Interview

Go Sustainable With Canadian Wood

Canadian wood, harvested from sustainable sources has become a credible option that fulfils gaps in the Indian market.

Forestry Innovation Investment (FII) is the Crown provincial agency charged with maintaining and expanding markets for B.C. forest products. The wood from Canadian Wood is certified, assures quality and adopts proper manufacturing practices apart from being one of the best in the world.

The Inside Track in conversation with Mr Pranesh Chhibber, Country Director at Canadian Wood gained an insight into the innovative products from Canadian Wood and the advantages of wood as a building material.

Could you tell us about Forestry Innovation Consulting India Pvt. Ltd?

Headquartered in Mumbai in 2012, Forestry Innovation Consulting India Pvt. Ltd. (FII India) is a non-profit market development agency for Canadian Wood lumber primarily from British Columbia (B.C.).

Canadian Wood's exclusive audio-visual display centre is spread across a sprawling 1600 sq.ft. space in the heart of Mumbai's commercial

Mr Pranesh Chhibber, Country Director, Canadian Wood

district. With a distinguished team of technical advisors and market development specialists, industry practitioners can hold consultations free of charge on wood building systems and specific product applications.

What are some of the most innovative products from Canadian Wood?

Wood species from British Columbia comprise of western hemlock, douglas-fir, spruce-pine-fir (SPF), western red cedar and yellow cedar. These are perfect for applications across furniture, doors (solid and flush), door jambs, doorframes, windows, interiors and millwork, specialty outdoors and structural purposes.

To reduce the long drawn out process of producing suitable raw material, sawn lumber from B.C. is the answer. It is seasoned to the correct moisture content and graded to suit the needs of the manufacturer.

What according to you are the advantages of using wood as a building material for various applications?

Wood is ideal for interior, outdoor and structural uses, not only as a finish material, but also to bring warmth and natural beauty to interior and exterior applications. Wood is a material of choice due to its cost effectiveness, ease and efficiency of construction, versatility and sustainability.

Termites and pests are a major issue when wood is used in various home applications. How does Canadian Wood approach this issue?

B.C., Canada offers two species which have natural resistance to termites, decay and rot. Western red cedar is a prominent Canadian species used for outdoor furniture and playground equipment. It exhibits outstanding decay and termite resistance along with dimensional stability.

The yellow cedar is a wood species with a growth so slow that it takes 200 years to reach a marketable size. Yellow cedar is one of the world's most durable woods with exceptional longevity. It allows ease of use for working numerous applications such as decorative panelling, furniture, mouldings and cabinet work.

How does Canadian Wood incorporate sustainability as a major concern faced by the world today?

Canadian wood products are sourced from legal, certified and sustainably managed forests. As a natural, renewable resource the wood's versatile character and individuality are unmatched. Being a natural insulator, it is also more energy efficient than most other material.

What are the preferences of the Indian consumer?

From the consumer's standpoint, beauty of design, functionality, appearance and strength are paramount. Manufacturers of furniture for the Indian market have a long tradition of working with wood to create highly crafted pieces that are passed down through generations.

Today's modern customers want to have the same high quality wood furniture in sleek and contemporary designs with quick installations.

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