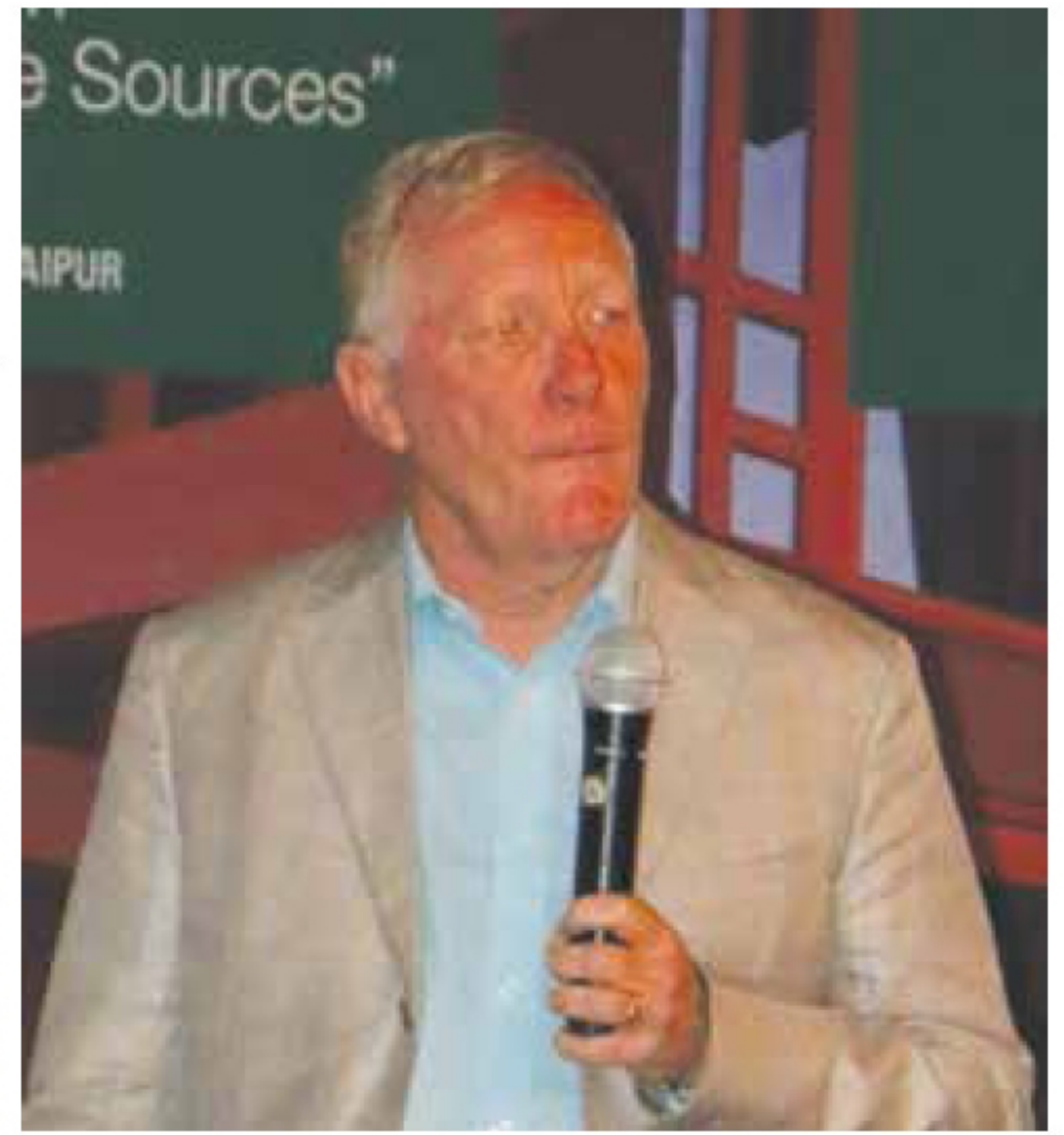




Architects and furniture manufacturers inspect various Canadian wood species in Jaipur (left); Mr. Peter Bradfield of FII India (right), addresses the seminar.



Canadian Wood goes to Rajasthan

Architects, manufacturers & artisans in Jodhpur, Jaipur get a feel of sustainable, certified species

Forestry Innovation Consulting India Pvt. Ltd. (FII India), the market development agency funded by the Ministry of British Columbia to promote Canadian solid wood lumber in India, hosted educational seminars in Jodhpur and Jaipur recently.

The seminars were conducted by Mr. Peter Bradfield, Technical Advisor, FII India, to promote the wood species from British Columbia, Canada, as a sustainable alternative to commonly used Indian hardwood and other species.

Rajasthan is the largest hub in the country for furniture manufacturing. The seminars were organised for FII India by PDA Trade Media, which publishes *WoodNews* magazine.

In order to bridge the demand-supply gap for certified wood, FII India took the attendees through the various physical and working properties of Canadian wood species including Western Hemlock, Yellow-Cedar, Douglas-fir, Spruce-pine-fir (SPF) and Western Red Cedar.

All the species are well suited to a large scale of interior and outdoor applications, including furniture, doors, door jams, windows, pergolas and gazebos.

With growing pressure to reduce the carbon footprint of the built environment, building designers are increasingly being called upon to balance functionality and cost objectives with reduced environmental impact.

The seminar by Peter showcased how wood from sustainable sources, such as Canada, helps achieve that balance and outperforms concrete and steel in terms of embodied energy, green-house gas emissions and air and water pollution.

Peter shared an engaging and detailed presentation on Canadian wood in construction and interior applications. He added: "Rajasthan is known for its rich culture in the handicrafts and furniture industry. Inspired by tradition and legacy, Jaipur has emerged as a hub for artistic wooden furniture and handicrafts. The sole intention of the seminar was to provide a sustainable, high quality alternative to traditionally used wood species."

The seminar covered timber milling practices adopted by Canada, technical information the physical and working properties of each species, leading to a high quality finished product and creating aesthetically superior products.

Canadian Wood species are quality assured, used for multipurpose applications, offer easier manufacturing ability and are durable. As a natural, renewable resource their versatility is unmatched. Being a natural insulator, it is more energy-efficient than most of the materials available.

Canada is the world leader in sustainable forest management, and its wood species are certified by either PEFC or FSC.

FII India promotes B.C. and Canadian forest products by building relationships with importers, wood manufacturers and government agencies. This is done by providing technical and product information on the wide variety of timber products available from these sources.

(www.canadianwood.in)