

# Commercial Design



## WHEN CRAFTSMANSHIP MEETS CONSCIOUS MANUFACTURING

Inside Greenlam's Behror Facility

Nestled in the industrial heartland of Rajasthan, Greenlam Industries Limited's Behror facility is a manufacturing hub. It's a well-calibrated ecosystem of design, technology, and sustainability. Established in 1993 and spread across 25 acres, this campus-sized plant is where Greenlam's design-forward and environmentally conscious products come to life. With over 2,500 employees working seamlessly across

departments, the factory sets a benchmark in both scale and sophistication.

**A material world. Products and capabilities.** Greenlam's Behror facility is the beating heart of its operations, producing a diversified portfolio that includes laminate, decorative veneers, engineered wood flooring, and doors—each under its respected brand umbrella. The production numbers are impressive:

- 4.94 million laminate sheets annually
- 1 million sq. m of flooring
- 6.2 million sq. m of decorative veneer
- 1,20,000 doors and frames

It's a high-output environment, but never at the cost of precision. Walking through the production lines, you sense a quiet choreography where high-speed automation and skilled human oversight blend effortlessly.



### Certified Conscious

The Behror plant is a model of sustainable manufacturing. With certifications like GREENGUARD, GREENGUARD GOLD, Singapore's Green Label, ISO 14001, ISO 9001, and PEFC under its belt, Greenlam leaves little doubt about its commitment to responsible production.

Three metrics speak louder than words:

- 11 million kwh of biofuel used
- 1.6 million tons of CO<sub>2</sub> emissions reduced
- 6.3 million watts of solar energy generated
- 8 million liters of water and 10,000 kWh of energy saved

Safety, too, is woven into the DNA of the facility. All Greenlam products are free from hazardous materials, and employee health programs adhere strictly to national and global safety standards.

### People first

The workforce at Behror is a study in thoughtful HR strategy. A blend of gender-diverse teams, technical experts, and digitally literate staff ensure a robust and agile operation. In fact, Behror's own women from the local villages working on the factory floor, a refreshing and somewhat unexpected sight that speaks to Greenlam's inclusive employment practices. From upskilling to continuous improvement programs, training is a priority. Employees are equipped not only to handle present technologies but also to anticipate the future—those ERP systems to qualify control protocols.

Greenlam's emphasis on soft skills and communication training is a refreshing contrast to the often mechanical image of manufacturing setups. Here, culture is as much a KPI as output.

### Final impression

A visit to Greenlam's Behror facility is a compelling reminder that world-class design doesn't just happen in studios. It is shaped on the factory floor. Behind every elegant laminate or precision-crafted door is a well-oiled system of high standards, human talent, and sustainable intent.

In a time when the global design and construction industry is redefining its responsibility toward the planet and its people, Greenlam offers a blueprint for the kind of manufacturing India can be proud of: technologically advanced, environmentally wise, and deeply human. **W**

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### Technology meets tradition

The factory's advanced real-time online heating and cooling cycle monitoring in its operation, complemented by smart automation in flooring and door design—ensuring a thoughtful balance between technology and venerable Indian craftsmanship. Critical technology is given to the workforce—from operating high-end machinery to digital data logging, ensuring that the work force evolves alongside the machinery they operate.

The backbone of these advanced operations lies in carefully sourced raw materials from decorative papers imported from Europe, Japan, and the U.S. to wood harvested sustainably from Africa, Southeast Asia, and Europe. The input materials are selected with the end-user and environment in mind.

# Construction Week

## PLANT VISIT



## WHEN CRAFTSMANSHIP MEETS CONSCIOUS MANUFACTURING

Inside Greenlam's Behror facility

**N**estled in the industrial heartland of Rajasthan, Greenlam Industries' Behror facility in Kiser district is not just a manufacturing facility—it's a well-calibrated ecosystem of design, technology, and sustainability. Established in 1993 and spread across 25 acres, this campus-sized plant is where Greenlam's design-forward and environmentally conscious products come to life. With over 2,500 employees working seamlessly across departments, the factory sets a benchmark in both scale and sophistication.

### A MATERIAL WORLD

Greenlam's Behror facility is the beating heart of its operations, producing a diversified portfolio that includes laminates, decorative veneers, engineered wood flooring, and doors—each under its respected brand umbrella. The production numbers are impressive:



## PLANT VISIT



- 6.94 million laminate sheets annually
  - 1 million sq. m of flooring
  - 4.2 million sq. m of decorative veneer
  - 1,25,000 doors and frames
- It's a high-output environment, but never at the cost of precision. Walking through the production lines, you sense a quiet choreography where high-speed automation and skilled human oversight blend effortlessly.

### TECHNOLOGY MEETS TRADITION

Whether it's CNC-enabled laminate presses or robotic assembly systems in the engineered wood section, the factory showcases an embrace of Industry 4.0 tools with unmitigated Indian ingenuity. Critical technical training is given to the workforce—from operating high-end machinery to digital data logging—ensuring that the workforce evolves alongside the machinery they operate.

The backbone of these advanced operations lies in carefully sourced raw materials. From decorative papers imported from Europe, Japan, and the U.S. to wood harvested sustainably from Africa, Southeast Asia, and Europe, the input materials are selected with the end-user and environment in mind.

### CERTIFIED CONSCIENCE

The Behror plant is more than a manufacturing hub—it is a sustainability-first enterprise. With certifications like GREENGUARD, GREENGUARD GOLD, Singapore's Green Label, EN 14054, FSC, and PEFC under its belt, Greenlam Issues little doubt about its commitment to responsible production.

- Their metrics speak louder than words
- 13 million kilos of landfill used
- 136 million tons of CO<sub>2</sub> emissions reduced
- 0.3 million watts of solar energy generated



“Whether it's CNC-enabled laminate presses or robotic assembly systems in the engineered wood section, the factory showcases an embrace of Industry 4.0 tools.”

• 8 million litres of water and \$5,000 kWh of energy saved

Safety, too, is woven into the DNA of the facility. At Greenlam products are free from hazardous materials, and employee health protocols adhere strictly to national and global safety standards.

### PEOPLE FIRST

The workforce at Behror is a study in thoughtful HR strategy. A blend of gender-diverse teams, technical experts, and digitally literate staff ensure a robust and agile on-site ecosystem. In fact, there's even a women's room on the factory floor—a refreshing and somewhat unexpected sight that speaks to Greenlam's inclusive employment practices. From onboarding to continuous improvement programs, training is a priority. Employees are equipped not only to handle present technologies but also to anticipate the future—from ERP systems to quality control protocols.

Greenlam's emphasis on soft skills and communication training is a refreshing contrast to the often mechanical image of manufacturing setups. Here, culture is as much a KPI as output.

### FINAL IMPRESSIONS

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