

Canadian Wood Ensures Sustainable Construction

Established in the year 2003, Forestry Innovation Investment is a non-profit corporation, 100% funded by the government of the province of British Columbia. Involved in researching, designing and delivering market development programs, FII works in close collaboration with industry trade associations, research institutions and other levels of government. Located in Mumbai, key functions of FII India are to promote Canadian Wood and create awareness about its different species available in India. It's Canadian Wood Display centre helps wood working professionals meet wood experts and view products made of Canadian wood by Indian manufacturers. **Mr. Pranesh Chibber, Country Director, Forestry Innovation Consulting India Pvt. Ltd** throws light upon the functioning of FII and discusses the usefulness of Canadian Wood for the Indian market with Construction Times.

What was the idea behind founding Forestry Innovation Consulting India Pvt. Ltd. and what are the objectives of the company?

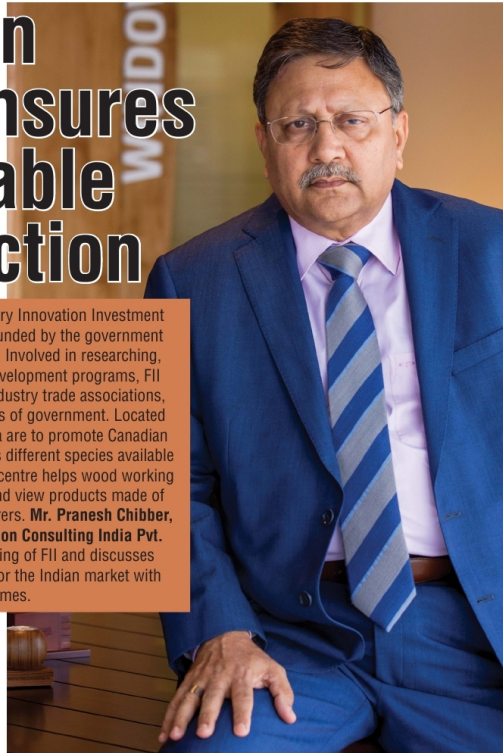
We realised that the market for wood products in India has continuously been developing. To meet the needs of this growing demand we decided to establish FII India. The idea behind establishing FII India is to support Indian consumers procure wood species from British Columbia (B.C.) either by sourcing the wood locally or by establishing trade relationships with Canadian lumber companies. The main objective of forming FII India is to promote Canadian Wood and spread awareness of its different wood species available in India. Major species of Canadian wood include Douglas Fir, Spruce Pine Fir

(SPF), Western Hemlock, Western Red Cedar and Yellow Cedar.

How Canadian wood is different from Indian wood?

Let us begin by highlighting the properties of each species of Canadian wood. Each wood specie is appropriate to suit Indian climatic conditions. The wood has been used widely by many Indian manufacturers in interiors, outdoors and even structural projects. The other important feature of the wood

is that its products are sourced from legal, certified and sustainably managed forests. As a natural, renewable resource the wood versatility, character, and individuality are unmatched. Compare to other materials, this wood is more energy efficient. The wood guarantees superiority while offering multipurpose applications in architecture. To sum it up, Canadian wood offers variety; it is certified and sustainable. Based on the sustainable timber milling practices in Canada, each tree is harvested only after



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a period of 70-80 years. This means a high-quality, stable and strong wood to be used by an architect, interior designer, end-use manufacturer and real estate developer in their projects or product line.

What are the usage and benefits of Canadian wood?

As mentioned above, Canadian wood offers variety and each specie has unique qualities for different climates. This is one of the key elements. The other key aspects that make Canadian wood the material of choice include:

- 1) Canadian wood is certified wood from sustainably managed forests
- 2) Highly durable
- 3) High quality lumber in standard grades and sizes, ensuring quality consistency to the customer every single time.

How does Canadian wood create positive footprints even after import?

The cells in lumber as well as wood products, sourced from BC, stores carbon dioxide from the air in them. This characteristic feature of Canadian Wood help reduce global warming by taking carbon dioxide out from the atmosphere. An independent study revealed that one container full of softwood lumber from B.C. stores on

average 32,333 kg of carbon dioxide equivalent. Therefore, 2.3 times more carbon dioxide is taken out of the atmosphere and stored in wood products shipped from B.C. to India than the carbon dioxide generates through the production and transportation of the products. This positive environmental impact becomes all the more significant when we consider the carbon dioxide the wood stores, as it does not need to be harvested within India or in unsustainable tropical forests.

What factors impact the demand of wood in India?

We in India, use our wood in one way or the other. It is well documented over centuries. We are known for using and enjoying wood in a number of ways and form. Wood still continues to be a popular and aspirational choice amongst many Indians. With the rising income of Indians, the demand for wood is ever increasing. However, with the rising demand for wood, there seems to be a supply deficit of 7 and a half million cubic metres today. The deficit shows that there is a huge market available in India. Apart from the surplus demand, wood prices, climatic changes, policies are some of the other factors that impact its demand.

What are the different types of Canadian wood species available in the Indian market? What is the market size of Canadian wood in India?

Several Indian companies are now using Canadian wood species for their product line or projects. Each Canadian wood specie has its own superior physical and working properties. Western Hemlock, Yellow-Cedar, Spruce-Pine-Fir (SPF), Douglas-fir and Western Red Cedar can easily be used for doors, door frames, windows, panelling, decking, cladding, exteriors and structural.

Featuring smooth and fine texture **Yellow-Cedar** allows ease of use for working numerous applications. The STK grade of Yellow-Cedar is very well suited for door frames while the higher clearer and shop grades can be used for decorative panelling, furniture, mouldings and cabinet work. Its USP is that the wood is naturally resistant to termites, rot, and decay.

The **Spruce-pine-fir** (SPF) group is mainly a mix of white spruce and lodge pole pine. This species group also includes a small percentage of subalpine fir. Due to its dimensional stability and superior gluing properties, SPF is used extensively in the flat-packed furniture industry. SPF has a high strength-to-weight ratio and is primarily used for



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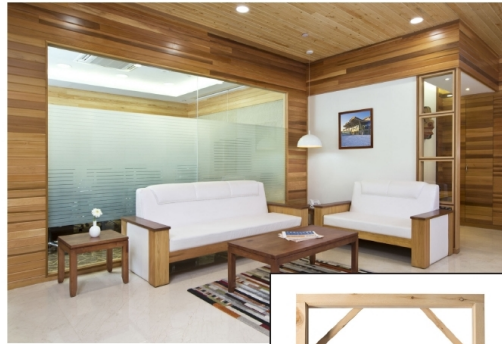
framing in North American housing. It also is a great choice for modular or pre-fabricated houses, door frames for flush doors and framing for upholstered furniture.

Is there enough awareness about the usefulness of this species of wood? What is FII doing to create awareness about Canadian wood in India?

Since the time FII was established, we are seeing a certain shift in terms of knowledge and understanding towards Canadian woods. To create awareness of the different Canadian wood species, B.C. has set up Forestry Innovation Consulting India Pvt. Ltd to promote the wood and spread awareness of its different species in India. FII India's world class team of wood experts reach out to architects, interior designers, turnkey contractors, solid wood products manufacturers and real estate developers through different mediums such as events, seminars, product trails and networking meets, amongst others.

What is the future of this species of wood in Indian as well as in the international market?

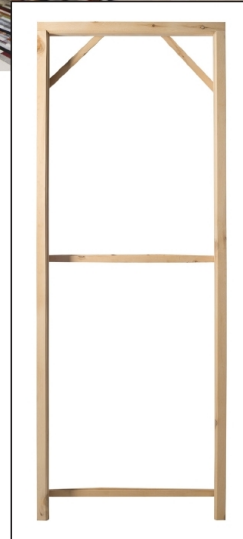
One material which is always going to be in demand despite of evolving building technologies is wood. Wood is one of the most beautiful, versatile, durable and renewable raw materials,



which also has less economical as well as environmental cost.

It has extensively been used in construction in most areas of the country. However, with the growth in use of wood, cheaper wood products entered the market in a big way. Despite this, as the growth in per capita income continues, demand for better quality wood and its product increases.

Canadian Wood has already gained a lot of traction in the Indian market with several successful product trials with Indian manufacturers and architects in villas, pre-fabricated homes, solid wooden and upholstered furniture,



doors and door frames, panelling and outdoor applications of gazebos, pergolas etc.

This wood performs exceptionally well in the Indian climate as it enters the country as seasoned, kiln dried and heat treated lumber which ensures no pests/ termites, correct moisture content and a ready-to-use high-quality product.

