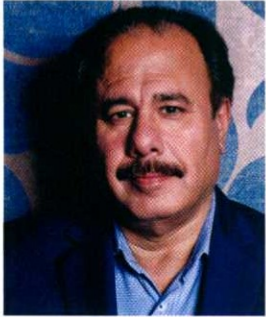


INDUSTRY SPEAK

WE SPOKE TO LEADING NAMES IN THE INDUSTRY TO GET A LOW DOWN ON THE LATEST...

**SANJAY KALRA, CEO-BATH PRODUCTS & TILES,
BRILLOCA LIMITED**



Sanjay Kalra

What features do Neom Tiles offer for use in the bathrooms?

NEOM offers bathroom surface solutions in both ceramic and GVT. In ceramic NEOM has a strong collection of concepts in 30x60 cm. These concepts are inspired by nature which surround us and have matte, polish and sugar finish. On the GVT front we have multiple sizes both in large format (120x240 cm, 80x160 cm,

120x120 cm) and in 120x60 cm. In 60x120 Cm we have décor and base concepts with special application like metallic and platinum ink for our décor tiles which bring lot of value to the interiors in bath. In addition to it we also have full body tiles for the same. These designs not only enhance the aesthetic value but are also very functional for the bathrooms.

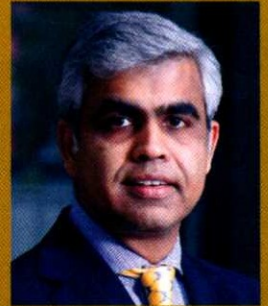
Which is the most popular collection from among the variety available?

Neo Mini Slab (800x1600) and décor and base concepts in Neo Expanse (600x1200) are the most popular collection in our portfolio when it comes to bathroom.



Primula white,brilloca.com

ABHISHEK SOMANY, MD, SOMANY CERAMICS



Abhishek Somany

Tell us about the efficacy of Germ Shield tiles.

Somany with its strong R&D team has come up with Germ Shield Tiles. These tiles have a unique Germ Shield Technology, which adds anti-bacterial properties and makes them 99% germ and bacteria resistant.

Germ Shield Tiles are ideal for areas like the bedroom, drawing room, kitchen, bathrooms, hospitals, schools etc. These tiles have been specifically launched keeping in mind the growing need for hygiene especially for children as they will now be protected by the anti-bacterial property of these newly launched tiles.

These tiles are manufactured with a special Nano chemical coating which inhibits the growth of germs, bacteria, fungus and other microbes that come into its contact. This product with superior technology yet affordable price is a perfect solution for the health conscious consumers.

What is your best offering for outdoors in coastal cities?

For outdoors in coastal cities, it is advisable to go for our Slip Shield Tiles or Durastone Heavy Duty Tiles.

Slip Shield Tiles come with a unique glaze composition which has been developed by the innovative team of Somany. The glaze is a homogeneous solution of the inorganic oxide to give slip resistance property. The particle size of the glaze is maintained so well that the coating is smooth yet hard enough to create resistance to skidding.

Somany Slip Shield tiles have been independently tested and certified by the Ceramic Research Company, Malaysia, which is the foremost independent institution in the world for scientific research in of ceramic products. Durastone Tiles are ideal for all outdoor usage which could be wet or dry e.g. walkways, driveways, bus stands, metro stations etc.



Oak slate flooring, greenlamindustries.com

PARUL MITTAL, DIRECTOR, GREENLAM INDUSTRIES LTD



Parul Mittal

When you say 30 years warranty on Mikasa Floors what all does it cover?

India's first manufacturer of engineered wooden flooring,

Mikasa Floors brings a collection of real wood floors crafted from the most exotic species of wood from around the world, to accentuate every space. With a 30-year warranty on Mikasa Floors, you get floors that last for years to come. The warranty covers wearing through the wear-layer of the multi-layered plank. The wear layers consist of the surface treatment and the entire thickness of the hardwood. Therefore, this layer can be sanded twice or thrice for up to 0.5mm – 1mm each time, depending on the depth of scratch or dents.

What is the widest plank you have for residential use?

For residential purpose, Mikasa Floors offers widest plank with dimensions - 2420mm(L) x 195mm(W).

JITESH KUMAR, REGIONAL SALES DIRECTOR - INDIA & SAARC, QUICK-STEP

Quick Step recommends New Gen laminates for bathroom floorings. Please tell us which is the best option and why?

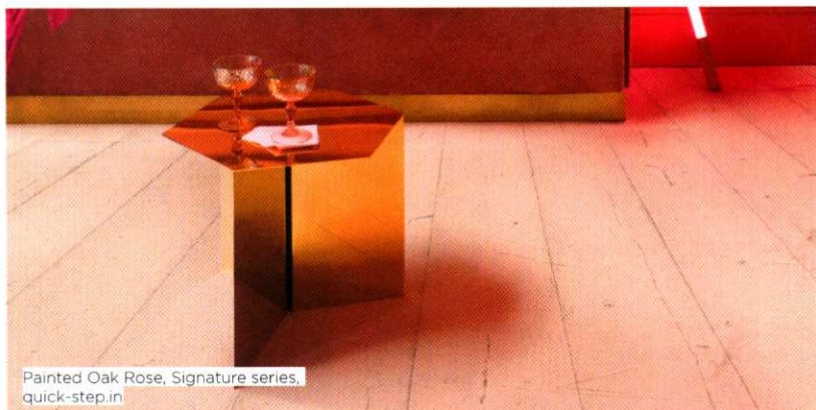


Jitesh Kumar

Hydroseal features are there in almost all our Laminate flooring range which makes the flooring surface 100% water resistant and this can be used in dry area of the bathrooms provided the installations to be done as per our guidelines. We have specific water warranty features for almost all our products from 5 years to 10 years with our existing range of Impressive collection to the newly launched range from signature collections and Impressive Pattern.

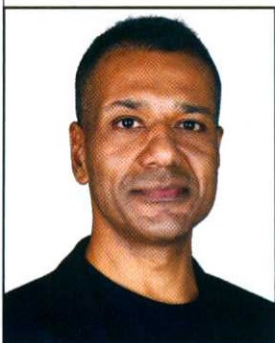
We love the fact that Quick-Step thought of a pink colour flooring. Is there any particular reason or thought behind this offering?

Pink is the new black. What was once regarded as a uniquely feminine colour is now worn by virtually anyone and featured in exciting new contexts. The popularity of pink as an accent colour in our interiors has increased rapidly. And Quick-step raised the bar once again, with the launch of pink floor: the Painted oak Rose from its signature Laminate flooring series.



Painted Oak Rose, Signature series, quick-step.in

NIPUN PUROHIT, BUSINESS HEAD, INDIA, HKS FLOORINGS LLP



Nipun Purohit

Where all does HKS source its woods from, for its wooden flooring?

Wood is our great passion. We love it and stand for a respectful and environmentally friendly approach to nature. As one of the first providers, we have been FSC®-certified since 2008 (license code FSC® C022992). The FSC seal of approval stands for environment-friendly and responsible use of our forests. All our wood is sourced from government authorised sustainable forests.

What care do you recommend for engineered wooden flooring?

The floor must be cleaned of dust and dirt on a regular basis (broom, Hoover etc.) and may only be wiped or mopped with a damp cloth or mop. Standing water is always to be avoided. Then dry the floor with a non-fibrous cloth. We recommend adding a suitable treatment agent to the cleaning water at suitable intervals, depending on how heavily the floor is used. Please heed the instructions from the respective manufacturer. Preventative protection Surfaces are subject to natural wear. For this reason, we recommend attaching felt gliders to the bottom of your furniture and using entrance mats, e.g. the HKS clean floor, to maintain the value of your wood floor. We recommend using clear mats under chairs with rollers.