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Laminates that stand the test of time by Smith

Article published on December 12th 2011 | Home Improvement

When was the last time you bought a product and it came with no warranty or guarantee card? Canâ€™t remember can you? Well, with changing times, marketing mechanisms too have changed. In fact, one crucial point of the current marketing mechanism trend is capitalizing on the durability and longevity factor. Consumers donâ€™t mind spending big bucks when it comes to buying a product that comes with an innate guarantee of longevity. And brands too have well capitalized on the idea. However, the problem arises when brands donâ€™t meet their promise made to the consumers, which further leads to the arousal of negative sentiments in the market. Therefore, brands must and they do give special emphasis on longevity factor.

One industry which has done commendable job in bringing this philosophy and sticking to its continuation setting exemplary records is the laminates industry. Products like Compact laminates and the much in demand compact grade laminates have broken all records of durability and have achieved their own highs. A few years ago no one could have imagined that the mere wood laminate will be capable of handling the test of time. But, indeed it has been. The new and revived forms of wood laminates â€“ the compact laminates and the compact grade laminates â€“ have proved the critics wrong and evolved as some of the most everlasting furniture products.

Let us take a look at each of these individually to understand them better. First letâ€™s talk about the compact laminates. With compact laminate the wait for an ultimate paneling alternative is over. With time tested durability and extreme water proof attribute, compact laminates is much sought after when it comes to layering and paneling of furniture. Produced in 4mm thickness this product is ideal for panels in bathroom doors, partitions and other various self supporting vertical structures that are used day after day in homes, offices, stores and other utility areas.

Next comes the compact grade laminates. Paneling, lab furniture, restroom cubicles, worktops and modular desks, with the arrival of compact grade laminate on the block; all these furniture assets have become sturdier, more trendy and appealing. Produced under strict process control parameters, the compact grade laminates come with the custom made advantage and are available in sizes ranging from 4mm to 18mm. Based on demand and the requirement it can also be further customized to suit the size and design of your choice.

These two types of laminates are indeed a revolution. The durability, the design and the colours in which they are available only prove that the mere wood laminate of yesteryears has come a long way and changed into more advantageous products.

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Asiaâ€™s best laminates solutions provider, Greenlam offers variety of laminates like a compact grade laminate, a compact laminates,a wood laminate etc. These laminates are highly sustainable, creative and nature-friendly.

Article Keywords:
Compact laminate, compact grade laminate, Wood laminate

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