

Marketing Mind

Greenlam Rebrands Decowood Veneers As Mikasa Decowood

The move integrates Decowood's legacy with Mikasa's complete offering, enhancing design solutions for architects, designers, and homeowners.

 by **MM Desk** — August 29, 2025 in Marketing

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Greenlam Industries has *rebranded* its premium veneer brand, **Decowood Veneers**, as **Mikasa Decowood Veneers**. The company has presented this change as a step to unify Decowood's legacy with the broader Mikasa portfolio under one brand.

Decowood Veneers has been in the market for over two decades, providing a variety of wood veneer options. Greenlam has said that the rebranding allows architects, designers, trade partners, and homeowners to access wood panel solutions from a single source, with consistent quality standards.

The company has noted that a unified portfolio will offer integrated design solutions and support the brand's presence in domestic and international markets.

Parul Mittal, Director, Greenlam Industries, 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."



Media Infoline

BRAND

Greenlam Industries Rebrands Decowood Veneers as Mikasa Decowood Veneers



By MI Newsdesk
Aug 29, 2025, 14:02 Pm



TLDR: Greenlam Industries has rebranded its premium veneer brand, Decowood Veneers, as Mikasa Decowood Veneers, unifying its wood panel solutions under the single Mikasa brand for enhanced design flexibility and quality.

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, 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."

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.

Architecture Update

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Greenlam Rebrands Decowood Veneers as Mikasa Decowood Veneers



By AU News Bureau — 29/08/2025 — No Comments — 2 Mins Read



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Greenlam Industries Ltd., a leading provider of integrated substrate and surface solutions, has rebranded its premium veneer brand, Decowood Veneers, as Mikasa Decowood Veneers. This strategic move unites the legacy of Decowood with the comprehensive Mikasa portfolio, including floors, doors, veneers, and plywood, under one trusted brand name as per a press release.

The rebranding marks a significant milestone in providing architects, designers, trade partners, and homeowners with comprehensive and coordinated wood panel solutions from a single source. This integration ensures 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.

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.”

The rebranding of Mikasa Decowood Veneers will equip designers and consumers with integrated solutions, enhancing consumer engagement and expanding the brand’s presence in domestic and international markets. With a focus on sustainability and uncompromising quality, Mikasa Decowood Veneers will continue to inspire architects, designers, and homeowners to craft interiors that are truly distinctive.

Marca Money

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By [MarcaMoney](#)

Last updated: August 29, 2025 4:14 PM



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This transition unites the legacy of Decowood with the complete Mikasa portfolio, which includes floors, doors, veneers, and plywood—all under one trusted brand name.

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by **Staff Writer** | August 30, 2025

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Construction Week

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Mikasa delivers seamless and aesthetically driven design solutions

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Quality craftsmanship

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