

DUROFLEX

“Reimagining a legacy brand for a generation that doesn't just sleep -



it constantly seeks ways to unwind.”

OBJECTIVE OF THE EXERCISE

The brand wasn’t broken. It was... stuck in time.

A brand known for “sleep” in a world where:

- Stress is constant
- Homes double up as workspaces
- And consumers are always “on”



Brand Objective

To reposition Duroflex from a sleep-only brand with a passive promise to a de-stress action led brand that feels: modern, consumer first, digital native and culturally relevant.

THE WEIGHT OF LEGACY



Duroflex had built decades of trust.

But that trust came with baggage:

- Seen as generic, not solving anything specific
- Not emotionally relevant
- Associated with factories, not lifestyles
- A brand your parents bought... not one you discovered

In consumer conversations, Duroflex was described as "reliable... but not exciting" - the branding equivalent of a safe, beige wall.

In the factories the product was evolving. *In the homes, the perception hadn't.*

WHY CHANGE, WHY NOW?

Because the consumer changed.

- Sleep was no longer a night-time activity rather was an active part of wellness
- Wellness had shifted from being reactive to proactive
- Stress is now a daily constant of modern life, not an exception
- Consumers don't just buy mattresses - they buy lifestyles & status signals

Meanwhile, the category also changed.

- D2C brands were owning emotional territories
- New modern conversations around sleep technology was creating excitement in an old category.
- Legacy brands were losing relevance, not credibility

The risk: **Be trusted…**

but never chosen.

THE SHIFT (NEW POSITIONING)

We didn't just stretch the definition of "sleep" - we fundamentally reimagined Duroflex role in people's lives.
The brand moved from being a generic aid for better sleep to a brand that understands stress manifestation on your body and actively helps you release it.

The Big Idea:

India's sleep problem is actually a stress problem. The brand provides rest that helps ease off stress inside your body and resets you for the next day.

This allowed Duroflex to move beyond the night into the in-between moments of life, where stress actually builds up to the bodies and be a daily lifestyle consideration rather than jus a night time fix.

This reframing opened up the brand from a generic conversation into a more fluid, culturally relevant space - one that mirrors how modern consumers actually live.

WHAT IT STANDS FOR

1. Everyday De-stress

Not occasional relief, but rituals of unwinding



2. Modern Indian Lifestyles

Fast-paced, always-on, digitally cluttered

3. Spaces that help You switch off

From work mode to rest mode to life mode

4. Emotional Ease

Not just physical comfort, but mental lightness

BUILDING POSITIONING INTO IDENTITY

A design system built to reduce **visual stress** - evolving from a static, rigid identity to a fluid one that mirrors both the product and the natural movement of the human body.

Key Transformations:

Visual Language:
From heavy & industrial to light, breathable, calming

Typography:
From rigid to soft, contemporary, human

Imagery:
From product shots to real moments of unwinding

Color System:
From loud to soothing, stress-relieving palettes



The identity needed to feel like relief.

Logo Evolution: Cleaner, simpler, more breathable less “manufactured”, more “modern living”



The BIG unlock

Duroflex redefined sleep - not as downtime, but as a must-have daily reset that powers how you live.

TAKING IT TO THE WORLD

We want to be the De-Stress. Lifestyle Brand for millennials.



Approach

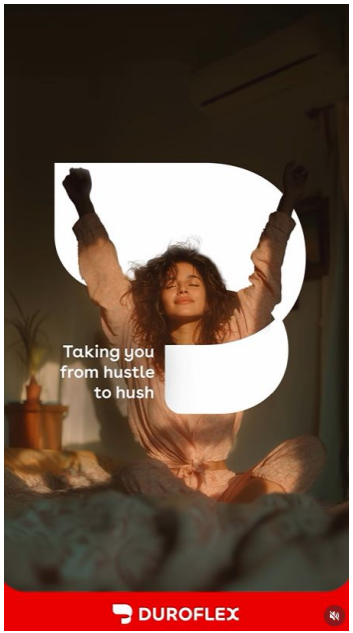
- Digital first rollout
- Tension-to-Release storytelling
- Real-life stress moments
- Authoritative leadership of category science
- Tech forward, human first brand
- Turn rest into an active recovery mindset


For over 60 years

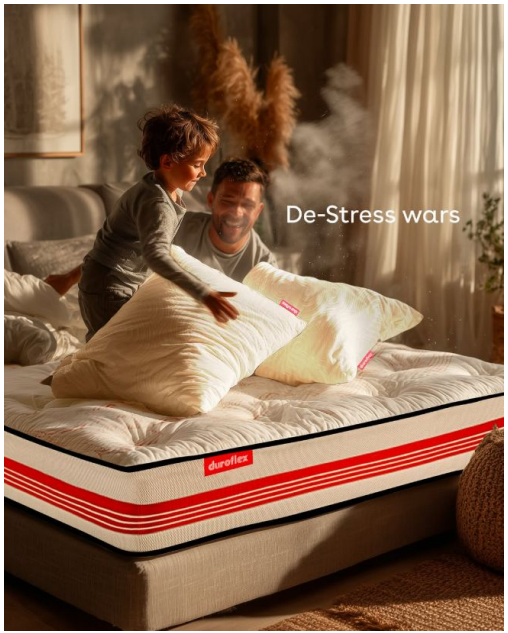
This is Duroflex Reborn



SOCIAL MEDIA OUTREACH







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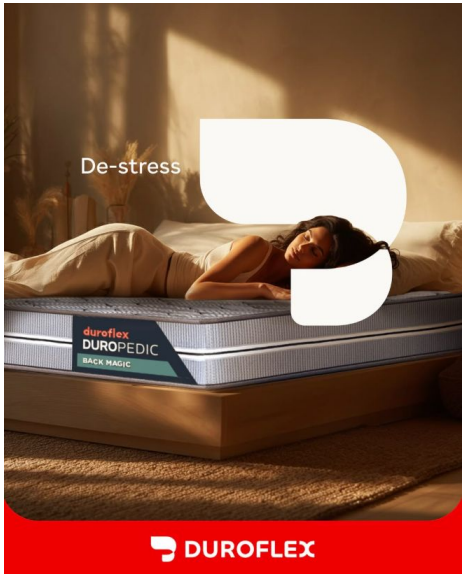

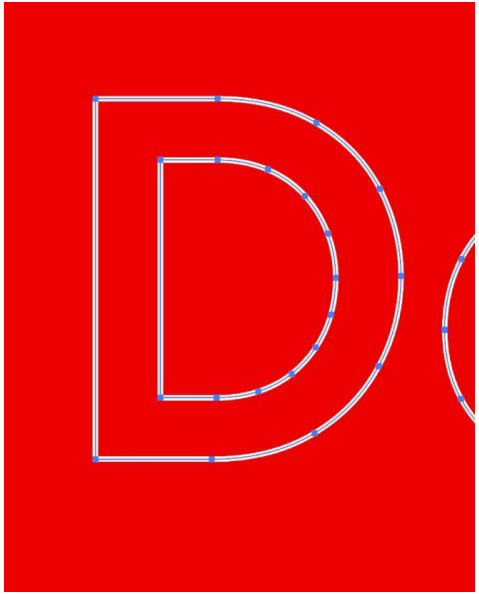

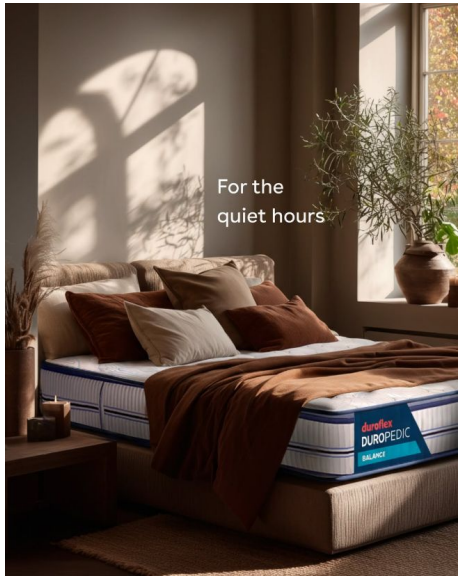

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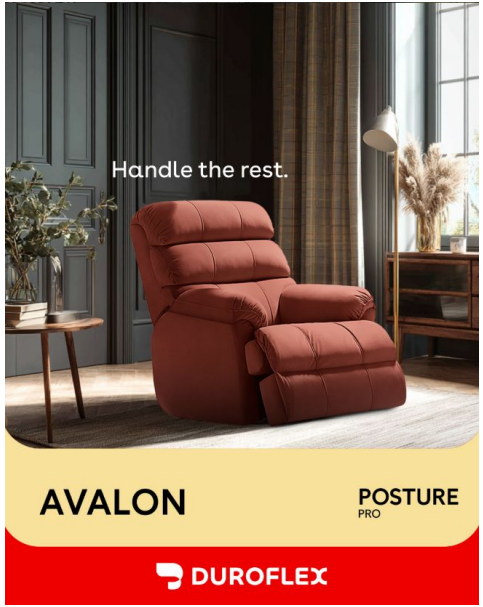




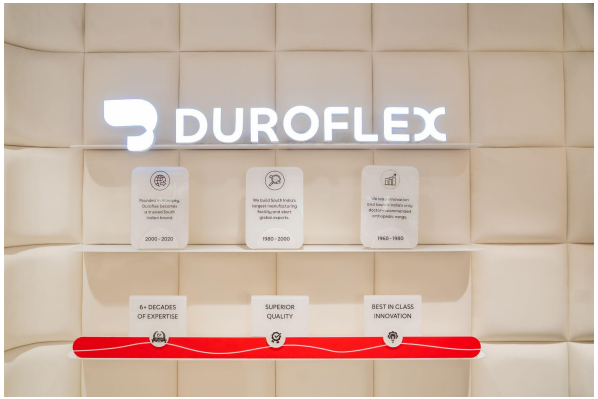
FOR WORLD SLEEP DAY :
DESIGNING MOMENTS OF PAUSE IN A HUSTLING WORLD





DESIGNING SPACES THAT LIVE THE ETHOS OF PAUSE







NEW STORE SIGNAGE

DUROFLEX

Duroflex Limited

Formerly known as Duroflex Pvt. Ltd.

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CIN: U36104KL1981PLC003447
GSTIN: 29AABCD8855E1ZF

ಡ್ಯೂರೊಫ್ಲೆಕ್ಸ್

ಡ್ಯೂರೊಫ್ಲೆಕ್ಸ್ ಲಿಮಿಟೆಡ್

ಹಿಂದೆ ಡ್ಯೂರೋಫ್ಲೆಕ್ಸ್ ಪ್ರೈ. ಲಿಮಿಟೆಡ್ ಎಂದು ಕರೆಯಲಾಗುತ್ತಿತ್ತು

ಕಾರ್ಪೊರೇಟ್ ಕಚೇರಿ:

2ನೇ ಮತ್ತು 4ನೇ ಮಹಡಿ, ಎನ್‌ಆರ್ ಟ್ರೈಡೆಂಟ್ ಟೆಕ್ ಪಾರ್ಕ್, 30/6, ಹೊಸೂರು ರೋಡ್, ಸೆಕ್ಟರ್ 6,
ಎಚ್‌ಎಸ್‌ಆರ್ ಲೇಔಟ್, ಬೆಂಗಳೂರು, ಕರ್ನಾಟಕ, 560068

ನೋಂದಾಯಿತ ಕಚೇರಿ:

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ಸಿಐಎನ್: U36104KL1981PLC003447
ಜಿಎಸ್‌ಟಿಐಎನ್: 29AABCD8855E1ZF

“Because today, the real problem isn’t sleep.



It’s everything that keeps you from it.”

DUROFLEX