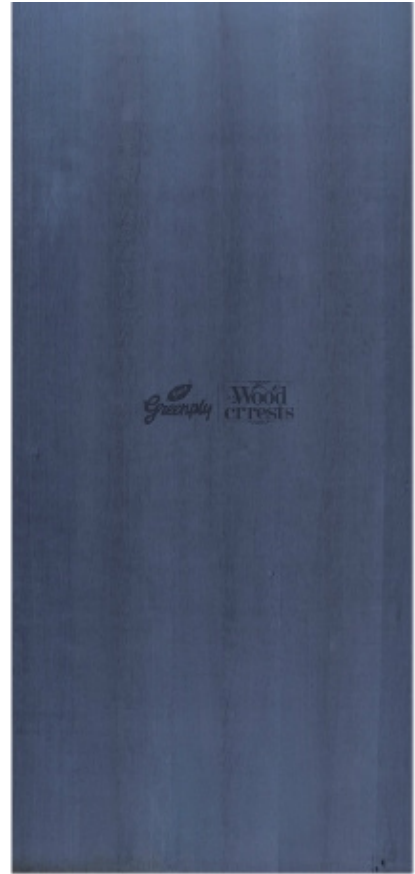


NEW LAUNCHES **PRODUCTZONE**



Greenply Industries launches an exquisite collection of Italian dyed veneers "Farbivo"

Greenply Industries Limited, one of India's largest interior infrastructure brands with over 30 years of experience in manufacturing a comprehensive range of plywood, block boards, decorative veneers, flush doors, and other allied products, recently launched their premium collection of Italian dyed veneers "Farbivo". The exquisite product portfolio will fall under Greenply's premium collection of natural decorative veneers, Wood Crests.

Greenply veneers are made of exotic species specially handpicked from across the globe such as America, Brazil, Europe, and Africa adding the inherent beauty of timber to your furniture. The veneers are unique, as each flitch of veneer has a distinct pattern, is durable, and is also E1 compliant. Synonymous with all things beautiful and elegant, the veneers gives your home something that goes beyond furniture. Made from the finest timber, it promises to add a glamorous spin to the idea of premium living. The "Farbivo" veneers are specially crafted with Mediterranean sensibilities and are the perfect way to make your spaces reflect your own personality by adding an aesthetical appeal to it.

Remarking on the launch of the new collection range, **Sanidhya Mittal, Joint MD, Greenply Industries Ltd** said "With innovation



and technology at our core, we strive to create products that are made to fit the evolving needs of customers. Our new collection "Farbivo" is

rendered with Italian craftsmanship complete with the assurance of continental precision

and quality. We are now focused on delivering more such product range which will provide our consumers a complete peace of mind and promote aesthetic living."

"We have selected 60 exclusive shades for dying exceptional range of Architectural Grade (One of a kind) Veneers. The Farbivo range is processed in Italy at state-of-the-art veneer dying plant to ensure premium aesthetics and consistency of shade", said **Shyam Shekhawat, Business Head, Greenply Industries Limited.**

The premium Italian dyed veneers 'Farbivo' is available in over 50 shades and textures with grey being the most dominant shade. This exquisite collection gives your home something that goes beyond furniture. Made from the finest timber, it promises to add a glamorous spin to the idea of premium living. This new collection enables you to transform your domestic plane into a slice of living art. The complete collection of Wood Crests Veneers, including the Farbivo Dyed Veneers are borer proof and termite resistant and E1 compliant. As an effort towards clean and green living, Greenply Industries are coming up with more such product range which will promote aesthetic living among the consumer base.

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About Greenply Industries

GREENPLY INDUSTRIES LIMITED (Greenply), is among India's largest interior infrastructure brands with over 30 years of experience in manufacturing and marketing a comprehensive range of plywood, block boards, decorative veneers, flush doors, and other allied products.

Greenply commands a 26% market share in the organised plywood market. The company has a strong leadership presence with 55 branches (including virtual branches) and 7,500+ channel partners across India. However, Greenply is currently making its presence felt across the globe, with 4 state-of-the-art manufacturing facilities, which includes the operations in Gabon, West Africa. The organisation has received several awards and certifications for implementing best work practices across factories, maintaining eco-friendly manufacturing, and ensuring quality and guaranteed products, including the

prestigious FSC-COC, CE and E1.

Strengthening the business – Greenply is constantly striving on building a sustainable operational framework crucial for continued value creation by working on capacity building and securing resource availability. Therefore, Greenply is amongst the first ones in this sector to use Okoume – a natural timber harvested under the Sustainable Forest Management plan. Greenply has been encouraging timber plantation and agroforestry in marginal and degraded farmlands near their manufacturing sites, ensuring environmental sustainability. For the future, Greenply plans to put in place the right building blocks for sustainable long-term growth and value creation for all stakeholders.

For more details visit:
www.greenply.com