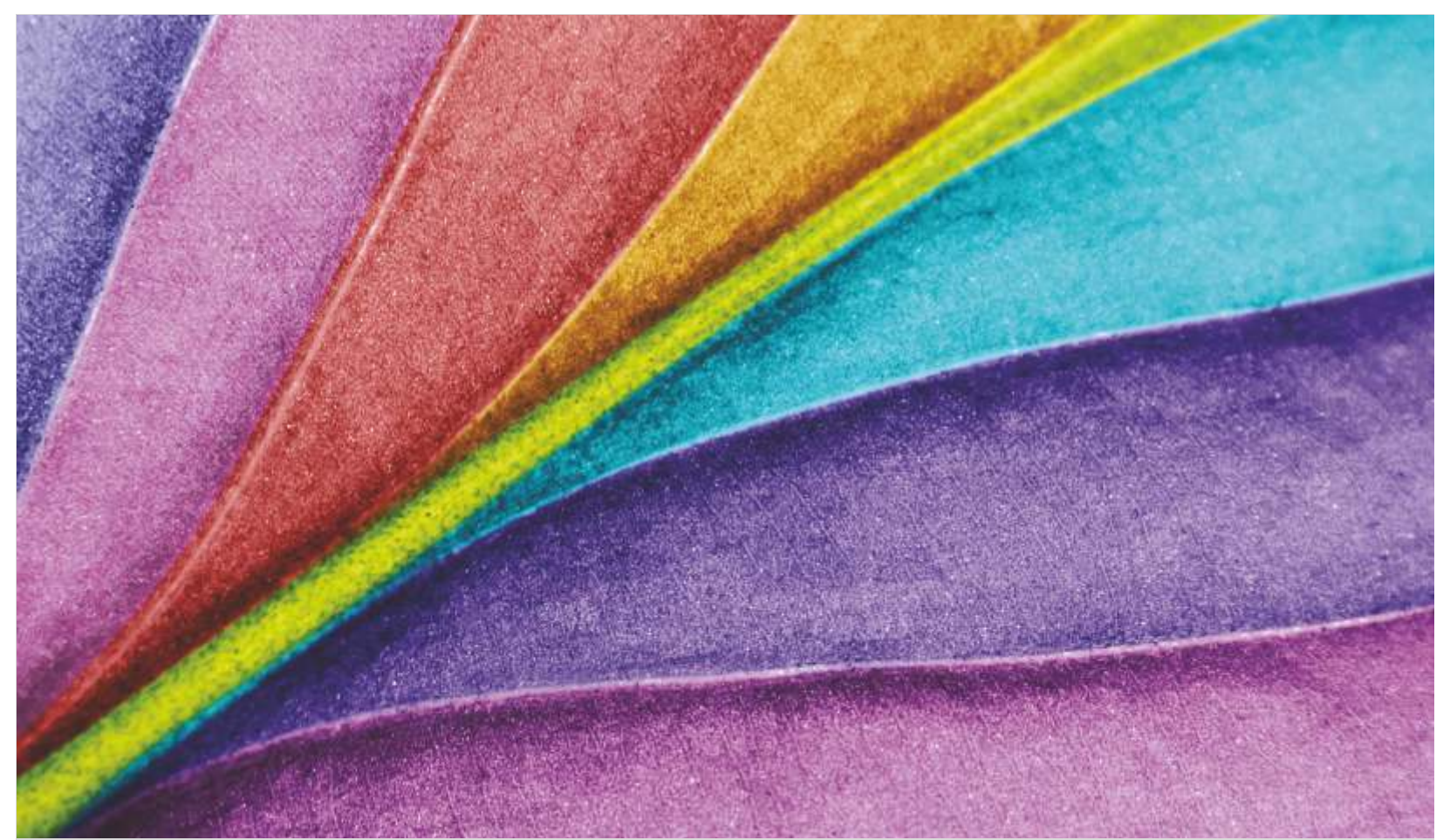




Associate **Décor** Limited

Volume 1 : 2013

The Décor Trend Book from Associate





TRAILBLAZERS

R 2013

Trailblazers. Showstoppers. Trendsetters. Game-changers.

Call them what you wish. Because the designs you are about to see within this book, are crafted with one intention - to make waves in the world of interior design, and transform the realm of décor.

Embark on this thrilling journey, and discover exciting surface décors that are inspired from nature, culture, art and craft. Explore funky, new-age art as it takes on a new form, full of attitude. Watch as creative expression takes a chaotic yet classy avatar. Woven fabrics & textiles come alive. And trees from jungles across the world adorn the surfaces before you.

We hope that you, a passionate designer of interior spaces, shall find inspiration in the designs within these pages. And that we can play our part in your process of changing the way the world looks.





Graffiti

Stylish and cool, this collection oozes in spunk and attitude. Perfect to express your opinion. Or the lack of one.



Scratch

Black and white, and scratched all over. This collection showcases chaos and control all at the same time. Perfect for class and expression.



Textile

Structured textiles come to life in more patterns than can be counted. Available in light and dark, the collection is cool and calming.

Ravishing Redwoods

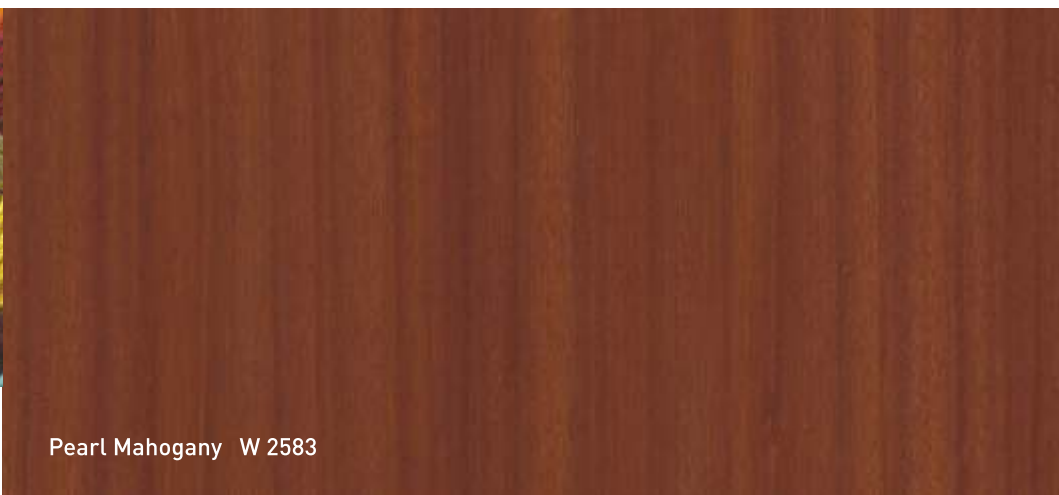
Vibrant, warm and oozing with oomph! The Redwoods are a classic way to add that zing to your interiors. A wholesome compilation of Cherry, Oak and exotic Mahogany, this line of surface décor will make you want to paint the town red!



Tokyo Cherry W 2151



Red Oak W 2386




Pearl Mahogany W 2583




Enigma Encore

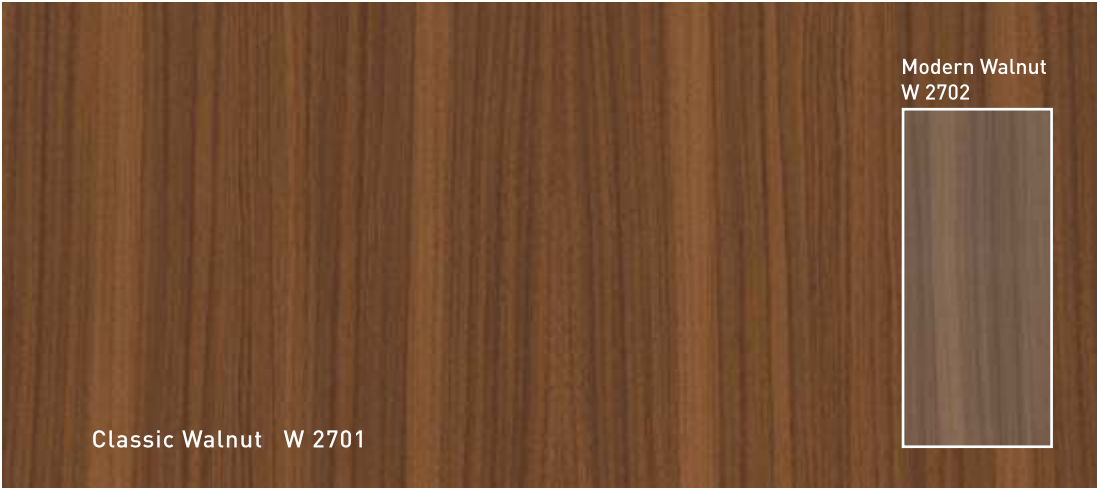
A collection of designs so distinct, its designed to provoke curiosity in everyone who lays eyes on them. An enigmatic assortment of Oak & Walnut thats bound to keep you wondering, guessing and staring, again and again and again!



Laval Oak W 2387




Elegant Oak W 2384



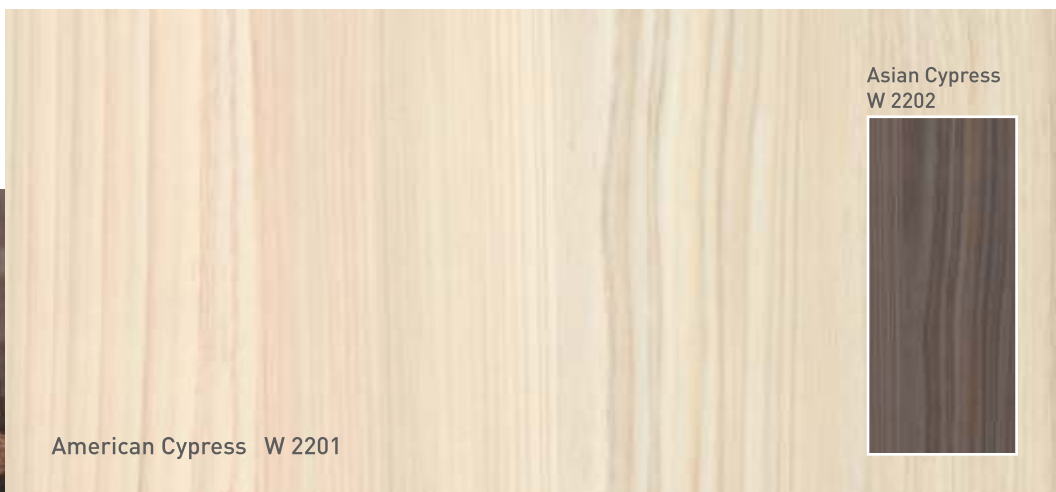
Classic Walnut W 2701

Modern Walnut
W 2702



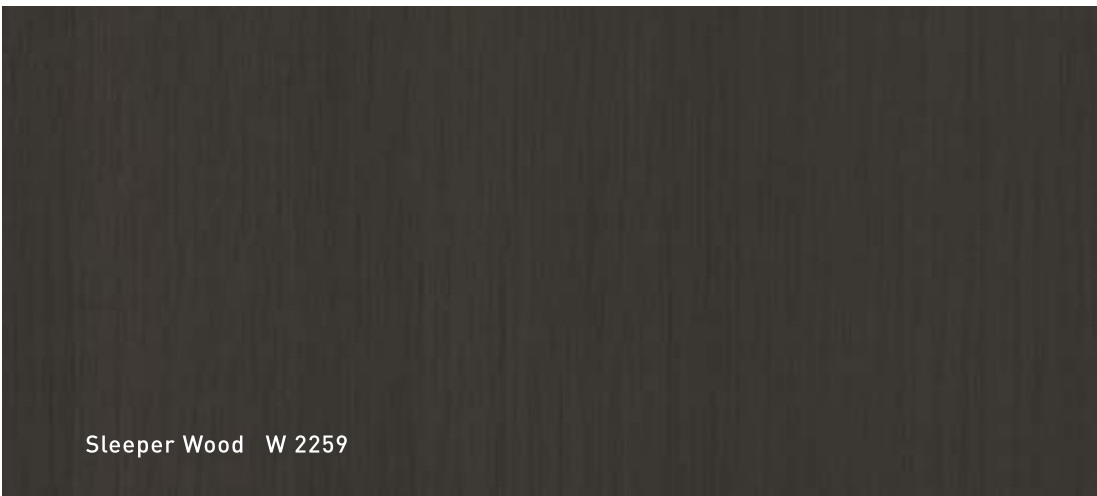
Elegant Sojourn

A world of elegance follows each of these regal woods. Rare, exclusive designs in dignified colours that will make the onlooker cease, stare and bask in their soothing, relaxing beauty. A judicious compilation of exotic Cypress & Teak, that will bring out the best in your walls and furniture, and lend each surface a story to tell.




Magical Mixes


This perfectly mixed and matched collection brings you a line of woods with exciting colours and diverse designs. Each of these handpicked woods is poised to add magic to your walls and furniture surfaces. So pick one, and cast a spell on all those who lay their eyes on them.




Sleeper Wood W 2259



Chocolate
Sawline
W 2258



Sandy Sawline W 2257



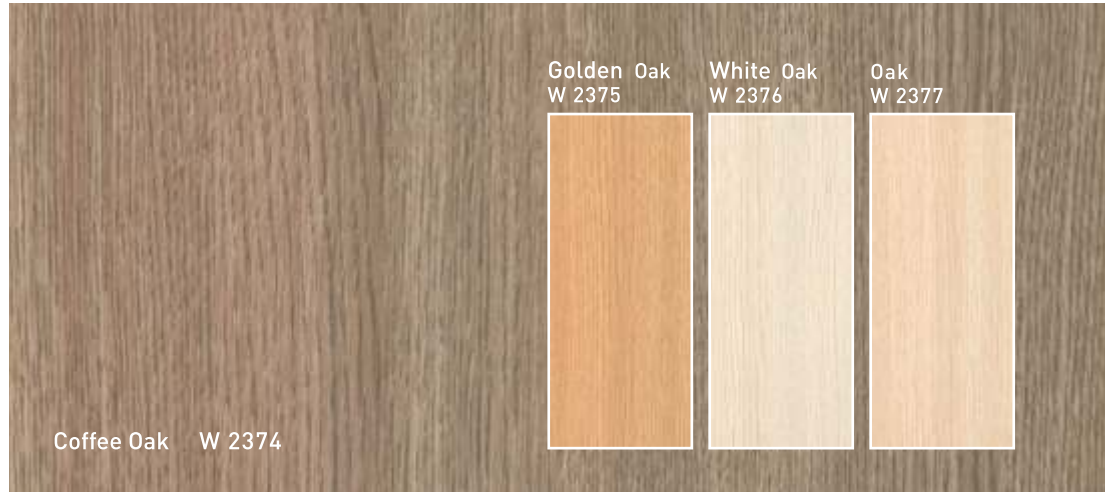
Danish Oak
W 2382

Fire Oak W 2383



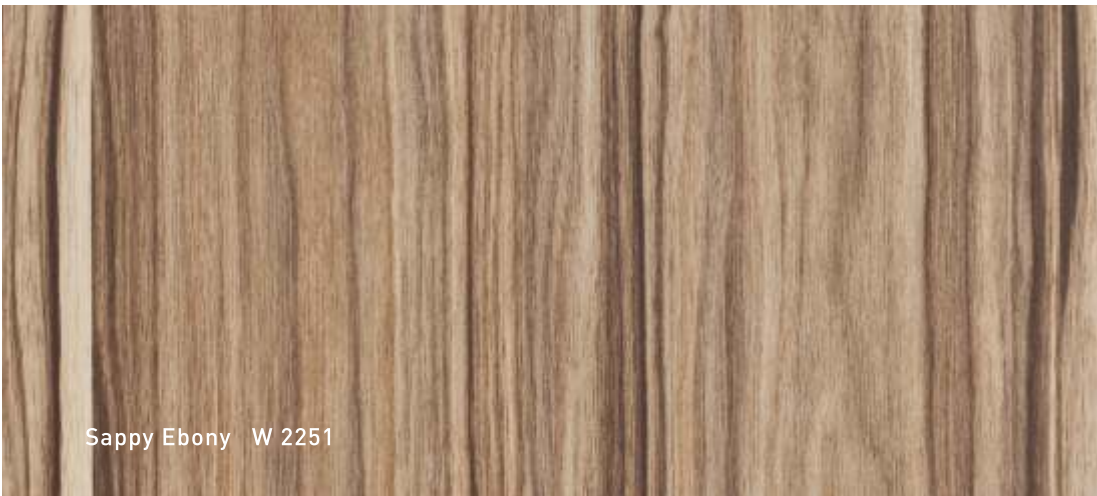
Outstanding Oaks

Oaks from around the world come together in their native and natural colour tones in this extravagant oak galore. From offices to homes, across a wide palette of base paint and lighting, you're sure to find an oak in these pages, that will make your surfaces look outstanding.




Exotic Indulgence

Lavish, exclusive and exotic, this collection shows a side of wood youve never seen before. From rare striped Zebrawoods to stunning gold-streaked Ebony, this sinful line of surface décor is all set to spoil you!



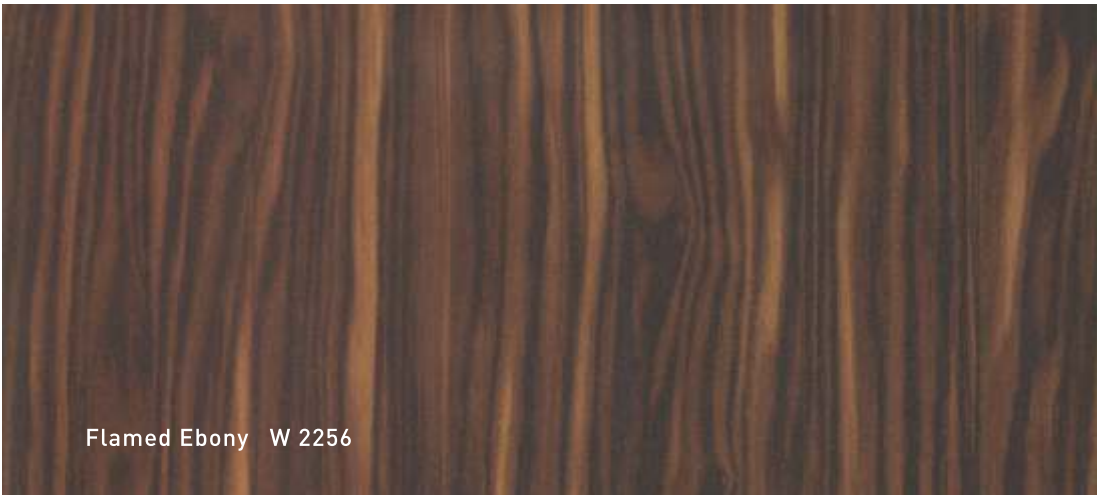
Sappy Ebony W 2251



Grey Zebra wood W 2812

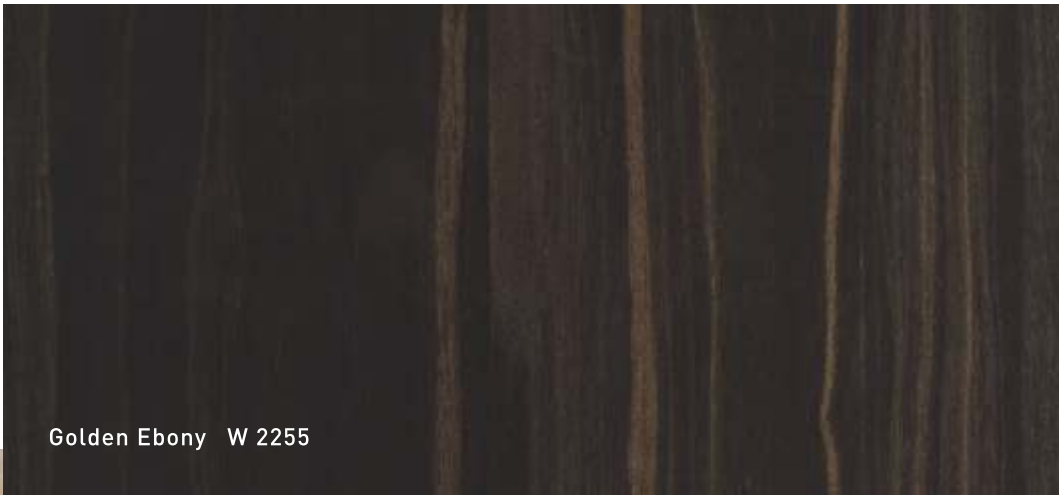
Natural
Zebra wood
W 2811

H Natural
Zebra wood
W 2815



Flamed Ebony W 2256



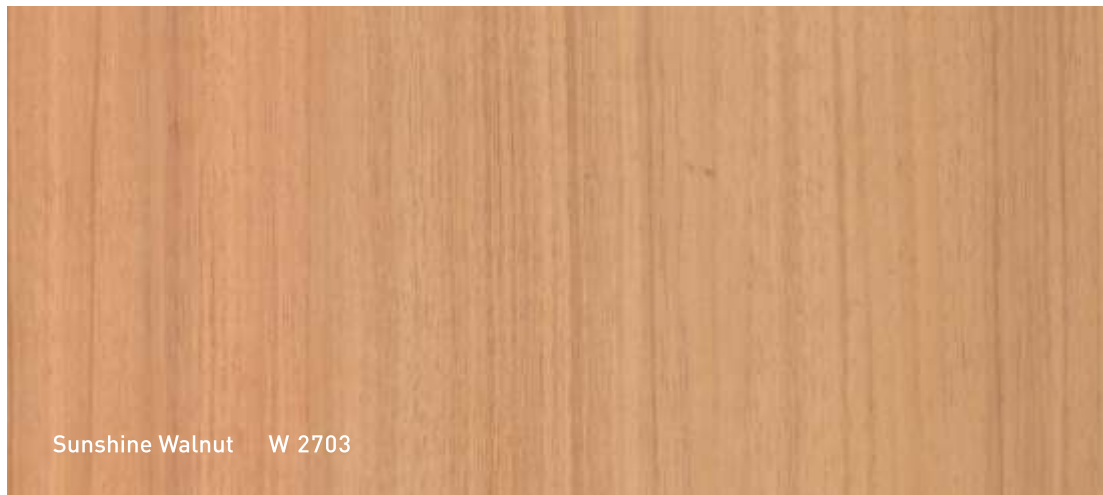


Golden Ebony W 2255



Trees Tropicana

A collection of wood designs with tree-bark patterns that have fun in the sun! Warm designs and colours come together with just the right balance of flair and frolic; these surfaces are sure to give out a cool, comfortable and fun vibe. So bring home the tropics, with these awesome woods.



Sunshine Walnut W 2703



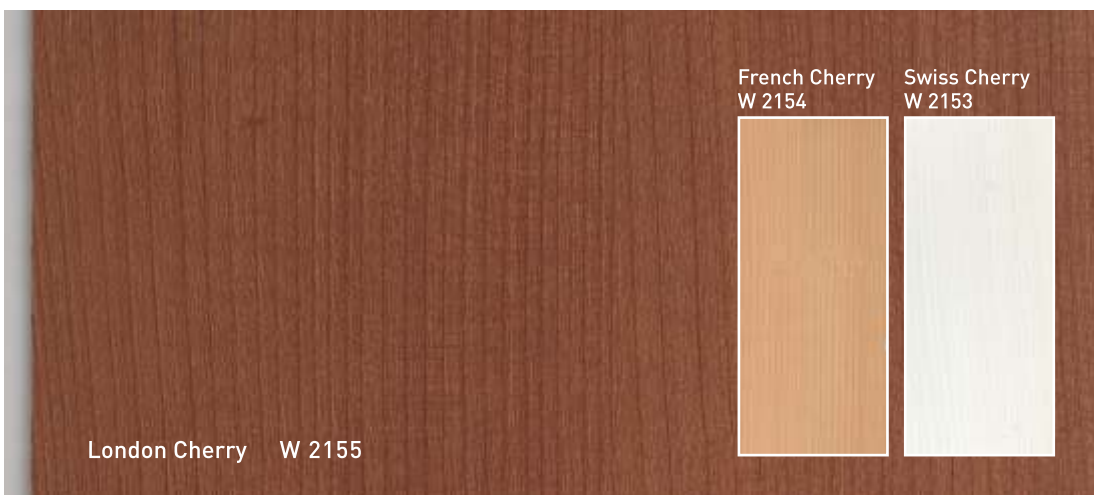
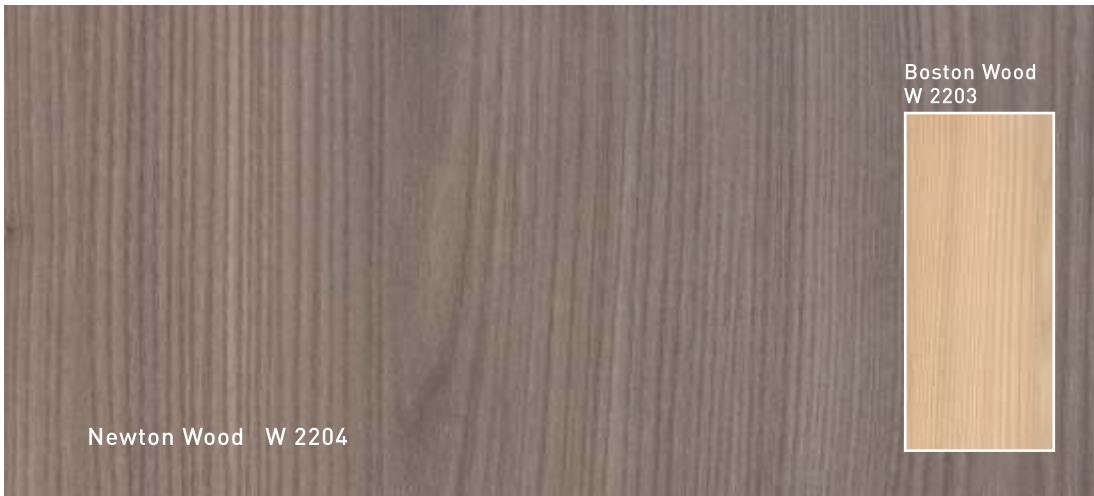
Hawaiian Pine W 2504

Jamaican Pine
W 2505



Global Woods

A hearty assembly of English Elm wood patterns, assorted European Cherry designs and smart American woods; these décors are truly signature pieces from their land of origin.



Wood Garden

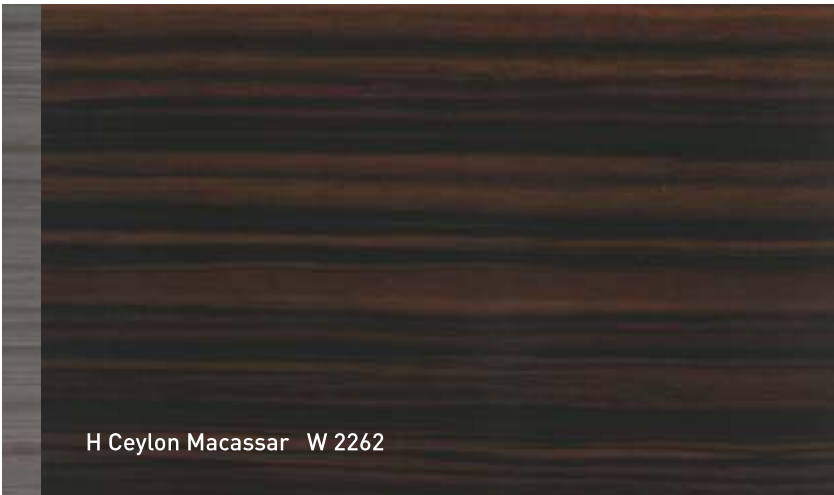
A collection of gorgeous trios that exude an aura of freshness and vibrancy. These wood décors come in Larch & English Oaks with tri-coloured variants. So you can pick your favourite individual surface, or even indulge in a combination of threes to make your own garden-like interiors. An exotic African Wenge makes a perfect addition to the collection.



Horizontals

The Horizontal Woods collection from Associate brings together exotic and exclusive wood patterns of Ash, Oaks, Pine and more, with lines that run horizontally across the décor surface.





Magnificent Macassar

Friendly and easy on the eyes, this range is rich yet full of life. Its natural patterns and hues make it perfect for work or home.



Whispering Walnuts

In this diverse collection of walnut décor, each one whispers a story of class and beauty. Inspired from the trees of distant jungles of Africa, America and the Pacific, this collection is sure to leave its on-lookers gaping and whispering.

Natural
Walnut
W 2699



Forest Walnut W 2700



Arabian
Walnut
W 2691

Sahara
Walnut
W 2692

Moroccan
Walnut
W 2694



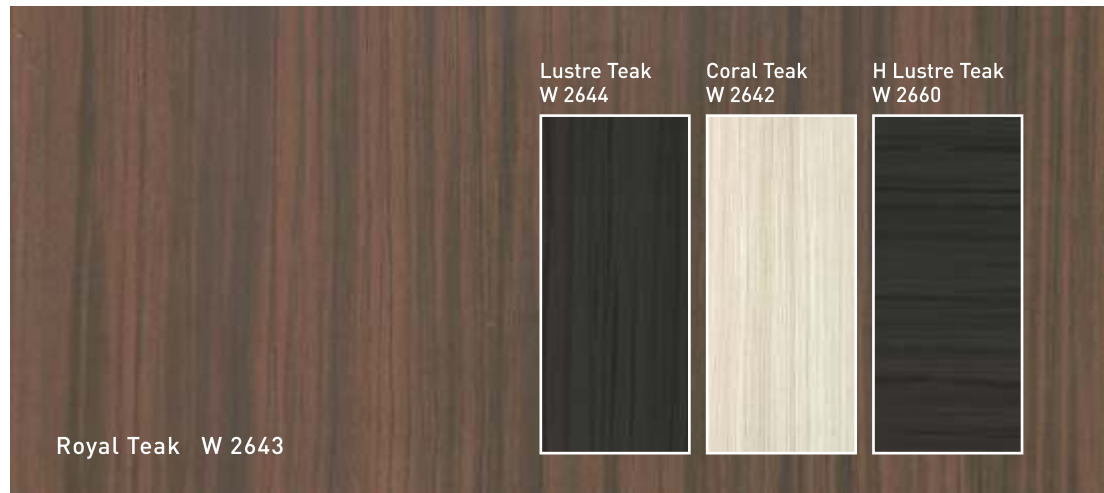
Cairo Walnut W 2693

American Walnut W 2695

Pacific Walnut W 2697

Walk Of Life

This collection brings together woods of truly rare colours; from shiny, silvery black woodgrains, to regal brown ones. With an assortment of perfectly matched grains and ring patterns, the collection showcases wood designs from all walks of life.







Associate Décor Limited (ADL) is a joint venture of the Associate Group and Kings Wood, Bengaluru. ADL currently manufactures premium decorative laminates and the most advanced and intelligent plain and pre-laminated particleboards in India. Future plans involve expanding the product offering to include veneers, MDF and flooring. Associate Décor Limited mainly operates in the panel products space catering to both Indian and International markets.

ADLs bouquet of brands caters to every need - from partitions for a swanky office to surfaces for a personal wardrobe. And with perfect integration and management at the manufacturing end, the spectrum of choice is the widest you will find in each and every product range. Associates brands are an architects inspiration, an OEMs quality delight and an end customers trustworthy choice.

Corporate Office

Associate House, 15, Hill Road, Bandra (W),
Mumbai - 400 050. Maharashtra, India.
T : +91 22 6621 7777 | F : +91 22 6621 7799
E : corporate.adl@associategroup.in

