

Greenply Goes Witty with ‘Ask Greenply’ Campaign

In a clear shift from its original ‘durability’ and ‘strength’ proposition, Greenply Industries has taken the witty road to inform buyers about plywood with its ‘Ask Greenply’ series of commercial campaigns. The three TVCs titled Nayi Maa, Dhongi Baba and The Couple, of 30-seconds each, have tickled the funny bone of consumers and invited them to raise questions about plywood. Created by Kolkata’s Ogilvy & Mather, the three TVCs aim at connecting directly with customers and increasing their involvement to buy the right products.

Speaking about the campaigns, associate VP & marketing head at Greenply Industries, Kamal K Mishra says, “We believe that Greenply must act, feel and behave like a category leader. As leaders, we must guide the customer such that he makes better brand and product related decisions. ‘Ask Greenply’ will give birth to a new breed of demanding and educated customers which will positively impact the overall



category.” Mishra adds that the company has developed its backend from scratch to support curious customers. The company has a new call centre, a new

www.askgreenply.com website and has shot several product videos that demystify products.

Prestige Interio Introduces Scratch Proof OpuLux

Mumbai-based manufacturer of plywood and laminated board Prestige Interio has recently revised its panels range with the inclusion of a category titled OpuLux Scratch Proof. The new collection is a scratch-proof version of OpuLux Classic, and is claimed by the company to be the first of its kind in India. The high gloss, scratchproof OpuLux panels are offered on a variety of substrates like plywood, MDF, particle board, and composite materials.

During a conversation with Kitchen Review, Pankaj Chandak, managing director and CEO, disclosed the target segment of the company. “In 2012 Prestige Interio was the first in India to launch acrylic on plywood; however, its application was limited to vertical surfaces only. Later, demand for a scratchproof version of OpuLux Classic picked up

momentum and we developed OpuLux Scratch Proof. It opens up an entire new area of customer segment like hospitality, residential, office or retail.” He added that OpuLux Scratch Proof allows to look into horizontal applications as well such as conference tables, dining table, office tables, and so on.

The company has its manufacturing unit set on 70,000 sft

area in Vapi, Gujarat, which employs Flat Lamination technology for the production of panels. Chandak stayed silent on the investment aspect of the plant, but gave

an inkling that it’s huge, and there is a lot of room for expansion. The plant produces an average of 250 boards in a single shift, which translates to a monthly production capacity of 7,500 boards.



Speaking on Prestige Interio’s position in high gloss plywood market, the managing director remarked that 90% of the company’s sales come from plywood. Chandak is optimistic about the company as well as the industry, and is expecting both to flourish within a time span of three to five years. The company is presently focusing on tapping the domestic market only.

Chandak attributes quality service and innovation as the two distinctive factors that describe Prestige Interio. “We believe in quality service and innovation. We import raw material and glue from Europe, and high gloss material from Senonan, based in Austria and Germany. We believe in providing good quality coupled with timely customer service, which gives us a greater advantage over the rest of the players in this domain. Another factor that differentiates us is innovation.” In a span of three years, the plywood maker has launched three different products in the country.

Crompton Greaves Partners with SOGO

Electrical appliances major Crompton Greaves has joined hands with SOGO to widen its consumer appliance portfolio.

SOGO is a Spanish company that specialises in marketing and sale of kitchen appliances and personal care products since 1981. Through a long term marketing alliance, CG will bring a wide range of SOGO kitchen appliances to Indian consumers and leverage on the Spanish company's robust supply chain that reaches 9,000 premium retail counters.

Commenting on this strategic alliance, Avantha Group company CG's CEO and managing director Laurent Demortier says, "We are excited to collaborate with SOGO. This partnership was a natural fit to support our strategy in providing new generation consumer appliances that affect a comfortable lifestyle."

"It is our proud privilege to partner with India's iconic brand Crompton. SOGO has vision, honesty and devotion, and strives to increase every customer's overall satisfaction and trust," says Satish Raisinghani, chairman and CEO, SOGO Group.

Demortier asserts that for more than 77 years, CG has delivered an engaging experience to its customers and carries an advantage of developing products



which are suitable for the Indian market and its discerning consumer base for

generations. "With this partnership, we will widen our leads by appealing to a younger generation and reaching out to our loyal customers in India." The kitchen appliances segment has been growing at 14% in the past three years and is expected to grow faster in the future.

SOGO, with its veteran experience in market intelligence and international design, will provide CG opportunity to develop unique products for domestic consumers. With increasingly complex and time-pressured lifestyles, the demand for easy-to-use products and services with uncomplicated designs and clear value-benefit is on the rise. Crompton for years has only designed products that are elegantly designed, functional and smart to help discerning consumers enhance their home's efficiency and style.

GRASS Launches Microsite for Vionaro

GRASS, a global manufacturer of functional hardware and accessories, has launched an interactive microsite for its cubist drawer system Vionaro. The microsite aims to provide live experience of the product as well as inform customers about Vionaro's unique features, thus making the experience accessible with a smartphone or tablet. GRASS is headquartered in Austria's Hoechst on Lake Constance.

The focal point of the site is an image film, which effectively sets the scene for the system; it also has powerful and high quality images displaying specific product features, as a special presentation space in the web. The site intends to provide an emotional bridge between customers and the modern, informative and live presentation of web space.

"As well as informing our customers about the special features of Vionaro, we want to provide them with a virtually live experience of the product," explains marketing head Andreas Marosch. The artful way with which the special features

of the product are discovered by its customers and prospects, makes these details memorable with the target groups.



The design is developed based on a concealed drawer slide Dynapro, and was recognised with the coveted Red Dot Award in 2014. The slender 13mm drawer side is already being used by many living room, kitchen and bathroom applications around the world.

GRASS is known for its tradition and extraordinary diversity of perspectives; and the company ranks amongst the leading specialists in movement systems. Its passion for design and movement is reflected in the microsite's design, which is oriented towards Vionaro's looks and the product's minimalist and cubist lines. The slide and drawer systems, hinge, flap and corner cabinet systems are some of the noted products in the furniture category of prestigious brands.

Renderlogy Rebrands Itself, Launches B2C Solution

Hyderabad-based online home décor solutions start-up Foyr.com (formerly Renderlogy), a business-to-business



platform - has turned into a business-to-consumer (B2C) venture with the launch of an online interior designing portal. Sailesh Goswami, founder and CEO of Foyr.com, informs, "The online portal has been developed by our in-house team using our patent-pending interiors definition technology. The B2C platform is designed to arm the consumer with the most-advanced technology tools on desktops and laptops." This, he says, would empower the consumers with a wide range of choices to design their interiors in a few minutes and execute their dream home. The company will launch the mobile version of Foyr in a month.

Goswami further explained that Foyr makes use of 3D design and augmented reality, enabling people to design their interiors online within minutes. These designed interiors can be later executed in collaboration with experts associated with the site. The company has a collection of over 5,000 products and is associated with more than 100 vendors in Hyderabad. The company has also filed three patents for processes developed by its design teams.

The home décor solutions provider raised ₹10 crore from Brick Eagle in Series-A round of funding in February 2015, and ₹6 crore from Astar Ventures

in May 2015. It is looking at expanding its footprint to 13 cities, including Pune and Bengaluru, within this year. Furthermore, it is expecting 1,00,000 users a month on its B2C platform from November this year.

WPC Gaining Ground in India

Wood polymer composite, a globally accepted material, is gradually gaining ground in the Indian market. "India is becoming a popular destination for WPC products. Over the last four years India has witnessed establishment of more than 50 odd manufacturing facilities for making different WPC products including sheets and decking," says Hardik Panchal (h.panchal@hardysmith.org), director of Ahmedabad-based consulting and marketing firm Hardy Smith Designs (P) Ltd, which specialises in this material. He further states that India has overtaken Japan in WPC production with a total installed capacity of more than 60,000 tonnes per year.



"I would say we have been late in understanding and taking interest in this product. Developed countries have been using WPC as a part of their consciousness about greenness. For us

WPC is becoming a necessity," Panchal asserts.

Lack of awareness and reach of the product are challenges being faced by the players in this category, according to him. While some companies have started promoting this product on a large scale, including Century Ply and Alstone, it is expected that soon more WPC brands will emerge.

Sharing more about the challenges, Panchal comments, "There were two techno-commercial challenges - price and screw holding - and these are well understood by the market." According to him, screw holding is moderately perfect and better than in MDF and particle boards, and the screw gap can be refilled with PVC grips with use of solvent cement. "The average cost of WPC sheet matches the cost of wood panel. Importantly, it is 100% recyclable and its user can get at least 15% cost back at any point of time in future."

Panchal informs that his company is developing the injection moulding process for WPC, which can be a great hit in the Indian market. He adds that WPC decking is another application that is likely to catch up very fast. "As a matter of fact, WPC decking is being taken up quite aggressively by architects, interior designers and builders."

Errata

In the March-April 2015 issue, the news "Maruti Interiors Unveils Spitze Storage Range" Shyam Kishor Chanasana was wrongly mentioned as the company's managing director, and his image was placed alongside. The company's managing director is Paresh Lunagaria. The error is regretted. The link to the corrected news is <http://kitchenreview.net/index.php/maruti-interiors-unveils-spitze-storage-range/>