

Case Study

Partner: Bramola
Project: Solid wooden furniture



**Canadian
Wood**

www.canadianwood.in



Western hemlock furniture with
hand painted ethnic patterns

Canadian Wood species
The fine art of working with wood

Manufacturer Profile

Bramola is a furniture brand owned by Classic Furniture & Furnishings Pvt. Ltd. Established in 1992, Classic was essentially involved in large scale production of solid wood furniture mainly for export purposes. The high-quality products were an outcome of the effort of several participants such as international wood experts, furniture designers and finishing experts. Having established themselves in international markets in UK, Belgium, Spain, Finland, Sweden and United States, Bramola then set out with a mission to gain similar foothold in the domestic market by offering the best in solid wood furniture.

Today, Bramola has two sub brands: Classic Moments – a furniture line largely marketed through instore displays that offer the buyer a touch and feel experience before deciding to take it and Mango Tree, a range of straight line, minimalistic, space saving, multi-use furniture, available for online purchase.



Challenge

The furniture industry in India has come a long way from being a utility-driven category to a customer-centric one. Ergonomics and aesthetics are important factors in choice making, especially when it comes to solid wood furniture. Now, more than ever before, customers are looking to experiment with various furniture styles and designs. Bramola offers its customers exactly that - the perfect balance of design and utility in wooden furniture manufacturing.

Opportunity

As a domestic furniture supplier, Bramola engages primarily with renowned architects who work with high net worth individuals (HNIs) customers. The declining quality of Teak, Mango and other hardwoods meant Bramola needed to source new wood material. Western hemlock and western red cedar from the forests of B.C. Canada offered the sustainable choices they were looking for, for both indoor and outdoor furniture applications.

Product Trial

Bramola was able to incorporate western hemlock and western red cedar into various styles of furniture pieces. Western hemlock was used to create indoor furniture that included:

- Sofa
- Chairs
- Consol
- Chest of drawer
- Beds
- Bedside tables
- Nesting table
- Bed end bench
- Hand painted center table
- Side table with a Mandala theme
- Accessories like hand painted coasters, gift box, briefcase, mirror etc.

Western red cedar was used to create outdoor furniture:

- Chairs
- Coffee table



Key Takeouts

- Canadian Wood can be used to replace Teak and other traditionally used hardwoods. B.C. coastal species like western hemlock and western red cedar are a good fit for solid wood furniture manufacturing in India. Western hemlock in fact, is ideal for interior finishing as well.
- Flexibility of the manufacturer is of paramount importance as shift from hardwood to softwood requires a shift in working styles and approach. Which is an output of the adaptability of a manufacturer to specific needs of each species in the application for a given end use.
- Canadian wood species make for a great canvas for manufacturers seeking to take their creative expressions to the next level. Known for even colour, excellent machining properties and being non-resinous, western hemlock can be finished naturally or stained to create traditional or contemporary appearance.

Why use Canadian Wood?

Sustainable, Green Building Material

British Columbia, Canada is a world leader in sustainable forest management. The rigor of B.C.'s forest management laws is demonstrated by third-party forest certifications (PEFC/FSC).

Long-Term Performance

Wood's versatility, character and individuality are unmatched. When it is properly maintained, wood can be reused, repurposed, and reapplied to other projects. Canadian wood species produce stable lumber with consistently straight grain. The wood is easy to work, finish and glue.

Easy to Manufacture

With low to moderate density values, species like western hemlock, Douglas-fir, yellow cedar, western red cedar and spruce-pine-fir (S-P-F) are all easy to face-laminate, edge-glue, and/or finger-joint.

Quality Assurance

Canadian wood species from B.C. are separated into a wide variety of grades and each grade is intended for a specific end use. Factory grades are intended for ripping or cross cutting to recover the wood's clear fibre; the clear grades help produce knot-free products in a length range of 8-20 feet. This variety of grades allows buyers to choose a quality that suits both their needs and their price considerations.

Multipurpose Applications

Because of their low tangential to radial shrinkage (T/R) ratio, softwoods typically have better stability than hardwoods. Softwoods are well suited to many applications across outdoor, interior and structural uses.



If you're interested in incorporating Canadian wood species into your product line, the 'Try Canadian Wood' initiative is an ideal way to use, experiment and understand wood's numerous advantages.

For free technical/procurement assistance write to FII India at info@canadianwood.in or call +91 2249221600.

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Canada 

Western hemlock | Douglas-fir | Yellow cedar | Western red cedar | Spruce-Pine-Fir (S-P-F)

FII India has made every attempt to ensure the accuracy and reliability of the information provided with input from each trial partner.

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