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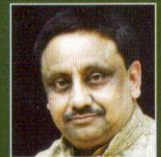
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Mega Business Opportunity Unfolds

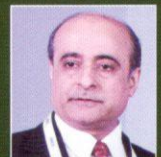
VIEWPOINT

The Real Impact will be Felt by Next Fiscal



IN CONVERSATION

We Aim to be a Pioneer in the Floor-to-Ceiling Space



IN FOCUS

Orchestrating Growth in Flooring Segment



BRACECORP


Orchestrating Growth in Flooring Segment

Greenlam wants to corner a whopping 50% share in the wooden flooring market by rolling out a plethora of 'trendy' products under its Mikasa brand. It is filling up the calendar with installation programmes, and pumping more monies for promotional activities.

By *Mrinmoy Bhattacharjee*

NEW DELHI-BASED Greenlam Industries Ltd is eyeing a 50% market share of the domestic organised wooden flooring market. The company markets wooden flooring products under its Mikasa brand. Greenlam is also set to boost its installer training programme for the niche category, the company's director for marketing and design Parul Mittal told *SH*.

"The wooden flooring segment has tremendous growth potential for our company, as the product will find wide application in urban spaces including the upcoming 100 smart

“ We will be able to expand our market share from 25-30% to 50% in the organised space



cities and green buildings. We are confident that we will be able to expand our market share from 25-

“Made for the first time in the country with the latest European technology and crafted to perfection, Mikasa has more than 100 unique products

30% to 50% in the organised space by tapping into our vast product basket and other initiatives,” averred Mittal.

Mittal said that Greenlam will also augment its ongoing installer training programme for wood flooring. “Installation is very crucial for successful performance of wood flooring solutions. We will organise more installer programmes in every quarter than ever before,” she stated, adding that the company has allocated 10-15% of its revenue for promotional activities.

In a related development, the company has recently unveiled its 2017 Mikasa premium engineered wooden flooring collection. This, Mittal added, is set to capture the imagination of mostly well travelled and aspirational millennials – a growing base of decision makers

in home buying and other realty properties space in the country.

The 2017 collection includes shades such as Oak Crème, Oak prime, Oak dune, Oak London, Oak Topaz, Oak Slate, Oak Stein, Oak Sea Mist, Oak Amber, Noce Rosso, Noce Coral, Oak Choco, Oak Lumen, Oak Noir, Oak Fume, among others. The company describes the new collection as “stylish and contemporary” that ranges from the lighter blonde shades to bolder darker shades, as well as wider planks to help highlighting the inherent aesthetics of wood.

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technology and crafted to perfection, Mikasa has more than 100 unique products. With designs to hypnotise

the senses, the Mikasa 2017 collection captures the latest in flooring trends and comes with a wider range of colours to give our consumers plenty of creative freedom to express the vision they have for their homes. Now, our customers can choose from the lighter blonde shades to darker bolder shades for their floors. We have also introduced wider planks that give a more unified look with fewer joint lines, and bring out the natural knots and grains that highlight the inherent aesthetics of wood. It has been our constant endeavour to offer the best in decorative surfaces to our consumers. Our wooden flooring solutions will enable customers to elevate their interior space innovatively and allow them to be closer to nature.”

Elaborating the essence of the different kinds of wood, Mittal said, “If you are looking for lighter shades you can choose from Oak Crème, Oak prime, Oak dune, Oak London, and Oak Topaz to name a few. If you want to work with the other end of the spectrum and are looking for something on the darker side, you can always go for Oak Choco, Oak Lumen, Oak Noir and Oak Fume. The new Mikasa collection also caters to the more contemporary customer base with grey and red shades of wood. If you look at a room and think Grey, you can go for Oak Slate, Oak Stein or Oak Sea Mist, and if your mind drifts towards red, you can go for Oak Amber, Noce Rosso, Noce Coral to name a few.”