

## **Perfection meets style with “Bespoke”, custom made collection by Durian Decorative Laminates.**

**Mumbai:** Durian industries; leading group in Interior Infrastructure category; announces the launch of its much awaited “Bespoke” collection in their laminates category. After months of intense market research and dealers’ feedback on the success of earlier collections like Club Variations and Black Berry, Durian Decorative Laminates is proud to present their valued customers with the “Bespoke” collection. True to the meaning of the word Bespoke, this collection is indeed *custom-made*.

Effortless style that combines classic shape and modern sensibilities is the design philosophy of Durian Decorative Laminates. After intense surveys of both, national and international, markets, Durian in collaboration with top European and Japanese printers and engravers has created exclusive designs and textures featuring clean lines, bold patterns, and vibrant colors. Each of the designs and textures in this collection has been *made-to-order* to the exact specification of the design team at Durian.

Sajjan Dokania, Director – Durian Industries Ltd. says, “The collection consists of rare and exquisite natural wood veneer designs. Utmost care has been taken to ensure that the designs are printed such that the natural integrity of the wood veneer is maintained. In order to make these designs truly exclusive and unique, Durian has bought the rights to all the designs (and every possible color combination thereof) in this collection. This way we can guarantee our product quality and exclusivity in the laminates designed especially for our valued customers.”

### **Designs:**

In this collection, specific families of woods species such as Mulberry, Curupixa and Hackberry have been chosen because of their own uniquely natural beauty not seen in the more commonly used woods.

### **Textures:**

The designs are matched and grouped with three *custom-made* finishes; Veneer, Crust Thicket and Engraved Lumber; so as to make the end product look and feel like the surface of the natural wood. By combining wood grain textures the designers were able to create a surface that has uniquely attractive and smooth properties which are non-reflective. With these characteristics the textures are highly versatile and natural looking when presented in either, warm or cool, wood designs.

The exotic range of “Bespoke” laminates is available through authorized Durian retailers across India.

| **About Durian Industries Limited:**

| Durian Industries Limited was established by Mr. Sajjan Dokania in 1992.

Today, **Durian** is a name synonymous with advent grade and innovative **decorative laminates, decorative plywood and decorative veneers**. Durian is one of the leading **laminade manufacturers in India**.

Durian is also an importer of interior lifestyle products sourced from leading international manufacturers. Durian imports home and office furniture from all over the world and has an extensive range of accessories, artifacts, furnishings, painting and decorative lighting products. Headquartered in Mumbai, the brand has grown immensely through the years and has 50 furniture stores across India. Durian is now also providing turnkey services all through India.

| *"First impression is the last impression."* Inspired by this principal rule of the interior design industry, Durian started its state-of-the-art facility for the manufacturing of Decorative High Pressure Laminates. Along with Decorative High Pressure Laminates, we also produce Metal Foil Laminates, Abrasion Resistant Laminates, Dry Wipe Marker Board Laminates, Chalk Board Laminates, Post Forming Laminates, Digital Printed Laminates, Screen Printed Laminates and Door Skins to name a few. Our laminate facility is certified for ISI 2046:1995, ISO 9001:2008 and ISO 14001:2004. Furthermore, Durian laminates are made using innovative chemicals and scientifically treated papers. As a result, we are also the only company in India to offer Borer, Fungus and Termite proof laminates. Apply Durian Laminates outside and inside of your furniture to have a worriless sound sleep for years to come.

For further enquiries please do contact – **mail@cedarindia.com**