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Merino Industries Ltd.: Transforming Spaces with Innovation and Sustainability

Anjali Sharma | The CEO Magazine

Merino Industries Ltd. stands as a pioneer in the building materials industry, offering a wide range of high-quality solutions that cater to residential, commercial, and industrial spaces. The company, known for its flagship product, Merino Laminates, is a global leader in the sector, with a presence in over 80 countries.

A Legacy of Innovation and Craftsmanship

Merino Industries was founded with the goal of merging Indian craftsmanship with global design standards. It has successfully carved a niche for itself by embracing cutting-edge technologies while staying rooted in its traditional values. *"At Merino, we bridge the gap between dreams and reality,"* says Mr Manoj Lohia, the CEO of Merino Industries. *"Our focus is on delivering excellence, economy, and ethics."*

The brand's dedication to quality and customer-centricity has driven its growth, especially as the industry shifts toward sustainability and customisation. Innovations like anti-bacterial laminates and digital décor reflect Merino's commitment to staying ahead. *"The future lies in constant evolution, blending aesthetics, sustainability, and durability to meet the needs of a discerning clientele,"* Mr. Lohia adds.

From Tradition to Innovation

Mr. Lohia's professional journey has deeply influenced Merino's brand direction. Hailing from Ajmer, he was instilled with a love for tradition and culture, which has shaped his business philosophy. After completing his education at St. Xavier's College in Kolkata, he joined Merino's Hapur plant, eager to contribute to the family business. *"My early experience in a competitive industry taught me that success comes from balancing tradition with innovation,"* he reflects. This mindset has shaped Merino's core values of quality, service, and reliability, driving the brand's growth.



MANOJ LOHIA
CEO- MERINO INDUSTRIES LTD.

Empowering Customers with Exceptional Solutions

Merino offers a wide range of products, including signature laminates, engineered boards, and innovative collections like Sampada, a favourite among interior designers and homeowners. *"Our aim is to provide versatile, reliable, and aesthetically inspiring materials,"* says Mr. Lohia. Featuring designs like 'Regal,' 'Chikan-kari,' and 'Ikkat,' Sampada seamlessly blends tradition with modernity.

One of the key features of Merino's approach is its focus on customisation. Whether it's the luxurious 'Vogue' collection or the timeless 'Timeless' range, each product offers unique design possibilities. *"We're not just creating products; we're creating design inspiration,"* Mr. Lohia explains.

Addressing Industry Challenges with Innovation

Merino Industries continues to evolve by addressing industry-specific challenges with innovative solutions. The brand's 'Be Different' campaign, for instance, encourages customers, especially women, to make bold, confident design choices. Their 'Play – Create and Celebrate' collection features modern laminates that

inspire creativity and elevate interiors. *"Our new collections reflect our commitment to meeting unique customer needs,"* says Mr. Lohia. Complementing this, Merino emphasises sustainability with eco-friendly products like FABWood and renewable energy-powered manufacturing processes. *"Today's customers seek designs that align with their values,"* adds Mr. Lohia. The interactive guidebook for the collection further enhances user experience, incorporating QR codes and a Swivel-Based Solids Shade Card for effortless colour exploration.

Merino's Road to Global Leadership

Success for Merino is not just about financial growth but also about making a meaningful impact. *"True achievement lies in creating products that make a difference,"* Mr. Lohia reflects. The brand has received several accolades, including the prestigious Prithvi Award, and has expanded its global footprint to over 80 countries. As the company looks to the future, Mr. Lohia envisions Merino as a household name in both Indian and international markets.

What Lies Ahead for Merino

Looking ahead, Merino is focused on leading the industry with sustainable and innovative solutions. With an eye on both global expansion and continuous product development, Mr Lohia foresees Merino evolving into a global leader in design and sustainability. *"In the next five years, we aim to not only set design benchmarks but also redefine industry standards for sustainability and innovation,"* he shares.

Merino's commitment to ethical business practices, customer satisfaction, and sustainability positions the company for continued success in an increasingly eco-conscious market. *"At Merino, we believe that every innovation should add value to people's lives,"* Mr. Lohia concludes. *"It's that belief that keeps us moving forward, inspiring change and creating spaces that transform lives."*