

GREENLAM INDUSTRIES: WHERE PASSION MEETS EXCELLENCE

The Professional Journey

Parul Mittal is a commerce graduate and possesses an in-depth understanding of marketing and design. She has been actively working with Greenlam Industries since the company's inception. She has been a pivotal part of the company, helping the brand grow exponentially at both national and international levels. As a participative and inclusive leader, Parul Mittal has been a driving force in guiding and overseeing marketing strategies, brand building and brand visibility.

She has also been leading the Corporate Social Responsibility Initiatives for Greenlam Industries Ltd. wherein she is working in the segments of Health, Education and Community welfare in multiple areas in Rajasthan, Himachal Pradesh and Delhi NCR.

As a leader, she likes to involve people in decision making and guide them to take decisions and move things forward which helps in creating smart solutions and team building.

The Company

With over two decades of experience in the surface décor space, Greenlam has been a pioneer in introducing the international décor trend, in India & to the international markets. Greenlam's strengths come from its product offerings, efficiencies in manufacturing, distribution network, brand equity and above all a young and motivated team of professionals.

Greenlam has the largest and widest distribution network of over 14,000 distributors, dealers and retailers across the country. With 18% share in the organized domestic market, Greenlam is the largest laminate player in the country.

Greenlam's products are produced in the world class state of the art manufacturing facilities situated at Behror - Rajasthan and Nalagarh - Himachal Pradesh. Greenlam is an environmentally responsible company that takes the role of a leader with the belief of leading by example.



"At Greenlam we believe in collaboration with internal and external stakeholders and we encourage learning and nurturing talent. Our success does not lie in how vast our world is; it lies in how well we have been beautifying the interiors, transforming spaces and enriching lives."

PARUL MITTAL
Director, Greenlam Industries Ltd.

The Star Product

Laminates

Greenlam's laminates come in variety of forms to suit various needs. From standard to speciality laminates, you can now choose from plethora of options. Our laminates are of high quality which also makes the surface look rich and stylish.

The Collection

- **Standard High Pressure Laminates (HPL)** – These are Tough and easy to look after surfaces with Anti Bacterial protection for everyday use. They come in a plethora of options such as solid colours, wood looks and mineral effects for a variety of spaces

Speciality Laminates:

- **AFX:** Anti-fingerprint laminate which makes the surface impression free. This laminate makes the surface non-porous and hydro-repellent making it easy to clean of impurities and grease mark
- **Unicore:** These are easy to look after surfaces that hide scratches and bring Anti Bacterial protection. They come in beautiful solid surfaces with colour running throughout to give a pure and chic finish
- **HD Gloss:** They come in super shine surfaces in fabulous colours and wood designs. Being twice the abrasion resistant, they are also antibacterial
- **Reflection:** These are custom digital laminates which have patterns digitally printed on them. One can also get their own design converted into laminate
- **Chalk and Marker Grade:** Chalk-board surface ensures perfect continuity in chalk marks for hassle free and readable writing and surface colour renders excellent contrast against chalk marks.
- **Other:** Doors, Anti Static, Fire Retardant,

Post forming Laminates

Standard Compacts: These laminates are easy to assemble with no edging or adhesive needed and are ideal for both horizontal and vertical surfaces

Speciality Compact:

- **Lab Guardian:** Specially developed chemical resistant to shield surfaces from chemical attack
- **Sandwich Compact:** Self-supporting properties with greater dimensional stability and flatness
- **Interior Grade Cladding:** These are tough and easy to look after surfaces with Anti Bacterial protection for everyday use.
- **Exterior Grade Cladding:** These bring added colour to outside spaces with durability and resilience to withstand years of outside use

Restroom Cubicles and Locker Solutions: These perform exceptionally well even in heavy traffic areas under high moisture and high humid conditions.

The company also offers end to end surfacing solutions spread across decorative veneers, engineered wooden floors and engineered wooden doors under the name of Decowood and Mikasa within the umbrella brand of Greenlam Industries Ltd.

Facts

- Among World's Top 3 Laminate producers
- India's Largest Exporter of Laminates
- Asia's Largest Laminate brand
- India's No. 1 Decorative Veneer brand
- India's Only Manufacturer of Engineered Wood Flooring
- India's 1st Organized Manufacturer of Engineered Door Sets (Doors & Frames)



Contact Details
+91-11-4279-1399
info@greenlam.com