

Press Release

Designing With Canadian Wood Seminar Provides Architects & Manufacturers A Fresh Perspective

FII India hosted an informational seminar in partnership with Core

Forestry Innovation Consulting India Pvt. Ltd. (FII India) is the market development agency for Canadian Wood in the country. In association with Core, FII India hosted an evening for architects, interior designers and end-use manufacturers to explore possibilities of designing and building with Canadian Wood.

Conducted by wood expert Peter Bradfield, the session introduced wood species from British Columbia that are now available in India - Western Hemlock, Yellow-Cedar, Douglas-fir, Western Red Cedar and Spruce-pine-fir (SPF) - to the audience. The seminar showcased each species' properties and versatility. Backed by products manufactured by Indian manufacturers the session was an eye opener for the audience on how well the wood performs in a tropical climate such as India. Applications ranged from solid wood & flush doors, door frames, furniture, paneling, cladding, gazebos, pergolas and other millwork.

Moving beyond just a product scope, the evening also threw light on

- Understanding the species, grades and end-use applications
- Challenges of demand and supply of timber in India and solutions that Canadian Wood offers
- Brief of overview on emerging wood trends and technologies
- Emergence of Canadian Wood as a natural, renewable and sustainable building material

certified by PEFC/FSC

Peter Bradfield, Technical Advisor, FII India said "Canadian wood species deliver on sustainable material, the educational meet helped highlight the woods versatility, durability, character and unmatched individuality as an all-weather wood. The educational session was aimed at enabling wood working professionals explore creative opportunities in using the different wood species for its different applications"

Mr. Mangilal Sharma, Saras Plywood Products Pvt. Ltd. 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. The evening provided an interesting and unique perspective on the use of wood."

About Forestry Innovation Consulting India Pvt. Ltd - FII India

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

