

Society Interiors

Ms. Parul Mittal, Director, Greenlam Industries

What are your thoughts on the current trends in home décor and interior design, and how do you see decorative laminates fitting into these trends?

Home décor and interior design trends are in a constant state of evolution, reflecting the changing preferences of homeowners and designers alike. In recent years, there has been a notable shift towards more sustainable and eco-friendly materials. People now showcase their preferences or design aesthetics through decorative laminates, and they also want their laminates to be eco-friendly in addition to being stylish. Greenlam's collection of decorative laminates fulfills both these requirements seamlessly. Our collection encompasses a wide array of designs, textures, and colours, offering versatility for any interior design project. Whether you're aiming for a sleek and contemporary aesthetic or a more traditional feel, our laminates provide the flexibility to achieve your desired look.

With our latest laminate collection, we have identified 6 trends that will take on the interior spaces - Cozy Elegance, Shelter Chic, Cool Minimalism, Vibrant 80s, Light Memory, Grey Moods. To complement these trends, choosing vibrant colour, subtle patterns and opting for wood and matte textures from our vast collection will enhance the entire look.

In addition to aesthetics, our laminates are also highly functional. They are resistant to scratches, stains, and impact along with being fire retardant. Hence, as home décor and interior design trends continue to evolve, we look forward to being at the forefront, offering products that perfectly blend style, functionality, and eco-friendliness as well.

What is the range you have to offer for both residential and commercial projects in terms of design, texture, and quality?

At Greenlam, our laminate offerings span a broad spectrum to cater to the distinct needs of both residential and commercial projects. For residential projects, we boast an extensive selection encompassing various design styles, including modern minimalism to classic elegance. Our laminates feature nature-inspired motifs, contemporary patterns, and timeless classics, thus providing an array of choices based on everyone's preference. We offer diverse design options of textures, ranging from smooth high-gloss finishes to natural wood grains, providing versatility and aesthetic appeal. When it comes to quality, our laminates undergo stringent testing to guarantee durability and performance, thus promising enduring beauty and functionality in any residential setting.

Similarly, for commercial ventures, we offer laminates tailored to withstand the rigors of high-traffic environments while maintaining a professional appearance of offices to retail stores and beyond. With options like our premium AFX laminates boasting antibacterial properties and the sophistication of HD Gloss laminates, we ensure that style is never compromised for functionality. Additionally, our Fire-Retardant laminates adhere to international safety standards, offering peace of mind in environments where fire security is paramount.



Please share the USP of your range.

One of the unique selling points of our laminates is their functionality, which makes them suitable for a wide range of applications. Listed below are some of our laminate collections with their USP's:

AFX laminates stand out as a premium choice for interior décor, featuring antibacterial properties that ensure utmost hygiene. With the almost zero-reflection ultra matt fingerprint resistant and a soft-to-touch texture, they engage the senses and exemplify Greenlam's commitment to innovative, sustainable, and stylish laminates.

Unicore laminates feature a uniform colour throughout the thickness, thus providing a visually striking and seamless appearance. They are resistant to stains, scratches, microbes, and moisture, making them ideal for high-traffic areas and demanding environments. Greenlam's Unicore laminate collection is the perfect choice for those who appreciate the beauty of solid colors.

HD Gloss laminates feature a glossy finish that exudes sophistication and adds a touch of luxury to any space. They are engineered to be highly durable, ensuring resistance against wear, fading, and surface damage. With the brilliance of HD Gloss laminates, you can elevate your interiors and experience a new level of elegance.

We also offer fire retardant laminates that are specifically designed according to international standards for spaces that demand a high level of fire security.