

# Case Study

Commercial Project: Felder Group India, Corporate Office,  
Showroom and Training Centre  
Contractor: Wisearth Design Studio LLP



**Canadian  
Wood**

[www.canadianwood.in](http://www.canadianwood.in)



**Canadian Wood species:**  
The fine art of working with wood

## Contractor Profile

Wisearth is a multi-disciplinary architectural studio specializing in commercial interior design. They have established a reputation in the furniture sector for creating state-of-the-art modular designs at their in-house manufacturing facility. Felder entrusted Wisearth to design and install a range of compelling features utilizing Canadian wood species, and showcasing Felder's machining and finishing capabilities.

## Project Overview

Felder Group India is a direct subsidiary of Felder KG (Austria), a leading supplier of woodworking machinery. Felder has been providing woodworking solutions to its global customers since 1956 and serving the Indian market for more than two decades. They specialize in panel saws, edge-banders, beam saws, spindle moulders, CNC drilling and routing and thickness planers.

When Felder Group planned to move into their new office and showroom premises their management was keen to welcome customers and visitors with wood products displayed throughout the space. The result was an elegant display of Canadian wood products right from the entrance arch to the timber staircase, the welcome lounge at the first landing and the corporate offices on the first floor.



Wall paneling, barstools, chairs and tables made with western hemlock



Bar side table made with Douglas-fir



Overhead arch made with yellow cedar

## Goal

The intent of the design was to use Canadian wood products in key interior and exterior architectural elements in an aesthetically pleasing, practical and sustainable manner.

## Opportunity

Showcase the diversity and versatility of Canadian species in interior and exterior design applications in an office setting.

## Wood Use in Project

At the ground floor, a uniquely designed yellow cedar grand entrance arch welcomes visitors to the machine showroom and training space. From there, a wooden staircase featuring western hemlock stair treads and a handrail with glass inlaid spruce balusters, leads us to the welcome lounge and on to the first-floor corporate office and boardroom.

Western hemlock is featured throughout the lounge, located at the first landing on the stairs overlooking the machine showroom. Wall paneling, chairs, tall tables, and barstools have been made from western hemlock #2 Shop and moulding grades, then stained and finished in a walnut colour.

The office also includes two stand-alone meeting pods which have been constructed with western hemlock and finished in a clear coating that preserves the wood's natural colour and grain.

On the main floor, the workstations include furniture legs made with western hemlock and yellow cedar planter stands. The executive office cabins also feature hemlock used in desks, small tables, and window ledges. A Douglas-fir sofa, table and ceiling cornice run the entire length of the office space and boardroom, while the impressive boardroom table displays beautifully shaped and curved legs fabricated in western hemlock.



# Key Takeaways

The project showcases many advantages of manufacturing with Canadian wood:

- Beautiful appearance of the colours, textures and grains.
- Ease of interpreting good design, shaping.
- Exceptional machine finishing and sanding enhanced by quality coatings.
- Properly sawn and kiln dried Canadian lumber (which comes virtually ready for production), improves manufacturing efficiency while also reducing costs.
- Versatility of Canadian wood as finishing species with a variety of end-sections.
- The three species used in structural and aesthetic applications performed exceptionally well.
- The flexibility in design and application of Canadian species to create multi-layered sections (as seen in the boardroom table).
- Canadian wood is much easier to machine, increasing the life of the equipment, machine knives and cutting tools.
- The wood also glues more easily and quickly, is easier and faster to sand and takes stain well.



# 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](mailto:info@canadianwood.in) or call +91 2249221600.

For design inspiration and decor ideas using wood, follow us on [f](#) [y](#) [in](#)

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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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