

DEXARTE LAUNCHES 'ELLELEVATUS,' INDIA'S 1ST DIY READY-TO-USE LUXURY WALL PANEL SOLUTION



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Dexarte—one of the leading brands operating pan-India—launched 'ELLELEVATUS,' India's 1st ready-to-use luxury wall panel, on Ply Reporter's Launch Pad on March 5, 2023, which was live broadcast on its FB page from Mumbai. When it comes to the world of high-quality, luxurious premium decorative panels and laminates there is one dependable brand, DEXARTE. It is owned by The Chintamani Group, a company that strongly believes in 4 four essences behind their success story and they are: Ethics, Principles, Trust, and Commitment.

Driven by passion to provide premium designs, Dexarte has been coming up with technologically high-quality materials within the spectrum of style, luxury, and affordability. Till date, they have introduced a wide range of products under their segment sub-brands like ALTURA, ESSENCZAA, DEXIGLAS CRYSTAL, LUXELINE, ORNATE, ALTRAEX, DUROGLAZE, and the newly launched ELLEVATUS. These products and designs are patented and registered so that the consumers have exclusivity in the surfacing solution. The new product ELLEVATUS was launched online by Mr. Narendra Jain, MD, Dexarte, Mr. Tarun Soni, Director, Rubiks Decor, Pune; Mr. Lakhamshi Gala, Director, Satyam Laminates, Mumbai; Mr Prashant Jain and Mr Aagam Jain of Dexarte.



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With this panel, a 150-foot wall can be easily done in 2 hours. It comes in three different sizes: 8 Feet X 24-inch and 8 Feet X 8-inch wall panels and 8 Feet X 7-inch 3D wall planks, which we can join with fine Links Trims and make very beautiful designs. With it, we can think differently and innovate the designs into different looks and feels.
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Speaking to the Ply Reporter, **Mr Aagam Jain, the inventor of ELLEVATUS** and the next generation entrant in the Dexarte business, said, "With this panel, a 150-foot wall can be easily done in 2 hours. It comes in three different sizes: 8 Feet X 24-inch and 8 Feet X 8-inch wall panels and 8 Feet X 7-inch 3D wall planks, which we can join with fine Links Trims and make very beautiful designs. With it, we can think differently and innovate the designs into different looks and feels. Currently, we have 10 colors, in which 5 have wood veneers look and 5 are abstract. The planks are given in the same design as the 3D wooden planks. The plank material is very different from the normal plank available in the market. The best part is that it is fire retardant with level B1, which gives protection from fire for up to two hours. It can be fix to the wall and interlocked using planks to give a seamless look to the wall. This new offering will be much more suitable for the fast emerging new lifestyle of youth of India.

Replying a question about his next focus area, he said, "There are a lot of areas like UP, Odisha, and many other north and eastern cities that need to be focused on, and there is a lot of scope to explore. When I came back to India and joined the business after completing my studies in the US, I observed that Dexarte was



MR AAGAM JAIN, the inventor of ELLEVATUS

well-versed among the retailers, and I felt they were the waves of the industry. With them, I believe our products will be very accessible to customers. But, this newly launched product's versatility allows us to look at the product from different angles. I want to promote these products more towards architects and interior designers so that they can explore the product and create new designs with their excellent imaginations. I think this product will boost the retail segment, fulfilling the demand for a new lifestyle among the youth of the new India.

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Q & A with Mr. Narendra Jain, MD, Dexarte

Q How has been your journey in wood panel decorative surface products?

Mr. Narender Jain: We have been in international trading for forty years, and our sourcing from different countries remains very good. We thought to create a brand that can go across the country, and with that thought, the brand 'Dexarte' came into picture in 2014. We started with PVC and offered 19 designs in the beginning, and today we have nearly 400 products of different types and varieties. In these 8 years of journey, a lot of trade partners have been associated with us, and the business has scaled up to the next level. They are happy with our offerings, and their satisfaction is a reward for us.

Q What is uniqueness of Dexarte?

Dexarte stands for decorative and art. Art is the involvement of passion that the creator processes. Similarly, Dexarte is the touch of art in which our passion is involved, and our objective is to offer the best of the best product to our customers.



Q What is your business philosophy that allows you to introduce new products on a regular basis?

Our philosophy is very simple: in the supply chain, right from the supplier to the final consumer, every associated person must be satisfied with our offerings and after-sales service. They must be in an advantageous position, and if they are commercially associated with us, they must benefit financially. And



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last but not least, end-user satisfaction will only be achieved when we concentrate on quality and product innovation to remain ahead of others. Here, the channel partners work without any worry.

What are the product offerings under the brand Dexarte?

As you know, we started with PVC laminate, and as of now, we are offering various products such as a range of 1mm PETG, 1.5 mm acrylic with the name of ESSENCZAA, 2mm DEXIGLAS CRYSTAL , ALTRAEX charcoal panels, ALTURA 3D planks, ORNATE stainless steel profiles, etc. Apart from that, we just launched ELLEVATUS, India's first ready-to-use luxury wall panel. This is a game-changing, revolutionary product. Also, we are coming up with more new products very soon and keep adding new ranges of products on a regular basis. With them, we have a wide range of 400 products. So, we are offering our associates a wide variety of products as a one-stop solution.

The surface décor industry has a huge market; how do you see its future and what are you doing to make it bright?

Everyone would agree with me that the 21st century is for India, as the development is happening at a good pace and there is ample scope for the sector to innovate and offer the right solution. If we look back a decade, there were limited resources and a variety of surface

solution products. If a brand has quality, affordability, and innovation, there is ample scope for an amazing future for that brand.

Do you give some warranty on the quality?

After application, there is no need to look after it for 10 years, as it is a sturdy and strong product. It is termite-proof, water-resistant, and fire-retardant. Currently, we have started with a wall panel series that has a matte finish. Later, for the different requirements, we will be giving gloss and other finishes, and as of now, we have already selected new textures and colors for the new applications.

How can one approach you for the product requirement?

We have made this product available to the channel partners. In all major cities, we have a distributor network, and their dealer network is very strong. Some regions are still untouched, like UP and Odisha, so those who are interested in getting associated with us can contact me and win our confidence, faith, goodwill, and varieties, as well as our innovation. Our objective is the associates benefit from Dexarte right from the beginning. Your satisfaction is our satisfaction. To get in touch, visit our website at www.dexarte.co.in, call the contact numbers at 9819779947, or email us at info@dexarte.co.in. We will be happy to help you.

DISTRIBUTORS' OPINION



Mr. Amit Poddar, MD, Radheshyam Laminates, Bangalore: The beauty of the product is that it is fire retardant, and we can compare it with European wall paneling solutions. No one has yet focused on providing a fire retardant solution in wall paneling. Safety is a major concern in India now that Dexarte has been taken into account. Secondly, this offering is termite proof, and thirdly, it is cost effective because it removes the use of plywood paneling before using any solution. It can be directly applied to a wall.

Mr. Vinay Gupta, Director, United Plywoods, Jaipur: Besides all the features discussed, it is also a "do it yourself (DIY) product that the user can himself apply to the wall very easily. It is a versatile product that gives a lot of variation in application according to the imagination for design creation because it has different-sized panels in the same designs. The accessibility of designs is also easy and different, covering the entire range, including marble, abstract, wooden, veneer, etc. So, I think in all scenes it would be a future product in Rajasthan as well as across India. If we talk about Dexarte's other products, quality is the first motto of the company, and we've had success with it because, in terms of quality, the product is really good. We appreciate their efforts and commitment.

Mr. Vinod Jain, Director, Mahaveer Enterprises, Hyderabad: When I saw it, I thought the product was very innovative. I then met with four to five architects in the region, who also said the product was very innovative, easy to use, and had many applications. It removes a lot of work, and the product is very suitable for the coastal region because it is water-resistant and termite-proof. After finishing, it looks seamless, just like European-style walls.

Mr. Abhishek Agarwal, Director, Singhal Decor, Ahmedabad: I think it's a breakthrough product that Dexarte has come up with. It is rare that a product comes on the market that revolutionizes the entire

product line for various channel partners. This is one such product, just like what happened with acrylic laminate when it came onto the market and people immediately shifted to it, especially in the kitchen segment. Similarly, ELLEVATUS is going to be a big breakthrough in our panel industry, where people will see what we have learned from the market: that it is saving a lot of time for interior designers. If we talk about Gujarat, the way the demand is being created, we have to manage the delivery that fast, as this product has turned out to be a very useful tool for them to finish the project. Especially in commercial and office spaces, we have received tremendous inquiries for this product. As far as the price is concerned, this is very affordable for today's industries, saving on expenses on plywood, laminate, etc. Overall, it's a futuristic product, and I am sure it has a very bright future as people like it very much.

Mr. Tarun Soni, Director, Rubiks Decor, Pune: Regardless of the wall paneling solution, I found this ELLEVATUS to be the most innovative in this segment. Fire retardant property is a major concern in today's time that we can find in ELLEVATUS. It is also termite-proof. Secondly, the user doesn't have time for interior design, but their life style calls for an aesthetic and quick fix solution. With this ELLEVATUS entire wall paneling can be done in just two hours, giving a European look and feel. In my opinion, except for DEXARTE I don't think any other company can offer such a revolutionary product.

Mr. Lakhamshi Gala, Director, Satyam Laminates, Mumbai: ELLEVATUS is made of high-density polymers that can be directly applied to walls. Secondly, it saves on wall paneling costs, so it saves time and money, and its application cost is very low. The other advantage is that the same design comes in three sizes: 8 inches, 24 inches, and a 3-D wall panel, so the designers can play with the designs according to their imagination using the Metal profiles in a very versatile way. I can say ELLEVATUS is the future of wall paneling.

