

# Architecture Update

EXPERT INSIGHT INTERVIEW NEWS

## ‘Greenlam Clads Elevates Architectural Spaces Across Diverse Projects’

By Prasenjit chakraborty — 20/05/2025 — Updated: 20/05/2025 — No Comments — 4 Mins Read



Greenlam Industries, a global leader in decorative surfacing solutions, continues to redefine design excellence through innovation, sustainability, and collaboration. In this interview, **Parul Mittal, Director, Greenlam Industries**, shares with **Prasenjit Chakraborty** how the company's R&D, core values, and forward-thinking approach are shaping the future of architecture and interior design.

**Q. Greenlam's commitment to innovation is central to its mission. Can you share how your R&D process ensures that your decorative laminates not only meet current design trends but also anticipate future needs in architecture and interior design?**

Greenlam's Research and Development (R&D) process is pivotal in aligning its decorative laminates with both current design trends and future architectural and interior design needs. The company emphasizes two primary facets in its R&D endeavours—resin technology and design development. The resin technology aspect focuses on the chemistry behind laminate production, ensuring durability and functionality. Concurrently, the design development team collaborates closely with designers, printers, and plate producers to create innovative patterns and textures. This collaborative approach involves extensive sampling and consultations with architects and interior designers, both domestically and internationally, facilitating the creation of products that are not only contemporary but also forward-thinking.



**Q. Your company's core values of Trust, Speed, Performance, Teamwork, and Learning are key to your operations. How do you integrate these values into the daily workings of Greenlam, especially when collaborating with architects and designers?**

Greenlam integrates its core values—Trust, Speed, Performance, Teamwork, and Learning—into daily operations through a holistic and collaborative approach. The company has evolved into an integrated surface and substrate solution provider, offering a comprehensive range of products that cater to diverse customer needs. This evolution reflects a commitment to Performance and Speed, ensuring timely delivery of high-quality products. Greenlam's collaboration with architects and designers is built on Trust and Teamwork, fostering transparent and synergistic relationships. The company's focus on Learning is evident in its continuous investment in brand building and promotion activities, staying abreast of market trends to provide innovative solutions.

**Q. As architects increasingly focus on sustainable design, how does Greenlam address environmental concerns in the production and lifecycle of your decorative laminates?**

Greenlam integrates sustainability at every stage of its decorative laminates' production and lifecycle. It ensures responsible raw material sourcing through FSC and PEFC certifications, promoting ethical forestry practices. The company follows ISO 14001-certified environmental management systems, optimising energy efficiency, water conservation, and waste reduction through advanced recycling and a zero-waste approach. Greenlam produces low-VOC, antibacterial, and fire-retardant laminates, ensuring better indoor air quality and safety. Its durable products reduce the need for frequent replacements, minimising material waste and environmental impact. Additionally, Greenlam aligns with LEED, GRIHA, and GreenPro standards, making its products a preferred choice for sustainable architecture.

**Q. Greenlam's laminates are designed to “transform spaces and enrich lives.” Can you share some examples or projects where your products have had a profound impact on both the aesthetic and functional qualities of a space?**

Greenlam Clads has played a vital role in enhancing architectural spaces across diverse projects, seamlessly blending aesthetics with high-performance functionality. Our extensive range of design patterns offers architects and designers the freedom to create exteriors that are both visually striking and enduringly resilient. One standout example of Greenlam Clads' impact is its use in commercial buildings, where its UV-resistant properties ensure that the façade maintains its vibrancy despite prolonged exposure to sunlight. Similarly, in urban high-rises and public spaces, the anti-graffiti and anti-dust features keep exteriors pristine with minimal maintenance.

**Q. With the architectural and design industries constantly evolving, where do you see Greenlam's role in the next 5-10 years? What are some of the upcoming innovations or product lines that architects and designers should look forward to?**

In the next 5-10 years, Greenlam envisions itself as a leading integrated surface and substrate solution provider, expanding its product portfolio to meet the evolving demands of the architectural and design industries. The company is enhancing manufacturing capacities and locations, reflecting a commitment to growth and innovation. Architects and designers can anticipate new offerings in compact panels, cladding solutions, restroom cubicle and locker solutions, kitchen solutions, decorative veneers, engineered wooden flooring, staircase solutions, and engineered wooden door sets.