

Interiors & Decor

Dynamics of Canadian woods

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General

British Columbia (B.C.) in Canada is the world's largest exporter of forest products and a global leader in sustainable forest management. Mr Peter Bradfeild, Technical Advisor, Wooden Products, Forestry Innovation Consulting India Pvt Ltd briefs Interiors & Decor about the dynamics of Canadian woods and how it can play a pivotal role in Indian market in upcoming years.

To begin with, tell us about Canadian Wood and FII's (India) affiliation with Government of British Columbia, Canada?

We are the crown agency of Govt. of British Columbia, Canada. Our mission is to promote timber species from sustainable sources in BC, which have proven to be an excellent alternative to commonly used wood species in India, thereby offering better workability, good strength and economy. We at FII (India) help people to source Canadian Wood from the local market as well as Suppliers from Canada depend upon the quantity required and provide the technical support for the same but we do not involve in any kind of buying and selling of wood.

What possible role could Canadian Wood play in Indian market?

India has long had a love affair with wood. Wooden furniture, wooden doors and windows and other wood interior designs are commonplace in Indian homes and businesses. The natural ambience of wood products makes it a premier choice in Indian

homes, workplaces and community facilities. Canada also has a long history of living and building with wood from the time of the Aboriginal (First Nations) peoples till today, Canadians select wood as the natural choice when it comes to construction, furniture and interior design.

India is dense with different species of woods & supplies? How do you plan to compete the local market?

The fact is that India doesn't have any sufficient supplies. One of the major supplies of timber comes from Africa. The Indian consumer market relies majorly on teak wood and due to the protection of forests India may witness shortage.

The plantations which are taking place are not natural hence the quality of wood remains below standard as the tree doesn't get enough time to mature.

The deficient of wood supplies will grow over next 15 years and that where the Canadian wood comes in.



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We look forward to create Canadian wood market share here in India. We see a strong potential in India as the wood has been of traditional & cultural importance

How essential could Canadian Wood be for Indian furniture market?

In furniture products, customers focus on beauty of design, functionality, appearance, and strength. Manufacturers of furniture for the Indian market have a long tradition of working with wood species to create highly crafted pieces that are passed down through the generations. Today's modern customers want to have the same high quality wood furniture with modern sleek designs and quick easy installation.

Attractive grain, colour and strength are wood qualities prized in furniture products. Light coloured wood species offer the flexibility to remain light in colour or to be stained to resemble a wide range of other species which are darker in colour. Whether it is light or dark coloured furniture, it is all a matter of what is currently in style in the market. Most of the wood species from British Columbia (B.C.) that are available in India are light in colour when compared to the traditional wood species historically used by Indian craftsmen. Therefore, they have high versatility as they can be given clear or light lacquers to maintain their lustrous lighter sheen, or be stained to mimic a variety of well known species such as Teak, Sheesham, or Sal.

Western red cedar is one B.C. species with a naturally darker finish which is highly prized for its deep rich colour.

The most versatile furniture wood species from B.C. is western hemlock as it machines, glues, sands, and finishes well and is non-resinous. It has straight grain which permits planing to a fine finish, and is free of grain tear-out which is often found with wood species with spiral or interlocked grain such as those found in

some tropical hardwoods. The closed grain characteristic of western hemlock produces a finish that does not require filling or extensive preparation before a coating is applied. Douglas-fir machines well, although it needs to be kiln dried properly so that the resin is set or crystallized. Its grain is also closed and it offers

the same benefits as noted for western hemlock. For outdoor furniture western red cedar is an ideal wood on account of its workability, attractive colour, its natural durability, and scent similar to Deodar (*Cedrus deodara*).

Could you name few countries to which Canadian Wood is exported?

The West Coast area of British Columbia in Canada has wooden resources in abundance i.e. 10 per cent of world's forest. British Columbia has been exporting woods to different parts of the world including Europe, Australia, including United States and many more. Canada has built powerful market with Korea, China & Japan. ■

