

# Walls & Windows

— an initiative by HGH India —

As consumers opt for greater style and convenience inside their homes, they seek innovative materials and technologies to combine aesthetics and functionality on their walls and windows. From simple wallpapers, blinds and curtains, the focus is shifting to automation, advanced sun protection materials, personalised designs and expression of one's taste and personality.

Wallpapers, blinds, curtains, wall finishes and window automation are rapidly growing segments in India. Being one of the oldest categories in the Indian furnishing market, Walls & Windows need to reinvent and adapt to modern designs, technology and functional hardware. Wallpapers too need a more modern touch like digital printing and improved materials with superior designs. Be it economy, premium and luxury- all segments are experiencing the advent of new materials for better performance and decorative ideas. These innovations may prove game changers for retailers & distributors in products like wallpapers, blinds, curtains and window treatments.

To highlight the innovations and to draw special attention on Indian and global advancements in Walls & Windows, HGH India 2022 has included a focused area for special promotion of these segments.

Wall & window decorations include products like wallpapers, blinds, curtains, furnishing, window automation, wall finishes, wall decorations, stickers, glass films, window decorations, DIY range, curtain rods etc. From a modern range of surface treatments on the walls like PVC cladding, textured paints, murals, wall bonding to a wide range of decorative hardware for windows and walls are being introduced at a high frequency, making these segments as dynamic as fashion.

There is a vast untapped potential for these products in the Indian market. Manufacturers, brands and importers of these products can specially benefit by exhibiting at this forthcoming edition of HGH India, as these products will be in focus.

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