

Greenlam Industries Ltd opens outlet at Jammu

STATE TIMES NEWS

JAMMU: Greenlam Industries Ltd. has been beautifying interior spaces for years and has recently brought its flagship brand Greenlam Laminates to Jammu.

The display center at National Home Décor, located at Bohri Chowk, Talab Tillo Jammu, will showcase over 100 unique laminate designs from the extensive collection of Greenlam Laminates in a 150 sq. ft. area.

This display center in the city will make it easier for the consumers to choose from a variety of products available in the market.

Greenlam is the place where passion meets excellence, creating what can be best described as hallmarks of quality and elegance.

The top laminate company in India, Greenlam Laminates brings a legacy of exceptional artistry, unsurpassed quality



Greenlam Industries Ltd representatives along with others.

and unyielding passion for excellence to the table. This diverse range offers an extensive assortment of textures, colors and designs for Greenlam's customers. These state-of-the-art laminates are meant to give Greenlam's consumers flexibility while designing their houses and enhance their creativity in interiors.

An ideal solution for both residential and commercial spaces, Greenlam laminate sheets come with triple health & hygiene features - Anti-

Virus, Anti-Bacterial and Anti-Fungal which lasts throughout the life cycle of its entire range. With other distinct properties like fire retardant, scratch and impact resistance and many more attributes make them a cut above the rest. Greenlam manufactures every laminate with an acute attention to detail ensuring you get nothing but superior laminates of international standards, trends and the highest quality. From woodgrain patterns to solid surfaces, each decor is

designed to perform faultlessly in residential, commercial and public environments.

The one of its kind display center was inaugurated by Sanjay Pandita, Rajinder Pandita and Vikram Singh Wazir, who are the owners of the National Home Décor showroom.

Commenting on the store launch, Anuj Sangal-Country Head, Laminate and Allied Business, Greenlam Industries Limited said, "With businesses re-opening in the country and in line with increasing our retail footprint in India, the inauguration of the Greenlam Laminates display center in Jammu is a step towards getting closer to our customers. At Greenlam, we strongly believe that it is imperative to make the entire design selection easier for our customers. Adhering to that philosophy, the idea behind introducing our products to various parts of the country is

to enable and increase customer satisfaction. Committed towards enhancing our customer experience, a display of products in this way, will give the customers an ease to see the laminate product range under one roof thus, making the process of selection and purchase effortless."

Also present at the launch, Anubhav Sharma - Regional Head (Chandigarh /Haryana/Punjab/J&K/ HP) Greenlam Industries Limited said, "Jammu is a very potential market for laminates. The launch of Greenlam's first and exclusive laminate display center at National Home Décor, would help our customers select from the plethora of full sheet laminate designs offered by us to enhance and beautify their spaces. Nonetheless, this would also enhance the perception of our brand in our customer's mindset."