

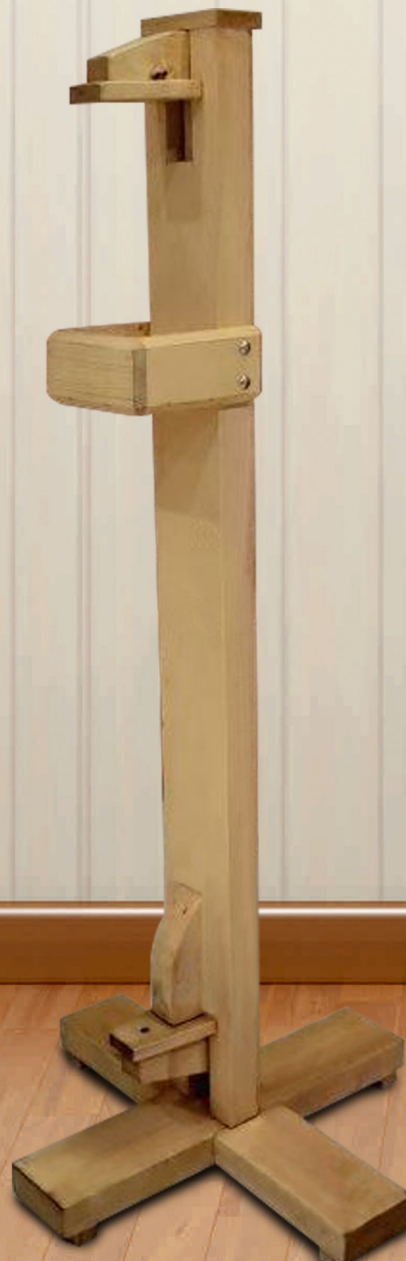
Case Study

Company: Chalet International, Punjab
Project: Hand sanitizer dispenser stands



**Canadian
Wood**

www.canadianwood.in



Canadian Wood species:
The fine art of working with wood

Manufacturer Profile

Chalet International is an import-export company well known for its commitment to providing innovative, cost-effective solutions to its clients. Its core areas of operations include product development, product sourcing, imports and distribution. In the area of product development, it is engaged in manufacturing doors and door jambs, furniture products, pergolas, gazebos, sanitizer dispenser stands, mobile stands and more.

With the goal of delivering high-quality products, Chalet consistently builds its capabilities in its line of business through a deeper understanding of customer insights and need gaps presented by evolving market conditions.

Its services are sought by valued customers in the Middle East, Eastern Europe, Latin America, and South and Central America. Additionally, Chalet is also a stockist and supplier of Canadian wood species of both standard sizes within India.



Challenge

Affected by COVID-19, multiple countries across the world implemented immediate lockdowns and focused on enforcing strict hygienic practices. As India entered the pandemic's initial unlock phase, industries and offices cautiously prepared themselves for the reopening of operations with social distancing as the new normal.

As per news reports in a popular daily, a mere 1% of households bought sanitizers in 2019 (January to September). However, during the same period in 2020, this consumption increased to 45.6%. A similar trend was seen with businesses (shopping malls, offices, restaurants) as part of their work place safety enhancements.

While production took an immediate hit in the early phase of the pandemic, the category for hygiene and sanitation presented new opportunities waiting to be explored.

Opportunity

With the objective to tap into the sanitization segment, the team at FII India suggested the use of sustainably sourced wood species from British Columbia (B.C.), Canada for manufacturing sanitizer dispenser stands.

Chalet International adopted the recommendation to leverage upon the prospects of introducing a distinct format in a market replete with sanitizer dispenser stands made from aluminum or steel.

Product Trial

- Several prototypes were made and tested in product trials. Paddle movement of the stand after prolonged use was a critical aspect to consider. The most optimally performing, durable design was approved for further production.
- Spruce-pine-fir (S-P-F) and western red cedar were used for making these stands, which measure four feet in height.

Key Outcomes

- Being made with sustainably sourced wood from B.C., Canada, these user-friendly sanitizer dispenser stands provided a unique and competitive alternative to their metallic counterparts in the market.
- The sleek and slender appearance of the product further added to the aesthetic value of the surrounding space making it suitable for installation at entry doors and other high interaction areas. These included access points within offices, factories, hotels, clubs, restaurants, airports, retail outlets, hospitals and residential buildings.
- The novelty of the product appealed to several clients at Chalet International. The company made an encouraging start and has already sold over 1,200 units across markets in Punjab, Haryana, Himachal Pradesh and Chandigarh.
- Building on the success of the format, Chalet International further developed other products from Canadian wood and introduced them as promotional samples to their clients. These included 2,500 units of display stands (for mobile phones and tablets) made from yellow cedar, western red cedar and S-P-F and approximately 143 units of jacket/blazer stands made from western red cedar.
- The novel application also caught media attention drawing special mentions on popular platforms such as buildingandinteriors.com.



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.

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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