



CONCIERGE



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CELEBRATE INDIAN-NESS IN STYLE WITH MIKASA WOOD FLOORS

BY **BW HOTELIER**

FOLLOWING THE philosophy of Make in India, Mikasa—a brand from the house of Greenlam—has established itself as India's only real wood floors manufacturing brand. In an industry which is dominated by imported floors from all over the world, Mikasa wood floors are produced in India at its fully integrated plant at Behror, Rajasthan.

Mikasa draws inspiration from the Latin phrase "Mi Casa, Su Casa", which means "My home is your home". Emerging from the guiding philosophies of Greenlam Industries—innovative technologies and creative solutions—each plank of wood used by Mikasa is truly a work of art. The naturally beautiful is further enhanced using the latest technology in order to present it to the customer in its full glory.

There was a time when wooden interiors were considered an aberration; however, they are fast gaining curious interest from customers in every sector—be it residential spaces, hospitality sector as well as retail shops like GAP, Gant, Nautica, Muji to name a few. Bold interiors defy the boundaries of colour and decor trends. Designed to speak and stand on their own, these interiors exude confidence while displaying an incredible



blend of colour, finishes and textures.

With a wide variety of inspiring design options, Mikasa endeavours to create the finest floors, for those who have the finest taste.

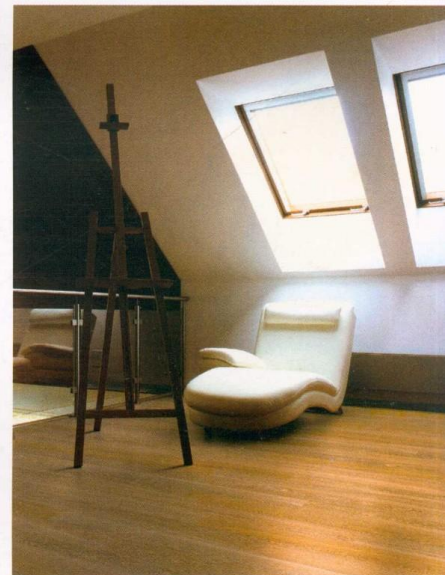
Latest Collection-Get 'Oak-created' Let your choice in interiors be an extension of yourself and utmost classiness. The elegance of oak and craftsmanship are perfectly balanced to answer

your need for style and quality. Using oak in furnishing your interiors features a lifestyle distinction you definitely should embrace. Mikasa wood floors recently introduced a new range for engineered wood flooring under which 11 new splendid variants were launched, these were: Oak Moonlight, Oak Spring, Oak Winter, African Teak, Oak Dusk, Lapacho, Oak Summer, BurmeseTeak, Oak Lumen, Brazilian

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Walnut and Jatoba.

The latest additions in the distinctive Mikasa Pristine collection capture the natural splendour of Oak in the best possible way. Available in 1-Strip format and Matt finish, the selection is certainly crafted to perfection. While, Mikasa Arbor is truly universal as it offers various wood species like Walnut, Wenge and Ash to choose from; Atmos Eiche is a gorgeous

collection of 1-Strip Oaks presented in 10mm wood flooring in all its variants - Natural, Stained or Smoked finish.

Less maintenance and more comfort: Offering ease of installation, Mikasa wooden flooring is also stable in every climatic condition. The product is carefully treated engineered with locks for proper installations and the right expansion gaps that do not get damaged

during weather changes. Furthermore, Mikasa comes with a warranty up to 30 years.

Standing tall with its philosophy of re-defining personal spaces, the brand from the house of Greenlam has not adhered to the Make in India campaign but has also given a whole new meaning to the Indian style, comfort and luxury and to Indian-ness as a whole.