a gala time.

Furthermore, there couldn't be a better opportunity for launching our new collection for 2015-16 and sharing our vision and mission with our business partners. The event was a huge success and we wish to organise more such events in future.

We invite all trade partners to seize the opportunity and we will give your businesses new wings to fly higher.

“Everyday a dealer need to fight in the market for their clients and products and this is what GREENLAM marketing team effectively projected, it was indeed very good. The new shades are sober, good and is absolutely going to be liked by the customers. The dealers will love the product range and folder. Earlier the textures were very limited but the texture range in latest launch has increased which will boost the sales. Now the clients and dealers will have more choice to select from the big collection. It will no doubt attract more and more new clients towards it.”

Chetan Chowdhary, Shree Jean Kolkata



“The event was very well organized, very balanced and well presented. There was fine displays well as for the motivational theme all of us. The theme of showing dealers as boxers was very catchy and enthusiastic. The dealers were pumped up by the way they were projected. It was nice and innovative way of showcasing the event. The re-introduction of marble collection in new and innovative way was very good and it will surely attract more and more new clients towards Greenlam. Great work Greenlam!”

P.L.V Suba Rao, Gemini Timbers, Chennai

WHAT IS ALL ABOUT THESE 59 DECORS

NUOVO SMOKED COLLECTION

Nuovo Smoked Collection is borne of the idea of tonal greys in interiors and inspired by Italian Styled, Smoked Veneers, these designs will bring the contemporary look and feel to interiors together with the function of laminate. 9 ultra fashionable smoked Designs are introduced in these categories.



STONE COLLECTION

Stone is getting back in fashion. Designers are using stone décor with natural wood patterns in both residential & commercial space. They are introduced 4 new Décor in 3 different finishes contemporary tones. Raw concrete is a most desired interior finish for both residential and commercial interiors. Designers experiment with the material, pairing it with natural woods. But real concrete is difficult to use in interiors and Urban Concrete laminate is a very good option, being light weight functional and easy maintenance.



PEARLESCENT COLLECTION

Pearlescent Designs are always a Popular Interiors Choice. Now Greenlam adds 4 Fresh New decors in 2 different Finishes.



DESIGNER COLLECTION

The Designer Collection offers exciting options for unique & stylish schemes, inspired by the latest design trends.

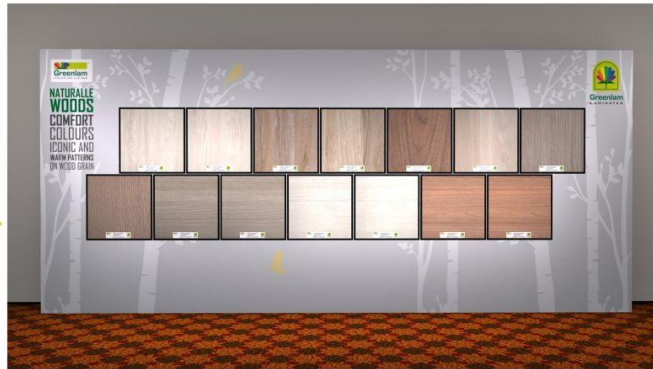


EMBOSSSED INTERWEAVE COLLECTION

The marriage of two strong trends, geometric design 3D and gloss and matte play of light. It's all about light reflection, pattern, movement and depth. We see it in all of the very upmarket design stores, adorning shop windows, creating the look and feel of depth. We reacted by developing an intricate laminate design that follows this trend perfectly.

NATURALLE COLLECTION

It's Warm, Neutral, Enhanced grain patterns. A collection of 14 new decors patterns with 6 horizontal patterns & in 3 different surface finish - Santhia, Gloss & Suede textures are introduced.



TEXTILES COLLECTION

Designers are always looking for something new to create the fresh stories in their schemes. We now see real fiber being used in unusual ways such as yarn bombing in the exterior landscape, interior furniture and fixtures wrapped in thread, yarn and fabric. A new direction, a new opportunity, exciting new possibilities for a whole new interior world, Textile laminate patterns have great potential where woods & solid colours have been traditionally used.

