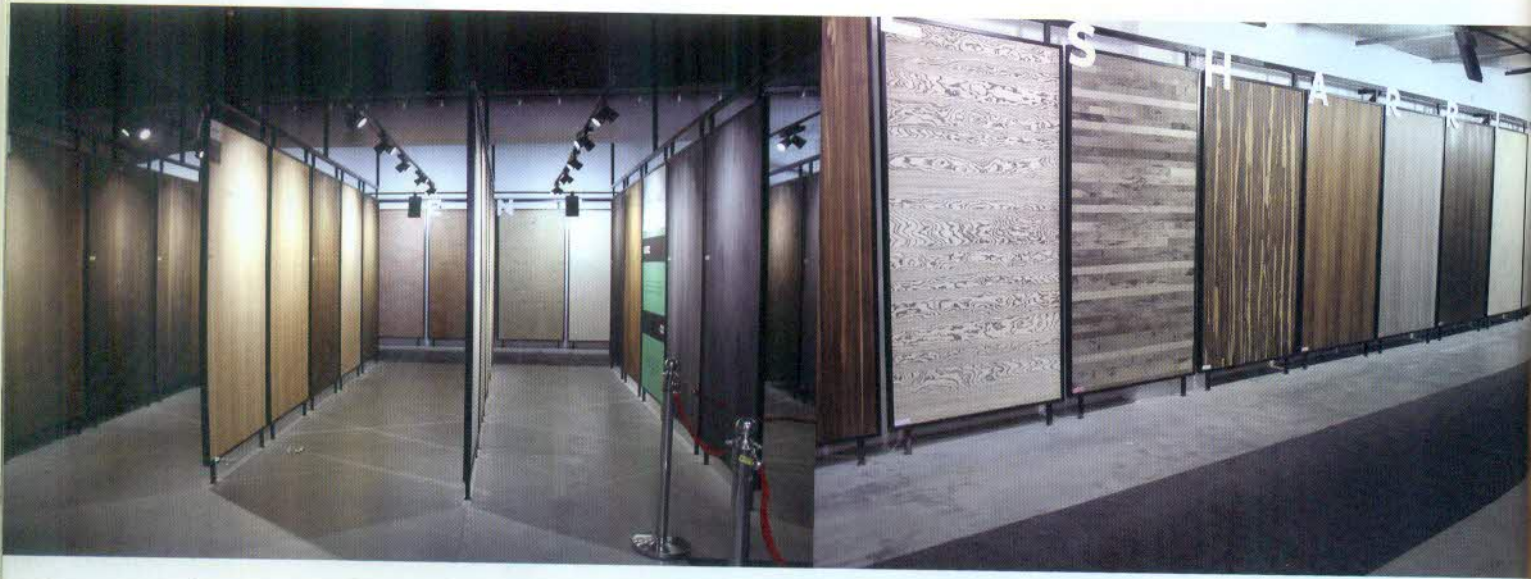


Spectacular Collection of Oak Veneers at InnOAKvation

115 oak variants launched by Decowood



Angelo Balabio
Greenlam's Knowledge Partner from Italy

A special discussion capsule was organized during the four day innOAKvation wherein Mr. Balabio spoke about wood, and more specifically about oaks and how oak is set to be the new teak in India.

The Madera Hub – Wood Experience Centre at the Decowood Veneers manufacturing facility in Behror, Rajasthan was recently the venue of a grand initiative to bring oak veneers to Indian homes. For the first time in the country, largest variety of oak veneers were showcased to almost 400 people in an event spread over 4 days. Titled **InnOAKvation**, the meet saw esteemed designers, architects, furniture manufacturers and other trade partners visit the fest to enjoy the largest-ever display of oak veneers in the country.

Oak is one of the most treasured species of over 250 species of wood from which veneers are drawn. Oak's versatility makes it a good canvas to experiment with hues, stains and multiple visual effects. And, InnOAKvation was an event dedicated to celebrate this! **At the event, a hundred and fifteen variants of oak veneers dazzled the visitors**, and boggled the imagination. Inspired by Extreme Realism in interior surfaces, the range stems from the market's preference for non-reflective but sophisticated tactile surface designs in veneers.

The range included various new categories. The **Nouveau Collection** gave off a special sheen with its double-stained (two-colour) oaks. The **Rugged Collection** brought the grunge look closer to everyday décor. The **Glitz Collection** gave off a mild sparkling effect built into the veneer itself. Additionally, nine extravagant new categories were introduced to present Oak's in a completely new light — **Natural Oak, Oxidized Oak, Pre Polished Oak Panels, The Plus Veneer – 2mm thick Oak's, Impressions Collection, Smoked Oak, Rainbow – Dyed Oak, Stained Oak, and Customized Oak's – Craft Collection, Digitally Printed Oak.**

Commenting on the new range launch Mr. **Saurabh Mittal, CEO and MD of Greenlam Industries** said, "We use innovative processes to make our veneer range impeccable and user-friendly. The wood is infused with creative treatments to get



Craft collection-
The special wilderness



Giltz Sparkling Oak



veau Collection OAK Tar



Rugged Collection Orchard OAK



fascinating and spectacular variations. Our premium oak range solution is inspired by true nature. It will enable our customers to do up their interior space with the inclusion of modern trends in the premium veneer category."

And to help customers identify such modern trends, a special discussion capsule, too, was organized for the visitors. It was a learning session in collaboration with *Greenlam's knowledge partner from Italy, Mr. Angelo Balabio*. Mr. Balabio spoke about wood, and more specifically about oaks and how oak is set to be the new teak in India.

Visitors were also led through a visual presentation of how wood evolves into veneers. A whole wall was dedicated to the world of veneers - a wall that showcased wood in its natural form, with burls and knots, and exhibited how such planks are developed into veneers.

The visitors were stunned with the display and the presentation of the theme. Their amazement was best captured in a reaction that many shared: **"We didn't know there was so much possible with oak."** Not just that Madera Hub the venue for innOAKvation was icing on the cake, this is the first of its kind display centre for woods & veneers. Spread over 75000 sq.ft. the Madera Hub is the country's largest experience and selection centre for veneers. It offers an experience showcases the Decowood Veneers in an interesting manner which will add to one's home / ambience giving it a unique character that everyone strives for. Through InnOAKvation, Greenlam Industries Limited's guiding philosophy was once again brought to front —innovative technologies and creative solutions.

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