

PLY GAZETTE

NOVEMBER 2015

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Certified Canadian Wood showcased at Green Building Congress 2015

Forestry Innovation Consulting India Pvt. Ltd. (FII India), the market development agency for the Canadian Wood in India, participated in the Green Building Congress tradeshow held from November 19-21, 2015 at Gandhinagar in Gujarat. It presented the British Columbia (B.C.), Canada, as a trusted source for certified (PEFC/FSC) solid wood lumber sourced from sustainably managed forests at the show.

FII India's customized booth spread over an area of 36 sq. m. attracted architects, green building consultants, turnkey contractors, builders and developers and end-use manufacturers. Visitors saw the versatility of the B.C. species like Western



Hemlock, Yellow-Cedar, Douglas-fir, Western Red Cedar and Spruce - Pine-Fir (SPF) through actual product applications, lumber samples and



technical information. The team of the wood experts assisted visitors on how best to use the Canadian Wood in their projects or product line. This one-on-one consultation facilitated people to choose the right species, grade and size of lumber depending on the intended end-use.

Following items were placed on display by various Indian manufacturers to highlight the use and acceptance of the B.C. wood species in the Indian industry:-

- Solid wooden doors
- Solid wooden furniture
- Door frames (*chaukhat*)
- Internal flush door frame
- Pergola for outdoors
- Interior and exterior panelling

Peter Bradfield, Technical Advisor, FII India said, "Savvy consumers in India are increasingly demanding that companies demonstrate a commitment to conserve the environment. The insatiable demand for wood products in India means producers are searching for sustainable suppliers of wood that can demonstrate their environmental credentials. One way that companies are proving their sustainable approach is through the sourcing of wood products from certified suppliers. Producers in the B.C. are



certified under Forest Stewardship Council (FSC), or Programme for the Endorsement of Forest Certification (PEFC) systems managed by independent organizations. It means Indian customers can now source wood without adversely affecting the environment."

About Forestry Innovation Consulting India Pvt. Ltd - FII India

Forestry Innovation Consulting is the market development agency of the British Columbia Government for the forest products in India. Its mandate is to promote the B.C. and the 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 the B.C., Canada.