

Adgully

Greenlam Industries rebrands Decowood Veneers as Mikasa Decowood Veneers

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Greenlam Industries Ltd., a leading name in integrated substrate and surface solutions with a diverse product portfolio serving customers across more than 120 countries, has rebranded its premium veneer brand, **Decowood Veneers, as Mikasa Decowood Veneers**. This transition marks a significant milestone in uniting the legacy of Decowood with the complete Mikasa portfolio, which includes **floors, doors, veneers, and plywood**—all under one trusted brand name.

For over two decades, Decowood Veneers has been a hallmark of craftsmanship, trust, and design excellence. With this transformation, its legacy is now strengthened by Mikasa's premium positioning, global appeal, and lifestyle-centric philosophy. The integration provides architects, designers, trade partners, and homeowners with **comprehensive and coordinated wood panel solutions from a single source**, ensuring greater design flexibility, unmatched quality standards, and a seamless experience.

By offering a unified portfolio, Mikasa delivers seamless and aesthetically driven design solutions to the premium segment. This integrated approach will enhance consumer engagement who appreciate quality craftsmanship and responsible sourcing, while expanding the brand's presence in domestic and international markets.

Speaking on the transformation, **Parul Mittal, Director, Greenlam Industries Ltd., said**, "Decowood has long been recognized for its wide variety of species, rich textures, and responsibly sourced veneers that celebrate the beauty of natural wood. By transitioning into Mikasa Decowood Veneers, we are taking this legacy forward with a stronger, unified brand identity that also embodies Mikasa's premium positioning. This integration allows us to offer customers an unparalleled choice of designs and finishes, backed by sustainability and uncompromising quality. With veneers that transform spaces into timeless expressions of style, Mikasa Decowood will continue to inspire architects, designers, and homeowners to craft interiors that are truly distinctive."

The rebranding of Mikasa Decowood Veneers marks a pivotal step toward establishing a powerful brand. By bringing the entire Mikasa offering under one cohesive identity, the brand will equip designers and consumers with integrated solutions.

APN News

Greenlam Industries Rebrands Decowood Veneers as Mikasa Decowood Veneers

by NS — September 1, 2025 in Industry 0



Greenlam Industries Ltd., a leading name in integrated substrate and surface solutions with a diverse product portfolio serving customers across more than 120 countries, has rebranded its premium veneer brand, Decowood Veneers, as Mikasa Decowood Veneers. This transition marks a significant milestone in uniting the legacy of Decowood with the complete Mikasa portfolio, which includes floors, doors, veneers, and plywood—all

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By offering a unified portfolio, Mikasa delivers seamless and aesthetically driven design solutions to the premium segment. This integrated approach will enhance consumer engagement who appreciate quality craftsmanship and responsible sourcing, while expanding the brand's presence in domestic and international markets.

Speaking on the transformation, Ms. Parul Mittal, Director, Greenlam Industries Ltd., said, "Decowood has long been recognized for its wide variety of species, rich textures, and responsibly sourced veneers that celebrate the beauty of natural wood. By transitioning into Mikasa Decowood Veneers, we are taking this legacy forward with a stronger, unified brand identity that also embodies Mikasa's premium positioning. This integration allows us to offer customers an unparalleled choice of designs and finishes, backed by sustainability and uncompromising quality. With veneers that transform spaces into timeless expressions of style, Mikasa Decowood will continue to inspire architects, designers, and homeowners to craft interiors that are truly distinctive."

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Realty Plus

Greenlam Rebrands Decowood, Expands Mikasa's Premium Wood Portfolio

Greenlam Industries has rebranded its iconic Decowood Veneers as Mikasa Decowood Veneers, unifying premium wood solutions under the Mikasa brand to deliver design-driven experiences globally.



BY REALTY+

Published - Tuesday, 02 Sep, 2025



Greenlam Industries Limited, a global leader in integrated substrate and surface solutions with a presence in over 120 countries, has announced the rebranding of its premium veneer brand, Decowood Veneers, to Mikasa Decowood Veneers.

This strategic move unites the legacy of Decowood with Mikasa's complete range of premium offerings, including floors, doors, veneers, and plywood, creating a cohesive and trusted brand identity.

For more than two decades, Decowood has stood as a hallmark of craftsmanship, quality, and trust. With this transition, the brand's strong heritage is now aligned with Mikasa's global appeal and lifestyle-centric philosophy, empowering architects, designers, and homeowners with comprehensive wood panel solutions.

Speaking on the transformation, Ms. Parul Mittal, Director of Greenlam Industries Ltd., said, "Decowood has long been recognized for its wide variety of species, rich textures, and responsibly sourced veneers that celebrate the beauty of natural wood. By transitioning into Mikasa Decowood Veneers, we are taking this legacy forward with a stronger, unified brand identity that embodies Mikasa's premium positioning. This integration allows us to offer an unparalleled choice of designs and finishes, backed by sustainability and uncompromising quality."

The rebranding aims to offer seamless, design-driven solutions to the premium market segment. By consolidating offerings under the Mikasa umbrella, Greenlam enhances customer experience while expanding its footprint in domestic and international markets.

Media Brief

Greenlam Industries rebrands Decowood Veneers to Mikasa Decowood Veneers

By News Desk Team - September 2, 2025



Greenlam Industries Ltd., a player in integrated substrate and surface solutions with a diverse product portfolio serving customers in more than 120 countries, announces the rebranding of its premium veneer brand, Decowood Veneers, to **Mikasa Decowood Veneers**.

This transition marks a milestone in uniting the legacy of Decowood with the complete Mikasa portfolio, which includes floors, doors, veneers, and plywood under one brand name.

For over two decades, Decowood Veneers has been associated with craftsmanship, trust, and design. With this transformation, its legacy is now strengthened by Mikasa's positioning, global appeal, and lifestyle-centric philosophy.

The integration provides architects, designers, trade partners, and homeowners with coordinated wood panel solutions from a single source, ensuring design flexibility, quality standards, and a seamless experience. By offering a unified portfolio, Mikasa delivers design solutions to the premium segment.

This integrated approach will enhance consumer engagement with quality craftsmanship and responsible sourcing, while expanding the brand's presence in domestic and international markets.

Parul Mittal, Director, Greenlam Industries Ltd. said, "Decowood has long been recognized for its wide variety of species, rich textures, and responsibly sourced veneers that celebrate the beauty of natural wood. By transitioning into Mikasa Decowood Veneers, we are taking this legacy forward with a stronger, unified brand identity that also embodies Mikasa's premium positioning.

"This integration allows us to offer customers an unparalleled choice of designs and finishes, backed by sustainability and uncompromising quality. With veneers that transform spaces into timeless expressions of style, Mikasa Decowood will continue to inspire architects, designers, and homeowners to craft interiors that are truly distinctive," **Mittal** said.

Interiors & Decor

GREENLAM INDUSTRIES REBRANDS DECOWOOD VENEERS AS MIKASA DECOWOOD VENEERS

Greenlam Industries Ltd., a global leader in surface and substrate solutions across 120+ countries, has rebranded its premium veneer brand, Decowood Veneers, as Mikasa Decowood Veneers. This milestone unites Decowood's two-decade legacy of craftsmanship and trust with Mikasa's premium positioning and complete portfolio – floors, doors, veneers, and plywood – under one cohesive brand identity.

The rebranding enhances value for architects, designers, trade partners, and homeowners by offering coordinated wood panel solutions from a single source. Combining Decowood's variety of species and textures with Mikasa's lifestyle-centric design approach ensures greater flexibility, uncompromising quality, and responsibly sourced materials.

Speaking on the transformation, Ms. Parul Mittal, Director, Greenlam Industries Ltd., said, "By transitioning into Mikasa Decowood Veneers, we are taking Decowood's legacy forward with a stronger, unified brand identity that embodies Mikasa's premium ethos, global appeal, and commitment to sustainability."

This integrated identity strengthens consumer engagement while expanding the brand's domestic and international footprint. ■

