

The Hitavada  
15th May, 2019

# **Greenlam acquires Europe-based Decolan SA**

**NEW DELHI, May 15 (PTI)**

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GREENLAM Industries on Wednesday said it has acquired Europe-based leading supplier of decorative surfaces Decolan SA for an undisclosed amount. The acquisition is expected to be completed in the first quarter of 2019-20 and will further strengthen the company's position in European market. "This strategic business deal marks the first European acquisition by Greenlam and will allow Greenlam to serve European market with greater business efficiency," Greenlam Industries MD and CEO Saurabh Mittal said.

# Greenlam acquires Decolan

**RITWIK MUKHERJEE**  
KOLKATA, MAY 20

Greenlam Industries Ltd, a leading provider of decorative surfacing solutions, has now acquired Europe based Decolan SA. The Europe based distribution company has been the leading supplier of imported HPL and other decorative surfaces for over 20 years now.

Post acquisition, Decolan SA is going to be managed as a subsidiary of Greenlam Asia Pacific. The existing Decolan's team and management will be a part of Greenlam Decolan SA which will allow to further strengthen relations with customers and suppliers in the European markets.

The acquisition is expected to be completed in the first quarter of FY20 and will further strengthen Greenlam's position in the HPL and compact panels market in Europe. With this take over, Greenlam will be able to offer expanded product line to the customers.

# Greenlam Industries acquires Europe-based Decolan SA

*"This acquisition will help in increasing our revenues to 10 million Euros in this region in the next three years," said Saurabh Mittal, managing director and CEO of the company.*

ETRealty | May 17, 2019, 17:30 IST

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NEW DELHI: [Greenlam Industries](#), a [decorative surfacing solutions](#) provider, has acquired Europe-based supplier of decorative surfaces [Decolan SA](#).

"With this acquisition, we expect our on-ground product inventories to increase by three times which will help in increasing our revenues to 10 million Euros in this region in the next three years," said [Saurabh Mittal](#), managing director and CEO of the company.

The acquisition is expected to be completed in the first quarter of FY'20

The company expects that the move will strengthen its position in the HPL and Compact panels market in Europe. "This will allow us to serve the European market with greater business efficiency. It marks the beginning of Greenlam's next phase of growth and expansion in the European markets," said Mittal.

# The Hitavada

## 16th May, 2019

### **Greenlam acquires Europe-based Decolan SA**



The Hitavada 16 May 2019

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# Greenlam Acquires Europe-based Distribution Company Decolan

By AdAge India Bureau, Published on May 17, 2019, 02:45 PM



Greenlam Industries, a provider of decorative surfacing solutions such as HPL, Compacts, Decorative Veneers, Doors and Engineered Wooden Flooring has acquired Europe-based supplier of decorative surfaces Decolan SA. Decolan is a Europe-based distribution company which supplies imported HPL and other decorative surfaces.

The acquisition is expected to be completed in the first quarter of FY'20 and will further strengthen Greenlam's position in the HPL and Compact panels market in Europe. With this take over, Greenlam will benefit from being able to offer expanded product line to the customers as well as a better distribution control with on ground inventory guaranteeing customers faster deliveries and a better service. Being the largest producer of Laminates in Asia and among the top 3 in the world, Greenlam Industries is a global brand with presence in over 100 countries.

Speaking on the acquisition, Saurabh Mittal, Managing Director and CEO, Greenlam Industries said, "This strategic business deal marks the 1st European acquisition by Greenlam and will allow Greenlam to serve the European market with greater business efficiency. While the acquisition will amplify the company's presence in Central Europe, the deal also marks the beginning of Greenlam's next phase of growth and expansion in the European markets. With this acquisition, we expect our on-ground product inventories to increase by three times which will help in increasing our revenues to 10 million Euros in this region in the next three years. We are excited as we continue to add dimension to our Surfacing solutions business by bringing forward great new designs, enhanced marketing materials & highly developed field professionals."

Post the acquisition, Decolan SA is going to be managed as a subsidiary of Greenlam Asia Pacific which is a wholly-owned subsidiary of Greenlam Industries Limited. The existing Decolan's team and management will be a part of Greenlam Decolan SA which will allow to further strengthen relations with customers and suppliers in the European markets.

# Greenlam acquires Europe based distribution company Decolan SA

Published on May 17, 2019

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**Speaking on the acquisition, Mr. Saurabh Mittal, Managing Director and CEO, Greenlam Industries Ltd. said,** *"This strategic business deal marks the 1<sup>st</sup> European acquisition by Greenlam and will allow Greenlam to serve the European market with greater business efficiency. While the acquisition will amplify the company's presence in Central Europe, the deal also marks the beginning of Greenlam's next phase of growth and expansion in the European*

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# Greenlam acquires Europe based distribution company Decolan SA

With this take over, Greenlam will benefit from being able to offer expanded product line to the customers as well as a better distribution control



by Team CW 16 May 2019

Greenlam Industries, a leading provider of decorative surfacing solutions such as HPL, compacts, decorative veneers, doors and engineered wooden flooring, has acquired Europe based leading supplier of decorative surfaces Decolan SA. Decolan is a Europe based distribution company which has been the leading supplier of imported HPL and other decorative surfaces for over 20 years.

*“The acquisition is expected to be completed in the first quarter of FY’20 and will further strengthen Greenlam’s position in the HPL and compact panels market in Europe.”*

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Saurabh Mittal, MD and CEO, Greenlam Industries, said, “This strategic business deal marks the first European acquisition by Greenlam and will allow us to serve the European market with greater business efficiency. While the acquisition will amplify the company’s presence in central Europe, the deal also marks the beginning of Greenlam’s next phase of growth and expansion in the European markets. With this acquisition, we expect our on-ground product inventories to increase by three times which will help in increasing our revenues to 10 million Euros in this region in the next three years. We are excited as we continue to add dimension to our surfacing solutions business by bringing forward great new designs, enhanced marketing materials & highly developed field professionals.”

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# Greenlam Acquires Europe Based Distribution Company Decolan SA

By admin / Published on Friday, 17 May 2019 16:27 PM / No Comments / 110 views

## Greenlam Acquires Europe Based Distribution Company Decolan SA

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Greenlam Acquires Europe Based Distribution Company Decolan SA

The acquisition is expected to be completed in the first quarter of FY'20 and will further strengthen Greenlam's position in the HPL and Compact panels market in Europe. With this takeover, Greenlam will benefit from being able to offer expanded product line to the customers as well as a better distribution control with on ground inventory guaranteeing customers faster deliveries and better service.

Being the largest producer of Laminates in Asia and among the top 3 in the world, Greenlam Industries is a global brand with a presence in over 100 countries. Speaking on the acquisition, Mr Saurabh Mittal, Managing Director and CEO, Greenlam Industries Ltd. said, "This strategic business deal marks the 1st European acquisition by Greenlam and

will allow Greenlam to serve the European market with greater business efficiency. While the acquisition will amplify the company's presence in Central Europe, the deal also marks the beginning of Greenlam's next phase of growth and expansion in the European markets. With this acquisition, we expect our on-ground product inventories to increase by three times which will help in increasing our revenues to 10 million Euros in this region in the next three years. We are excited as we continue to add dimension to our Surfacing solutions business by bringing forward great new designs, enhanced marketing materials & highly developed field professionals."

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### About Greenlam Industries Limited

Greenlam is among the world's top 3, Asia's largest and India's No. 1 surfacing solutions brand. With its presence in over 100 countries, Greenlam has focused on developing quality products with a great passion for innovation. It offers end to end surfacing solutions spread across laminates, compacts, veneers, engineered wooden floors and engineered wooden doors to choose from. With two state-of-the-art manufacturing facilities in the country, it is the first choice of Home Owners, Architects and Interior Designers when it comes to transforming living spaces. And discovering such designs to add that touch of magnificence to your home is as easy as it can be. We work in harmony with our environment. Greenlam thinks and acts to save and preserve nature in its pristine form by ethical sourcing of its raw materials from the world over. Coupled with this, the products are Greenguard Certified and Anti-bacterial, thereby ensuring they are environment-friendly and safe to use. With a robust team of over 14,000 distributors and dealers along with more than 3750 employees across the globe, Greenlam is just a call away to give your spaces a new look.

For more updates on construction, infrastructure, real estate and allied industries visit: [www.infrabuddy.com](http://www.infrabuddy.com)

# Greenlam takes over Europe based distribution company Decolan SA

Monday, May 20, 2019, 15:27 Hrs [IST]

HBI Staff | Mumbai

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# Greenlam acquires Decolan

THE ASIAN AGE. | RITWIK MUKHERJEE


Published : May 21, 2019, 4:00 am IST

Updated : May 21, 2019, 4:00 am IST



Post acquisition, Decolan SA is going to be managed as a subsidiary of Greenlam Asia Pacific.



 The Europe based distribution company has been the leading supplier of imported HPL and other decorative surfaces for over 20 years now. (Representational Image)

**Kolkata:** Greenlam Industries Ltd, a leading provider of decorative surfacing solutions, has now acquired Europe based Decolan SA. The Europe based distribution company has been the leading supplier of imported HPL and other decorative surfaces for over 20 years now.

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# Greenlam acquires Decolan

DECCAN CHRONICLE | RITWIK MUKHERJEE


Published May 21, 2019, 4:06 am IST

Updated May 21, 2019, 4:06 am IST



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Realty Plus  
15th May, 2019

## GREENLAM ACQUIRES DECOLAN SAPARIS

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