

Case Study

Partner: Pyramid Timber Associates Pvt. Ltd.
Project: North American style wood frame construction (WFC)



**Canadian
Wood**

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A three-storey WFC house
in Mysuru

Canadian Wood species
The fine art of working with wood

Manufacturer Profile

Pyramid Timber Associates Pvt. Ltd. was established in 1987 and is engaged in manufacturing wooden doors, door frames, decorative veneers, finger jointed boards, wall panelling and exotic tabletops. Pyramid's success lies in its focus on quality from sourcing of timber to the final product.

Challenge

In recent times, building with wood in India has been largely limited to posts-and-beam, roofing and other decorative parts of construction. The use of wood in structural applications has met resistance due to skepticism regarding its ability to withstand weather conditions that include high humidity, extreme temperature change and the safety aspect. In addition, is the fear of high maintenance of wood and termite attacks.

Manufacturers like Pyramid Timber Associates Pvt. Ltd. are increasingly aware of the growing market potential for quality wooden houses. They wanted to enter this industry by offering solutions that are durable and built through sustainable supply of high-quality timber.

Opportunity

The hospitality industry is increasingly looking at building resorts using wood in structural applications. Also, there is an upward trend in increased usage of wood in the home category by leading architects, manufacturers and high net worth individuals (HNIs) looking at villas, country homes and farmhouses as a lifestyle statement. Canadian Wood has an ongoing relationship with Vagh Group, the parent organization of Pyramid Timber and MAS Furniture and saw an opportunity to support Pyramid in their efforts to build with wood. A three-storey demo house was built with the support of Canadian Wood on Hunsur Road in Mysore.



Product Trial

- The house was made using Spruce-Pine-Fir (S-P-F) J grade, #2.
- S-P-F was used across all structural elements like posts-and-beams, stud walls, floor joists and roof members to demonstrate its strength in construction.

The interiors of the house optimised on the opportunity to showcase extensive applications of other species of Canadian wood -

- Western red cedar was used to showcase cladding and decking.
- The house was furnished with western hemlock furniture made by MAS Furniture to display interior applications and aesthetic value through multiple creations like center table, sofa sets, beds, side tables, study table, chairs, wardrobe, screen, kitchen and entertainment unit showcased across different levels.



Key Takeouts

Functional, versatile and beautiful wood in construction.

- The display home allows potential manufacturers and customers to experience the look, feel and quality of a wood frame timber construction home.
- It showcases the inherent strength and dimensional stability of S-P-F when it comes to multi-storeyed wood frame constructions.
- S-P-F is graded and grade-stamped in Canada which meet North American standards of strength and safety. The wood is mature, fine grain, stable and light in colour with smaller knot structure. It is easily worked, glued, nailed and stained.
- Fast, easy to build and renovate, these constructions can meet or exceed code-established levels of fire safety and sound control.
- These houses can be prefabricated in a factory, are portable and can be assembled on site.
- Display house offers the very essential proof of concept in India, in various locations. Feedback to date is positive.
- Opportunities exist at resorts in beach locations, golf courses and hill stations. Also, at farmhouses and areas with infrastructure and access challenges.

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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