

Greenlam Glam

Home décor is picking up pace and with more Indians sprucing up their abodes; this is a category that's ripe to take off. Greenlam, one of the largest players in the veneers, compacts and laminates market, took the opportunity to elevate its positioning and uplifting customer experience at Interzum – an annual global exhibition for furniture and interior construction held in Cologne, Germany.

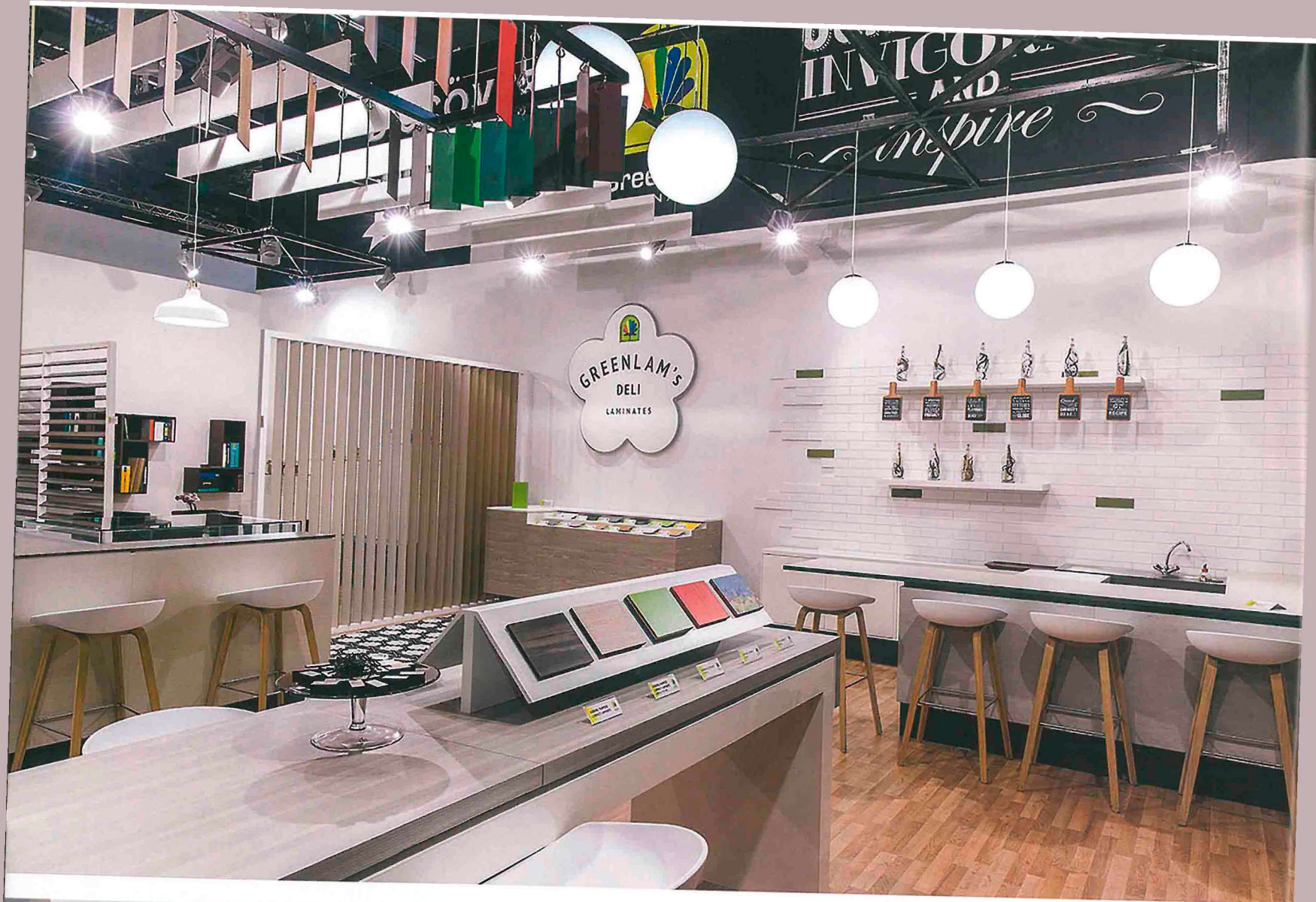
For Greenlam, Interzum came as an opportunity to build a significant lead over competition and also showcase to its customers the width and depth of its offering. Interzum not only binds the local markets, but it also drives internationalization in the areas of furniture production and interior fittings. The exhibition is also a source of inspiration for product developers, designers, and architects. To make a bold statement, it was very necessary for Greenlam to have a cutting-edge stall design. Fitch India was brought on board to express Greenlam as an authority in wood solutions for home décor. A 120 sq mt stall came to life showcasing its range of products like veneers, laminates, compacts, wood flooring and range of doors.

Zooming into the design of the stall, a deli concept was taken as the design driver. A deli is a social place to relax, eat, meet people and experience great food. Creating an experience where by the Greenlam laminate products are displayed in a deli environment, customers are at ease and explore products at their own pace. They do not sense any rush where they have to quickly browse through the products and be on their way. The deli concept is inculcated quite literally and pieces of laminates are crafted in

the shape of delicious food and displayed in simple and functional display counter finished in Greenlam products. A unique concept such as this reinforces a brand recall value and gives an exciting experience to the customer.

The laminates boosted the deli concept with minor detailing in their displays. Laminates were displayed as small modules with different finishes which were to be placed in a glass showcase. Textured and special quality laminates and compacts were displayed on an angled ledge. A special suspended feature was designed to show layering of their different color laminates over the counter. Apart from this, various laminates were displayed in a glass jar as small cubes or veneer slices, while small pieces of laminates were put on a clear acrylic stand and a cake stand.

Greenlam was a part of this exhibition to fulfill a larger purpose of leaving no card unturned in establishing a name for itself in the international market. "We designed the bespoke flooring pattern in the central space of the stall inspired by the Greenlam logo, which was executed by Greenlam Industries LTD. We also used Greenlam products to create different elements and fixtures of the





stall like counters, bar counter and signages," says Vejay Vyas, Creative Director, Fitch India.

Since this was a temporary structure, one may question its practicality in terms of construction, assembly and cost effectiveness. To address that, all the fixtures and elements of the stall were designed as a kit for easy installation and re-use purpose. Most of the elements were finished in Greenlam products, which served two purposes:

- Showcasing their products in actual environment
- Reducing the overhead cost in the production.

Speaking about the exhibit Parul Mittal, Director Marketing & Design at Greenlam said, "Our aim is to constantly innovate technologically and create products which facilitate craftsman masterpieces. Platforms such as Interzum offer an opportunity to showcase our best and take Indian trends to the world. It also gives us a chance to share best practices with some of the world's leading players in the home and interior sector."●

Mansi Lavsi

Design

Fitch India

