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Add beauty and elegance to your home with Yellow-Cedar

Yellow-Cedar brings decay resistant, solid and durable wood to Indian homes

The warmth of wood is unmatched, especially for interior applications. There is no corner of a room that cannot be jazzed up by wood. Sadly, Indian hardwoods are hard to come by and good quality, assured material proves to be very difficult. But with India opening up its door to imported solid wood products, consumers now have an option to return to wood again. Seeing the growing demand for high quality wood in India, Canadian Wood brings to the Indian market one of its most premium species, the Yellow-Cedar, a species known for its outstanding beauty.

Yellow-Cedar is a wood with history and has been a part of Canadian way of life since the first nations (aboriginals). It is one of the finest building materials and was used extensively to build renowned boats and masks. Currently, Yellow-Cedar is valued for its strength and extreme durability, yet having a fine texture and a beautiful, distinctive yellow colour.

Why Yellow-Cedar

- Yellow-Cedar is a tough, solid and very durable wood species. Known for its hardness and slow growth, it takes 200 years for the wood to reach marketable size.
- One of the main USPs of Yellow-



Cedar is that its natural extractives make it a decay resistant wood and insect attack. This not only allows a long life to the wood, but also makes Yellow-Cedar an excellent wood for interior and outdoor applications – doors, windows, furniture, panelling and others.

- It is also known for being aromatic when cut.
- Another advantage of Yellow-Cedar is that it's fine textured and straight grained, allowing for high quality refined end applications.
- It is also extremely workable, making it ideal for carving and where final appearance is a consideration. This combination of refinement and workability has led to many renowned designers vouch for Yellow-Cedar and use it extensively in their work.



Applications

The uniform colour and fine finish of Yellow-Cedar makes it excellent for doors and windows, decorative panelling and custom joinery in buildings. It is also perfect for outdoor applications like furniture and exterior millwork due to its natural resistance to weather.

Properties

- Yellow-Cedar is available in various grades starting from Utility and Better Cants, going up to Sound Tight Knot, Shop, Flitch and Clear grades.
- Different grades also mean different sizes of wood. Utility and Better normally cut as 5" x 5" wider, Sound Tight Knot (STK) normally cuts as 1 ½" or 2" thickness, Shop grades as 1 ¼", 1 ½", or 2" thickness, Flitch grades as 3" and thicker to 12", and Clear normally cuts as 1 ¼" and thicker
- The wood has good drying properties and excellent durability and termite resistance
- Yellow-Cedar is subject to only 5% shrinkage making it ideal wood for all seasons, including the dreaded Indian monsoons.
- With a density of 419 kg/m³ and being uniform across single growth, makes this a very good carving and woodworking species

www.canadianwood.in

Did you know?

Yellow-Cedar was named Nootkatensis in honour of Nootka Sound, a magnificent body of water on the west coast of Vancouver Island, where Yellow Cedar was first sighted by Scottish botanist Archibald Menzies while sailing onboard Captain Vancouver's ship, Discovery





In appreciation of softwoods



Early this year a delegation of 17 Canadian lumber companies toured woodworking facilities across Western and North India, culminating in their participation in DelhiWood 2015 in Greater Noida. Their nine-day mission was to put the focus on certified lumber from sustainably managed resources in Canada, and to explore the potential of large-scale use of high-quality, environment-friendly lumber in India. Hemming their business interests and assisting Indian furniture manufacturers adapt to and adopt Canadian wood as a mainstay is the consulting arm, Forestry Innovation Investment. Dhananjay Sardeshpande spoke with its CEO, Mr Ken Baker, its COO, Mr Michael Losleth, and its Mumbai-based India head, Mr Pranesh Chhibber, at DelhiWood.





What brings such a large delegation to India and to DelhiWood?

Losleth: Traditionally, India loves wood; but its choice of imports has been limited to hardwood logs. It is only of late that we have seen some imports of sawn timber from Australia, Europe and North America. Since India is sitting on a huge potential market in wood and wood-panel-based furniture, it cannot afford to ignore the huge and sustainable resources that Canada can provide.

But certified hardwoods from sustainable sources are getting more difficult to come by. We are here to meet manufacturers and suppliers and offer them viable alternatives. We are excited about the prospect of increasing wood sourcing by India from Canada. Actually this is our third time at DelhiWood.

There has been an increase in imports from Australia and New Zealand over the past five years. How is Canada different?

Baker: First, we have huge forest reserves that are scientifically and sustainably managed. These are also certified by independent third-party agencies: in this case both the Programme for the Endorsement of Forest Certification (PEFC) and Forest Stewardship Council (FSC). In fact, Canada has more land under certified forests than any other European country. So we are an export-oriented business; and we have on offer a large variety of softwoods that can be available almost indefinitely.

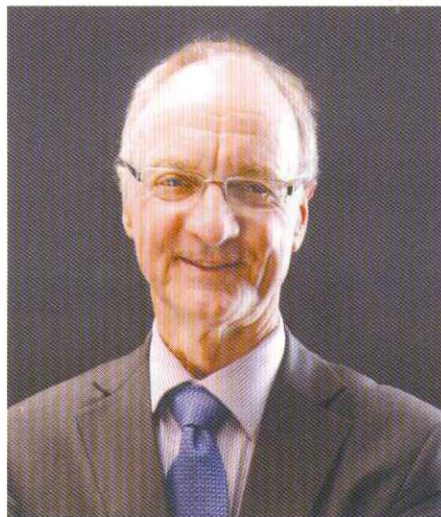
You say Canada has a wide variety of species that can find use in Indian furniture manufacturing. How suitable are they to Indian requirements?

Baker: It's quite a bit like choosing a car to suit your purpose. There are several varieties and models. You choose the one that suits your needs best. With Canadian wood varieties, there are options to choose from interior/exterior applications; or choose from those suited to architectural structures and furniture components; or even species best

suited for doors/windows, or cladding, or joinery.

In particular, what species are you offering to the Indian sub-continent?

Losleth: Western Hemlock, Douglas-fir, Western Red Cedar, SPF (spruce-pine-fir) and Yellow Cedar – all from British Columbia – can be extensively used in the manufacture of doors, windows, furniture, interior and exterior panelling and cladding, and even for structural use (building construction).



Mr. Ken Baker

But how do you convert traditional teak users to softwood?

Losleth: That is precisely where FII focuses: on educating Indian consumers on the qualities and strengths of different species for specific applications, as well as their advantages over increasingly hard-to-source tropical hardwoods. Because Indians do not have enough experience in working with Canadian conifers, we involve wood experts to help them to be more receptive to the options we have on offer.

How do conifers compare with tropical teak?

Chhibber: Conifers are equally relevant to Indian applications, not just hardwoods. About 35% of the world's certified forestry wood is based in Canada. Of this only 1%

is harvested annually, for domestic consumption and exports. As you can see, Canadian wood is mature forest wood, with trees being harvested at age 150 years. Compared to this plantation wood comprises of juvenile trees that are not more than 25 years old. Can you imagine the dimensional stability of mature wood derived from forests?

What other traits do Canadian species exhibit?

Chhibber: There are too many to enumerate here; but let me say that they are as strong as – and more termite and weather-resistant – than most teak or tropical tree species that we take for granted. They are highly suited to machining, not as expensive as many teak varieties, and have an inherent beauty in terms of colour and finishing options.

Our challenge is to bring in more species to meet varied applications, and we have succeeded in ample measure. Over the past decade, we have seen a rise to 35% of India's import component of Canadian softwoods.

Baker: Let us remember that we are not here to replace hardwoods. Far from it, we are offering a larger variety of wood species, each with a value-added proposition. Our experience in China, where FII began operations in 2003, was similar. But from no Canadian wood at all, in 2014 we exported \$1.5 billion worth of softwoods for different product lines. Outside of the Americas, we also export to Japan, Korea, Taiwan and Europe, but there it is mainly construction lumber for buildings. Wherever we export, the adoption of Canadian woods has been profitable for our customers!

How does FII operate in India? Is there some hand-holding for newcomers?

Baker: FII has been studying India since 2007. It was only in 2010 that we set up another subsidiary here, after China (in 2003). Yes, under the 'Wood First' programme, we send our in-house experts to interested





manufacturers. For those that want to test our softwoods, we provide some quantity of wood at no cost. This helps the potential consumer touch and feel the raw material, and see for himself the finished product. It is an experiment to ease the consumer into the nitty-gritty of manufacturing and the finesse of our softwoods. More often than not, we have a brand-new convert to Canadian wood!

Who would benefit most from adoption of the Canadian conifer species?

Chhibber: One cannot say so: it depends on what strengths and finishes the consumer is looking for in



Mr. Michael Losleth

specific applications. That said, I must say those that currently use meranti

and mango woods would stand to gain the most, because both species are not sustainably harvested.

If I were interested, how should I go about approaching FII in India?

Chhibber: FII-India has a state-of-the-art studio in Mumbai, where various species and their applications are on display. Remember, all the products here have been manufactured by our customers in India! All our stalls in various trade exhibitions also mirror these achievements by Canadian wood. For those interested, our experts and resources can be contacted if you write to pragati.chavan@bcfii.in.



BRITISH COLUMBIA WOOD SPECIES

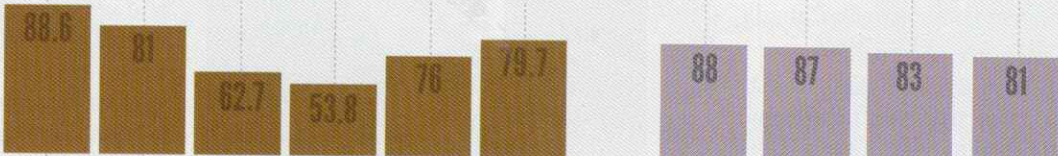


SELECT INDIAN WOOD SPECIES

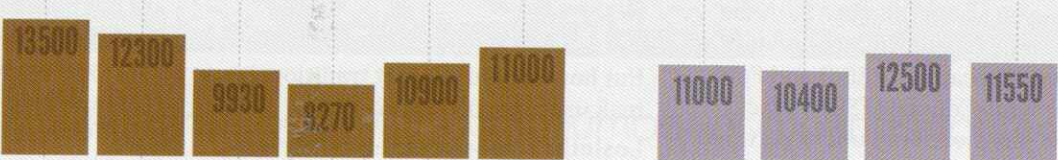


PHYSICAL PROPERTIES

STRENGTH
Modulus of Rupture
[air dry] Mpa



STIFFNESS
Modulus of Elasticity
[air dry] Mpa



HARDNESS
[side grain] N



DENSITY
[air dry] kg/m³



STABILITY (SHRINKAGE)
[air dry] T/R RATIO



RADIAL % (R)



TANGENTIAL % (T)

