

Business News Week

Greenlam Industries Rebrands NewMika as Mikasa Laminates & Launches New 1.0 mm Collection

business Nov 26, 2025

New Delhi, Nov 26: Greenlam Industries, a leading name in integrated substrate and surface solutions with a diverse product portfolio serving customers across more than 120 countries, has announced the rebranding of its laminate brand NewMika to Mikasa Laminates. The transition marks a significant milestone in the company's journey, as it brings together all its surfacing and substrate offerings under one unified identity: **MIKASA**, uniting all product categories like Plywood, Veneers, Floor, Doors and now Laminates.



The transition reflects a renewed commitment to offering architects, designers, and homeowners an integrated ecosystem of products shaped by craftsmanship, innovation, and reliability. By consolidating its diverse portfolio under the MIKASA name, the brand simplifies choice, ensures factory-assured quality, and delivers a seamless design experience across Plywood, Laminates, Veneers, Floors & Doors.



"With the evolution of NewMika into Mikasa Laminates, we're not just changing a name, we're redefining the way surfaces transform your spaces," said Ms. Parul Mittal, Director, Greenlam Industries. MIKASA brand identity brings all our offerings together under a bold, unified identity.

Our all-new 1.0 mm laminate collection takes this vision further with 97 stunning decors spanning across solids, woodgrains, and abstract patterns, four distinct textures Valley, Mesa, Fjord, and MetiQ and two avant-garde design categories, MattX and Meta Luxe. Each piece is crafted to ignite creativity in modern interiors, offering style, innovation, and the trusted quality that Greenlam is known for making every space uniquely yours."

Marking a significant milestone in its brand journey, Mikasa Laminates (formerly NewMika) has launched its much-anticipated 1.0 mm laminate, a once-in-two-years introduction that sets new benchmarks in surface design through innovation, texture, and exceptional craftsmanship.

Drawing inspiration from nature, surface aesthetics and modern craftsmanship, the new Mikasa Laminates Collection introduces **97 new decors** thoughtfully curated across **woodgrains, abstracts, and solids**, reflecting the evolving language of contemporary interiors. The collection is guided by **four design trends** *Elegant Simplicity, Warm Country, Opulent Theatre, and Metropolis* each bringing its own visual narrative rooted in calm luxury, natural warmth, dramatic sophistication, and urban refinement. It further expands with **two new design categories**: *MattX*, offering fingerprint-resistant surfaces for effortless, modern usability, and *Meta Luxe*, inspired by the timeless sheen of metals such as Zinc, Silver, Gold, and Argentum. Adding to this is an elevated tactile palette featuring **four new textures** *Valley, Mesa, Fjord, and MetiQ* each delivering distinct sensorial depth, from organic woodgrains to stone-inspired ruggedness and refined metallic brushing. Together, these elements shape a collection that is versatile, expressive, and crafted to enhance every interior with modern elegance.

Engineered for both performance and aesthetics, Mikasa Laminates combine technical excellence with design versatility. The new range is equipped with advanced features such as antibacterial protection, high scratch and stain resistance, dimensional stability, and non-toxic emissions making it a durable, sustainable, and healthy choice for homes and commercial spaces alike.

With the launch of new collection of 1.0 mm laminates under the new identity of Mikasa Laminates, Greenlam Industries continues to strengthen its commitment to design innovation, global quality standards, and environmental responsibility.

Business News Chronicle

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Business Admin · 11/26/2025

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Entrepreneurs News Room

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Business News Matters

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By admin

NOV 26, 2023

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Business News Matrix

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With the launch of new collection of 1.0 mm laminates under the new identity of Mikasa Laminates, Greenlam Industries continues to strengthen its commitment to design innovation, global quality standards, and environmental responsibility.

Construction Week

Greenlam Industries rebrands NewMika as Mikasa Laminates

Introduces a new collection of 1.0 mm laminates

by **Staff Writer** | November 27, 2025 **SHARE**



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The transition reflects a renewed commitment to offering architects, designers, and homeowners an integrated ecosystem of products shaped by craftsmanship, innovation, and reliability. By consolidating its diverse portfolio under the Mikasa name, the brand simplifies choice, ensures factory-assured quality, and delivers a seamless design experience across plywood, laminates, veneers, floors & doors.

Avante-garde designs

"With the evolution of NewMika into Mikasa Laminates, we're not just changing a name, we're redefining the way surfaces transform your spaces," said Parul Mittal, director, Greenlam Industries. Mikasa brand identity brings all our offerings together under a bold, unified identity. Our all-new 1.0 mm laminate collection takes this vision further with 97 stunning decors spanning across solids, woodgrains, and abstract patterns, four distinct textures Valley, Mesa, Fjord, and MetiQ and two avant-garde design categories, MattX and Meta Luxe. Each piece is crafted to ignite creativity in modern interiors, offering style, innovation, and the trusted quality that Greenlam is known for—making every space uniquely yours."

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Inspirational designs

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Realty Plus

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Greenlam Industries has unveiled Mikasa Laminates, rebranding NewMika and introducing a new 1.0 mm laminate collection.



BY REALTY+

Published - Thursday, 27 Nov, 2025



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Greenlam Industries, a global leader in integrated substrate and surface solutions serving customers across more than 120 countries, has announced the rebranding of its laminate brand **NewMika** to **Mikasa Laminates**. This transition marks a significant milestone in the company's journey, uniting all product categories — Plywood, Veneers, Floors, Doors, and Laminates — under the bold, unified identity of **MIKASA**.

The rebranding reflects Greenlam's renewed commitment to offering architects, designers, and homeowners an integrated ecosystem of products shaped by craftsmanship, innovation, and reliability. By consolidating its diverse portfolio under one name, the brand simplifies choice, ensures factory-assured quality, and delivers a seamless design experience across categories.

Commenting on the launch, **Ms. Parul Mittal, Director, Greenlam Industries**, said: *"With the evolution of NewMika into Mikasa Laminates, we're not just changing a name, we're redefining the way surfaces transform your spaces. Our all-new 1.0 mm laminate collection takes this vision further with stunning decors, textures, and design categories crafted to ignite creativity in modern interiors."*

The new **1.0 mm laminate collection** introduces **97 decors** across solids, woodgrains, and abstract patterns, supported by four distinct textures — Valley, Mesa, Fjord, and MetiQ — and two avant-garde design categories, **MattX** (fingerprint-resistant surfaces) and **Meta Luxe** (metal-inspired finishes in Zinc, Silver, Gold, and Argentum). Guided by four design trends — Elegant Simplicity, Warm Country, Opulent Theatre, and Metropolis — the collection reflects calm luxury, natural warmth, dramatic sophistication, and urban refinement.

Engineered for both performance and aesthetics, Mikasa Laminates combine technical excellence with design versatility. The new range offers advanced features such as antibacterial protection, high scratch and stain resistance, dimensional stability, and non-toxic emissions, making it a durable, sustainable, and healthy choice for homes and commercial spaces alike.

With this launch, Greenlam Industries strengthens its commitment to **design innovation, global quality standards, and environmental responsibility**, positioning Mikasa Laminates as a benchmark in modern surfacing solutions.

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NewMika is now Mikasa Laminates, launching a sleek 1.0 mm collection with 97 decors, 4 textures, and cutting-edge MattX & Meta Luxe finishes. A fresh canvas for interiors!

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Greenlam Rebrands NewMika as Mikasa Laminates, Launches 1.0 mm Collection

Greenlam strengthens its global surfacing portfolio with a high-performance 1.0 mm launch. New Mikasa range **brings 97 decors, 4 textures, and 2 design innovations** — MattX and Meta Luxe.

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November 27, 2025 · 🌐



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