

Case Study

Partner: Solid wood manufacturer, Pune

Project: Solid wooden furniture



**Canadian
Wood**

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Dining table and chairs made in western hemlock,
stained to walnut finish

Canadian Wood species:

Well priced alternatives for high value solid wood furniture

Manufacturer profile:

An established solid wood furniture manufacturing company, who have been in business for over 50 years. They are reputed for fine quality wooden furniture. The manufacturer uses a variety of sustainable hardwoods and softwoods mainly sourced from Europe. The company has a state-of-art manufacturing plant, pan India retail presence and online e-commerce.

They come with an immense understanding of the Indian furniture market and are currently using steamed Beech, German spruce and European pine among others.

Challenge

From the consumer's standpoint, beauty of design, functionality, appearance and strength are paramount. Manufacturers of furniture for the Indian market have a long tradition of working with wood to create highly crafted pieces that are passed down through generations. Today's modern customers want to have the same high quality wood furniture in sleek and contemporary designs with quick installations.

The manufacturer procures imported logs which are sawn into flitches and then are air dried or dried in the seasoning chamber. This is a cumbersome and time consuming process.

Opportunity

Providing a suitable alternative, FII India* sent test samples of two species most suitable for the intended application.

**Market development agency for Canadian Wood from British Columbia.*

The species selected for trials were yellow cedar and western hemlock from British Columbia (B.C.), Canada. To reduce the long drawn process of producing suitable raw material, sawn lumber from B.C. is the answer. It is seasoned to the correct moisture content and graded to suit the needs of the manufacturer. The lumber delivered to the manufacturer, was seasoned to 10% moisture content and graded to a quality suited to their end use requirements.

Another critical aspect is that whenever there is logging/harvest activity, there is disturbance to the environment. However, B.C., Canada manages this by having forest management laws and voluntary certification that consider all aspects of the environment which strives for the least disturbance possible. Given such advantages plus attractive pricing, trials were initiated to test the suitability of yellow cedar and western hemlock.



Western hemlock lumber

Product Trials

As machine ready products, they were able to very quickly incorporate the wood into their system and within a week had produced the following

- A foyer table and 2 chairs - western hemlock
- Dining table and 6 chairs - western hemlock
- 4 Kitchen chairs and 1 table - yellow cedar
- Sofa set - western hemlock

The production team was delighted with the working properties of the wood and the ease with which it took stains and coatings. Most of the wood species from B.C., Canada are light in colour as compared to traditionally used species. Therefore, they have high versatility as they can be given clear or light lacquers to maintain their lustrous sheen, or stained darker to mimic hardwoods.

The owner said, “Both species were easy to work and finished very well. Hemlock took stains a little more easily than yellow cedar. Either species could easily be used to manufacture my high-end lines of products.”

The manufacturer ordered a container of yellow cedar and a container of western hemlock immediately. Once the wood arrived, they made a series of pieces for FII India’s Display Center in Mumbai. They were very pleased with the suitability of the wood for their solid wood furniture and decided to replace the incumbent European Beech with western hemlock. They also continue to experiment with yellow cedar.



Sofa set in western hemlock on display at FII India’s office in Mumbai

Key Takeouts

Improved manufacturing efficiency

Bringing in seasoned, sawn lumber graded to your needs entirely circumvents the cumbersome process of using logs and dealing with handling, waste and the enormous amount of time needed to season the product and bring it into a user-friendly form.

Canadian Wood can be used to replace European Beech and other European softwoods

B.C. coastal species like western hemlock and yellow cedar are a good fit for use in India for solid wood furniture manufacturing. The manufacturer only needs to be flexible enough to adapt to the specific needs of each species in the application for a given end use.



Yellow cedar kitchen chairs

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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