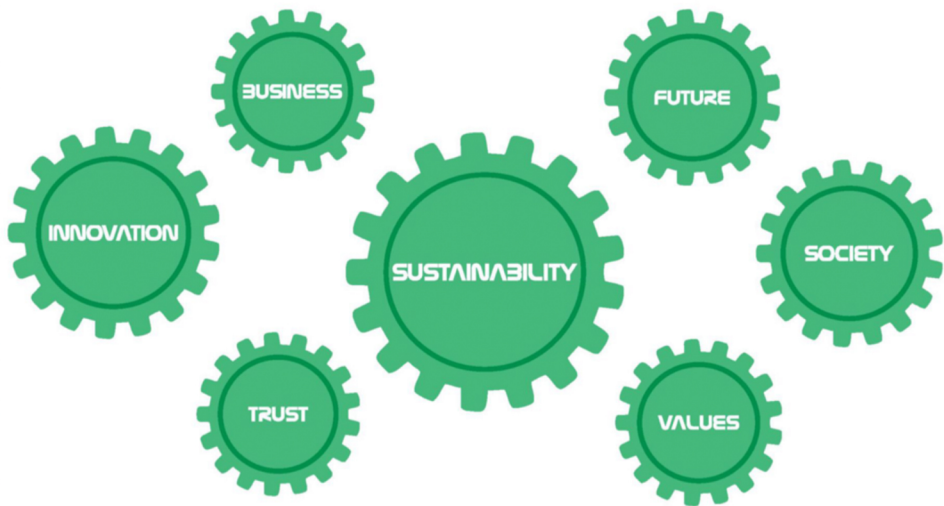


VM-RD

Visual Merchandising & Retail Design

September 2019 | Volume: 14 | Issue: 12 | Rs 100
www.retail4growth.com



Green printing:
Can all the cogs in the wheel work together?

A-Class Marble: Blending technology, craftsmanship & durability

Established in the year 2005, A-Class Marble is one of the largest importers of the elusive marble in the country. The New Delhi-based tiles manufacturing and trading company has been consistently launching a range of innovative architectural surfaces for retail spaces, like the latest Fuoriformato or the Opera, a range of Onyx Marbles that can be used as floor or countertop materials as well as for backlit installations. In a chat with VM&RD, Ramesh Bhandari, Director, A-Class Marble India Pvt. Ltd talks about the company's journey, its expansion plan and about the retail applications of its new launch Fuoriformato. Read on.



**Ramesh Bhandari, Director,
A-Class Marble India Pvt. Ltd**

Can you first take us through a brief history of the company?

A-Class Marble was founded in 2005, with the vision to bring the world's most magnificent collection of marbles to India. Today the brand is one of the largest importers of the elusive marble in the country, offering one of the largest arrays of rare stones hand-picked from all across the globe. We have the largest warehouses spread over a sprawling 3,00,000 sq. ft. in New Delhi and the state-of-the-art production unit spread over 5,00,000 sq. ft., located at Asia's biggest Marble Market at RILCO Industrial Area in Kishangarh, Rajasthan. Our collections are designed using the latest cutting edge technology without compromising on the quality.

Tell us about A-Class Surfaces International. When was it started?

In 2017 A-Class successfully ventured into unprecedented territories celebrating the spirit of craftsmanship, introducing new age materials such as ceramic and Italian

porcelain stoneware by Italy-based 1st Tile, Fiandre and Fuoriformato, coining 'A-Class Surfaces International'.

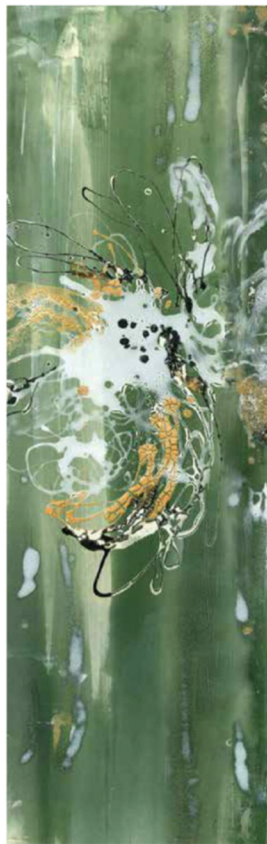
A-Class Surfaces has recently launched a new range of architectural surfaces, Fuoriformato. What drove you to explore this new material?

The Fuoriformato range is a fresh approach to the world of innovative designer surfaces. At A-Class we constantly strive to blend cutting edge technology with innovation and artisanship. This collection allows professionals to customize the design as per their specific needs and is majorly used in designing highlighter walls and art pieces.

Can you explain more regarding its applications in retail? What are the advantages of this new material?

Fuoriformato by A-Class Surfaces International is the first of its kind in the market and has been conceptualized as a porcelain stoneware product, where technology and artisanship come together in an unconventional, unique manner. It enables the design professionals to customize the design as per their specific needs and is used in designing highlighter walls and art pieces. This range can be used for both wall cladding, as well as in bathrooms, living rooms and dining spaces.

Available in dimension of 1000X3000 mm and thickness of 5-6mm, Fuoriformato guarantees a strong resistance to mechanical stress, abrasion, chemical products, cold and the passage of time. It is available in different design permutations—architectural, graphic, digital, artisanal and hand worked. This makes it ideal for use in workspaces, dividing walls, and sliding doors, and a myriad of other interior spaces.





What has been the response of clients to this so far? Any project details/case studies you can share?

The response has been huge, as we have the infrastructure and product line with a low starting price range, where we cater to high volume public spaces like hospitals, universities. Finadre and Furiformato are for the high-end residential and retail spaces. The response has been very overwhelming. We have done many projects like Manish Malhotra studio in Mehrauli, Ethos and Audi Stores, to name a few.

How do you see the business for such new architectural materials currently? Any challenges? And any targets or plans you have specifically with respect to Furiformato?

The product is elegant and its popularity in the market is quite high, usually used in upscale projects. This is a great add-on in the surfaces product, as these are hand crafted tiles and we import them all the way from Italy, due to their unique nature and the fact that they are not present in the Indian market.

Do you see any trends or pattern in the way your clients are looking at architectural surfaces? If so, how?

I would say India is such a massive country, and every designer and architect has a different style, as well as requirements and similarly we have several varieties of our product to suit different consumer groups.

Any further expansion plans?

Yes, we are planning to bring those products into the Indian market that are not native to this market. •

Smita Sinha