

## Godrej Interio innovates to bring you “Furniture Co-Creation”

*- A revolutionary, trouble free, time saving solution  
for designing and installing classic home furniture*

**Mumbai, 30th March, 2010:** Godrej Interio, a leading player in home and office furniture, has innovated once again to bring you a unique concept “**Furniture Co-Creation**” to deliver customized designer furniture for its consumers. Product Design innovations, expertise and valuable customer insights have helped identify furniture ‘Co-creation’ as the need for the hour. At ‘U&US’, we offer our customers an opportunity to create their own furniture designs by combining their ideas and our expertise at a state-of-the-art Design Studio.

U&US employs an innovative and socially responsible business model to train and provide a perennial source of income for the carpenters, leading them towards a sustainable means of livelihood.

### **Guidance, Reliability and Quality**

With an aim to get the breath of the customers, Godrej Interio carried out a systematic field research. They visited various stakeholders to understand their concerns and issues faced while buying furniture. ‘U&US’ Design Studio is a culmination of the findings of this research.

- Limited choices, high cost and durability were the issues plaguing the readymade furniture segments, while budget and time escalation, inconsistent quality and need for supervision were the pain points for carpentered furniture.
- A glaring issue was the working conditions of the carpenters. Use of primitive tools, lack of professionalism and limited understanding of design and ergonomics hampered their development.
- Insights about materials, workshop layouts and inventory management also helped conceptualize an innovative offering.

‘U&US’ addresses these issues to offer the flexibility of designing your own theme furniture with adequate choice of materials, laminate colors, fabrics, polish shades, along with the convenience of execution. U&US brings to you unlimited choices,

unwavering budgets, timely delivery, quality assurance and expert service. Not to mention the Co – creation is facilitated with the help of an expert designer.

Our expert designer will help you co-create your own designer furniture on a digital screen from a wide selection of themes. Once you have selected and finalised the designs you will then get an accurate price quote and delivery schedule. The site work which was done earlier by your local carpenter at the site took many months to complete with active supervision required. Godrej Interio's U&US Design Studio promises that this will now be done by the Godrej Interio's service team of skilled carpenters using electric hand tools in just 7 days. You can also check the status of your site online everyday evening, where customers can log in using their unique ID & password..

**Commenting on the launch of Furniture Co Creation, Mr. Anil Mathur, COO, Godrej Interio,** *"Being in this business many years, we know that customisation is the key to a customer's mind and heart. With the new concept of Furniture Co-Creation we will offer all –in-one furniture solutions in a few days. "*

#### **About Godrej Interio:**

Godrej Interio integrates the concept of functional and contemporary furniture. A perfect amalgamation of time tested values and contemporary outlook, its designs are vibrant stylish and comfortable. When it comes to furniture, be it office or home, Godrej Interio has the perfect solution. Godrej Interio delivers ergonomically designed & contemporary Seating, Desking, Open Plan Office Systems, Storages, Bedroom Sets, Dining Sets, Kitchens, Labs, Hospitals, Interiors, Carpets, Modular accommodation for marine application and Kid's furniture that are comfortable, healthy and productive. With a complete range of Home furniture & decor solutions, Godrej provides the warmth & comfort that reflects a happy, at ease family.

**For more information, please visit us at [youandusdesignstudio.com](http://youandusdesignstudio.com)**

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