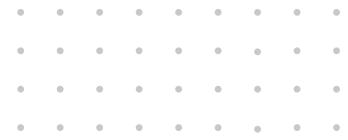
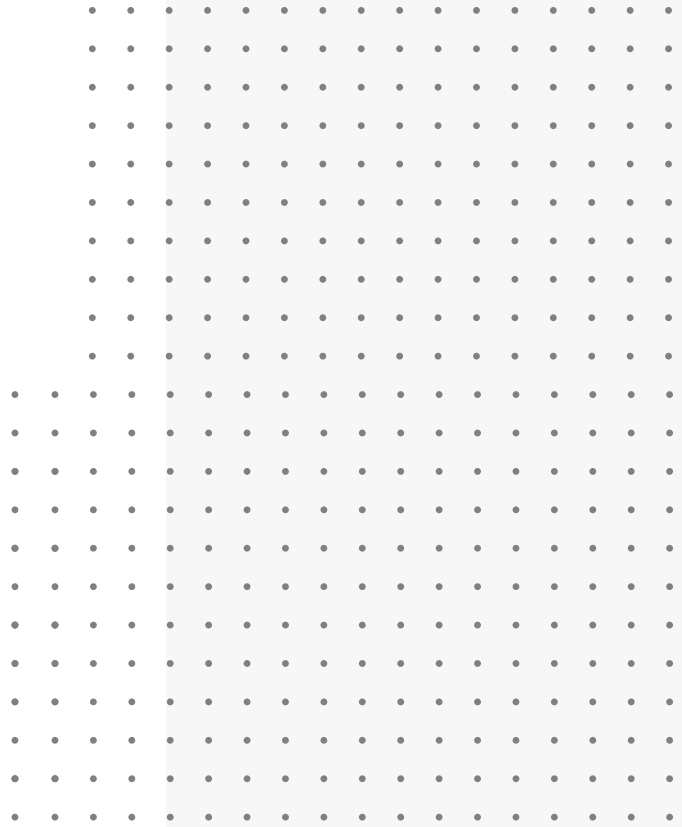


# SURFACES THAT MAKE STELLAR STATEMENTS





## Table of contents



Do you often travel around to get past the mundane decor items in your city?

Long for a world-renowned label to add experience and dimension to every nook and corner of your dream project?

Challenges in the world of Indian surfaces

AAREN's exquisite products – An elixir for every connoisseur of art and design

# 01

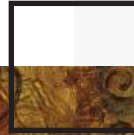
Do you often travel around to get past the mundane decor items in your city?



In a world where time is money, traveling miles away to get your *pièce de résistance* doesn't always seem viable or sensible. What's more, there is a great chance that despite the exhaustive travel either as a wayfarer or a globetrotter, you still don't get your prized possession. For instance, the most superior quality tiles are from Italy and Spain while the Gurjan wood from Myanmar is synonymous with quality and strength. A luxury kitchen isn't one without the French Country design! **Such is the diaspora of interior decor**

# 02

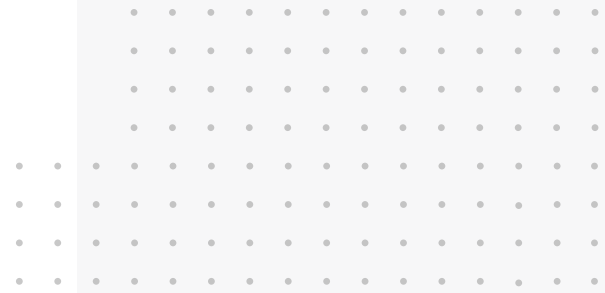
Wish for a world-renowned label to add experience and dimension to every nook and corner of your dream home?



If regal is your style, then we take immense pride in calling ourselves the **Roberto Cavalli** of luxe interior decor. Keeping in mind the aesthetic sensibilities of every clientele who visit us, we coax style, work a cohesive palette in every square inch of your space to make them come alive and look dreamy. **AAREN Intpro** Gallery, Bengaluru is your one-stop destination for every interior motif that goes into designing a dazzling piece of jewelry. Whether you dream of a countryside Tuscan home innate with intricate works in wood and rustic elements emulating warmth or wish to up the ante with an opulent and luxurious Hollywood Regency resplendent with bold Victorian designs, we have our designer products for every surface to make a statement that sets you apart.

# 03

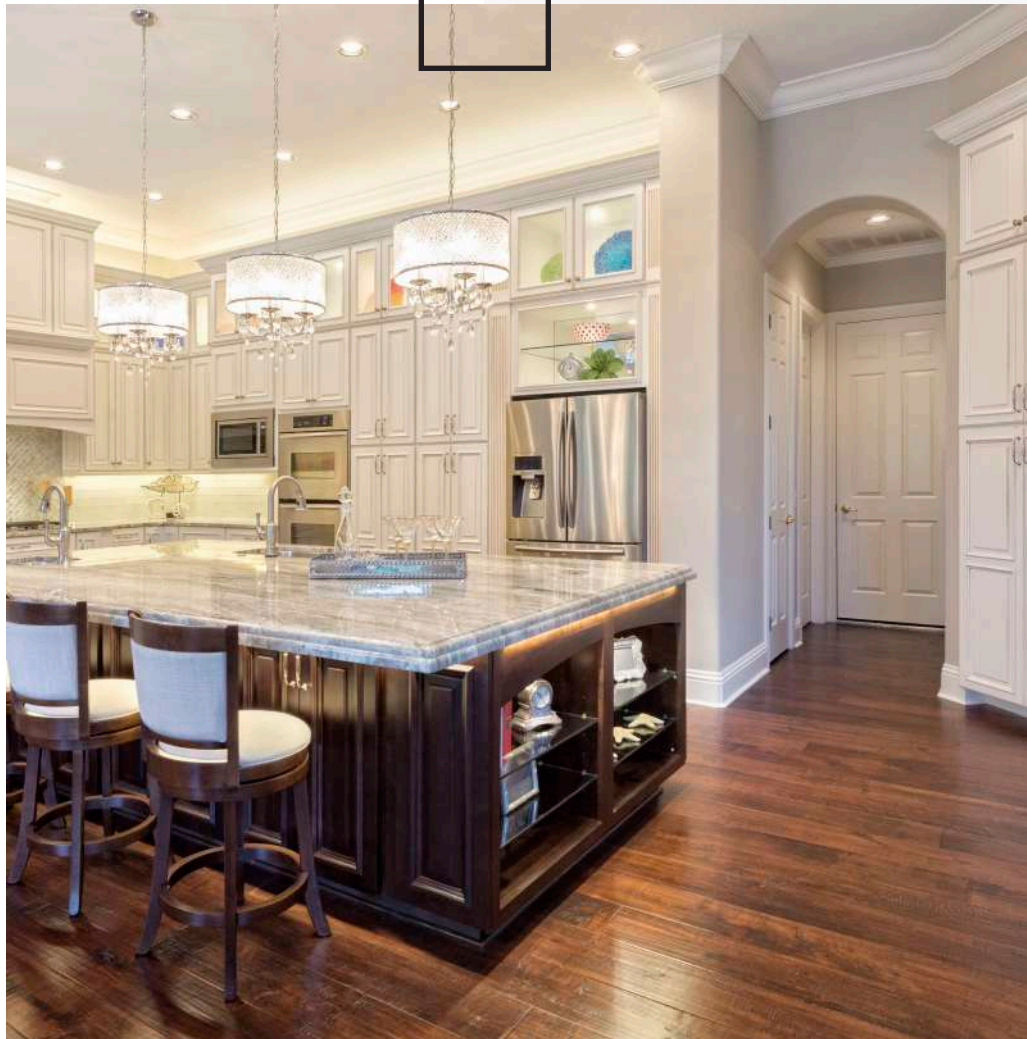
## Challenges in the world of Indian surfaces



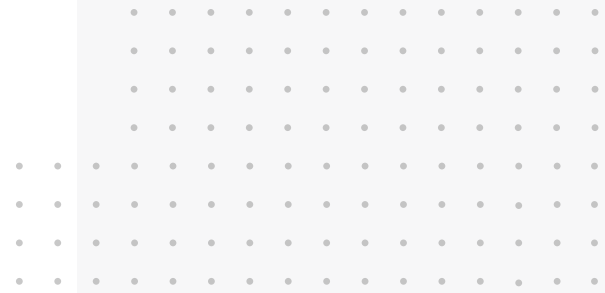
As a tropical country with an overwhelming population, India's tryst with high worth woods is an impending tale of many woes. From stringent forest laws to the sheer dearth of innovation and variety the industry paints a sorry picture in the options available in surfaces namely plywood, veneers, laminates, highlighters, wooden flooring, and wallpapers. If this wasn't enough, there is always a mounting concern on the quality of the products available. Most of the available products may not have cleared the litmus test of a Total Quality Management; of manufacturing processes, strength and durability, technical parameters etc. For instance, the resistance to shock loads in native plywood is still a serious bone of contention. The local brands available in highlighters or veneers and laminates may not meet the permissible levels in formaldehyde emissions or be 100% free of PVC content when put through its paces. There is also the challenge of moisture and microbial growth or a borer proof resistance where local brands may slip their tongue.

# 04

Is there an antidote  
for all the interior concerns?



For every problem, there is a way out. Like an oasis in a scorching desert, **AAREN Intpro** Gallery, Bengaluru is an elixir for every connoisseur of art and design. With an aristocratic appeal to every surface, we make well thought of, calculated collaborations sourcing the finest, best-in-class range from around the world to bring to you not just a product to adorn your space but an elite experience that has myriad stories to tell. Let us delve a bit deeper into the world of AAREN's collection in surfaces



## Plywood



Gone are the days of pure solid wood. With almost every industry, especially the construction industry making a beeline for plywood that tell a tale of endurance and strength, our exquisite range boasts of pure **Burmese Gurjan wood** – a name symbolic of strength and durability. What's more, with a potential to absorb 40% more shock loads, they can even give solid teak a run for its money. **PEEL Ply** is the brand that resonates with every architect and interior designer for its quality and technical superiority that outclasses every other ply in the Indian market. With a maximum face thickness of 1.2mm, seamless edge bonding and superior quality glue to prevent splitting or cracking of plywood, it is sure to give heads-up and avert competition.

## Laminate

The result of compressing thin layers of flat paper and plastic resins is a beautiful artificial material called "laminates " which is then aesthetically enhanced by decorating the outer cover with vivid patterns or colors. **AAREN's** best **INCLASS** laminates are a collection of high pressure and low-pressure laminates with a plethora of choices. You can pick from the textured, high gloss, soft and matte and still get an unmatched scratch resistance, waterproof properties and be enchanted with their look and appeal for years. They are easy to maintain and owing to their durability and reliability are a great choice for kitchen cabinets, wardrobes, and other frequently used furniture





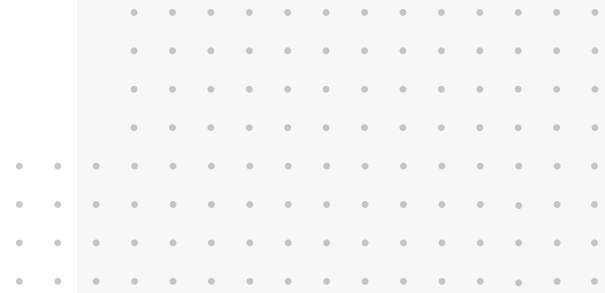
## Veneer

When a thin layer of hardwood is bonded or glued with adhesive, to a surface that is hidden below you get striking, elegant materials called veneers each embracing the grace of their parent material yet very individualistic in character. Veneers can never be an imitation of wood but are the most economical way to use a valuable resource like timber and contribute to a sustainable environment. Having been in the business of timber for more than 30 years, **AAREN** understands how a right veneer can build an atmosphere in a room and express the aesthetic and artistic sensibilities of its owner and the architect



Our very own **INCLASS** is home to both the domestic and exotic veneers from around the world which are handpicked from AA+ logs. With nearly 9 different splicing techniques to work on more than 200 different species of trees, one can expect unique flowery or striped veneer texture that cannot be replicated again. Walk into our store to be besotted and be spoilt for choice with our *crème de la crème* collection in four unique variants ranging from light-colored, medium colored, dark and exclusive.





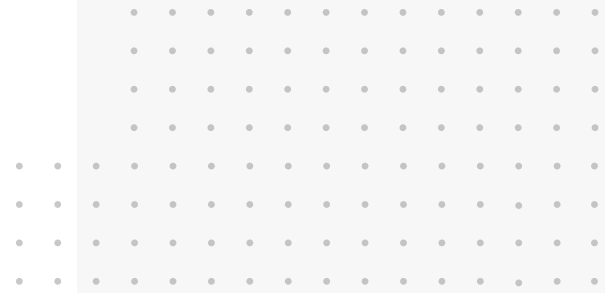
## Wooden flooring

If modern and chic is your style, then we give you the substance to make that enviable design statement yet staying true to nature. Wooden flooring is by far a cleaner option over carpet, linoleum etc. and has a timeless appeal that is immune to the transience of fashion and trends. You can opt for either engineered flooring or pick the most viable option in parquet flooring.



Engineered wooden flooring refers to laminate flooring which is predominantly wood with the décor side mostly made of high- quality paper impregnated with melamine resin. We also understand how personalization and a palpable palette is essential to pacify a client's thirst for more. This is where collaborating with our German partner **KRONOTEX** couldn't be emphasized more. They not just offer a spectrum of laminated flooring solutions but also provide a holistic solution with their practical click together system complete with all the required accessories.

Parquet flooring is a beautiful decorative form of flooring made from blocks of woods woven into a mosaic of geometric patterns. Parquet flooring can have a 3 layer construction, a 2 layer, oil, lacquered surface or even heat treated flooring each meeting their specific thickness and having multiple layers for protection. Parquet flooring is also ideal for under-floor heating. Understanding the expertise and precision required in such installations, **AAREN** has tied up with exclusive, world-renowned brands of Europe - **Esta Parket and Mafi**



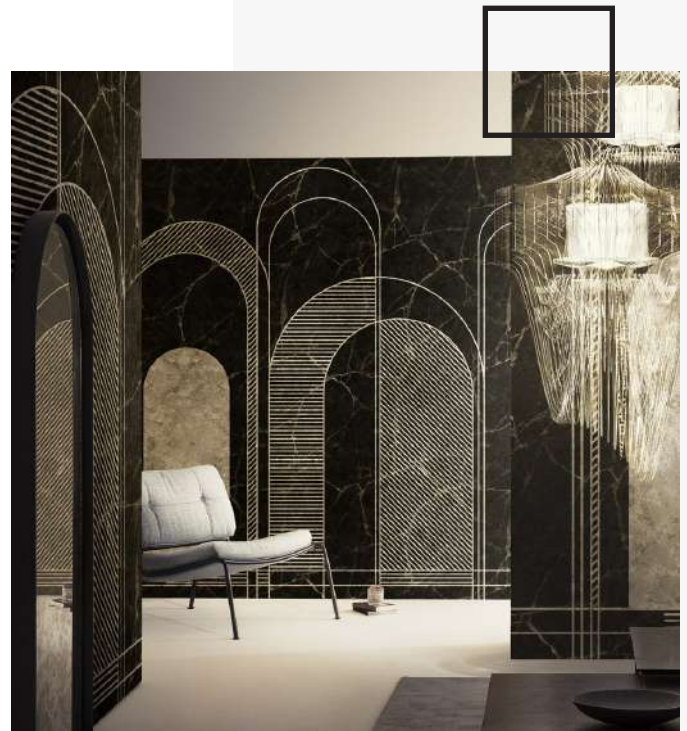
## Highlighters



The beauty of an outlined space or an element cannot be overlooked. This is where highlighters add a different perspective and depth to a design element. Whether it is a mosaic pattern interplaying with light and oozing out a spectrum of colors or a sleek and sophisticated leather look, there is a highlighter for every aficionado. **AAREN** has partnered with **SIBU Designs** to bring together an array of 300 designs across 8 main product groups to choose from.

## Wallpapers

"The writing is on the wall" goes a famous saying. We are sure someone must have been so mesmerized by the intricate details on wallpaper that he could even read it! Be it an exterior cladding or even a bathroom great wallpaper is all you need to bring in grandeur and opulence. Whether it's a high-end restaurant that you own or a lavish room where you wish to add drama, or even just a revamping of an old dungeon there's a wallpaper for every eye. The persona of wallpaper lies in its ability to metamorphose various surfaces be it walls or even windows and curtains and bring them to life. To give wings to creativity, we have associated with **Inkiostro Bianco** that brings in the world in their wallpapers.





TO SEE IS TO **BELIEVE.**

TO EXPERIENCE IS TO **ENRICHMENT**

We welcome you to live the **AAREN** experience

