

Case Study

Partner: Gulmohar Lane
Project: Solid wooden furniture



**Canadian
Wood**

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A western hemlock bed with
a royal touch

Canadian Wood species
The fine art of working with wood

Manufacturer Profile

Gulmohar Lane is a premium furniture and decor company founded in 2015 in Jaipur. Their furniture products are known for being well-made, timeless and in contemporary styles. Known for their artistry, some of their craftsmen belong to families of furniture and sofa artisans that have been working for the royals in Rajasthan. Their products like sofa, chair, coffee table and bed are known to be made with extremely high standards.

Challenge

The declining quality and availability of hardwoods in the market was a concern for Gulmohar Lane, as they are known for their premium furniture. Most of the wood available to them in the market was locally sourced Mango and Acacia wood. This wood was uncertified, associated with high wastage and its unstable moisture content caused bending issues.



Opportunity

The versatile, light coloured wood species from B.C., Canada, offer exactly what this manufacturer prizes for their furniture products. Western hemlock specifically offers the strength, colour and flexibility to be stained and manipulated.

All B.C. wood species are sourced from sustainability managed forests in B.C. and are certified, graded and seasoned.

Product Trial

Western hemlock was used in multiple furniture applications designed in a premium style :

- Poster bed
- Coffee table
- Dining table

Key Takeouts

Improved manufacturing efficiency.

The use of softwood quickened the construction of the frame and sanding process as compared to hardwood species. The wood being available with the local stockist helped in reducing the overall production cycle and better PPC. Compared to other hardwoods such as Mango and Sheesham, the wastage and time consumed was far less.

Canadian wood can be used to replace Mango wood, Sheesham and other traditionally used hardwood species.

B.C. coastal species like western hemlock is a good fit for solid wood furniture manufacturing and interior finishing in India. 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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