

Case Study

Partner: Solid wood manufacturer, Bengaluru
Project: Western red cedar gazebo



**Canadian
Wood**

www.canadianwood.in



Gazebo on display at IndiaWood 2016 exhibition

Canadian Wood

Durable, versatile & beautiful - wood for outdoors

Manufacturer profile:

Established in 1964, this manufacturer started as a small sawmill & importer and has grown into a key importer and producer of fine quality solid wooden furniture. Their high-end furniture line uses both contemporary and classical designs. They also manufacture doors, window frames and a range of solid wood and flush doors. The company runs modern furniture manufacturing plant in Bengaluru.

Challenge

With growth in disposable incomes and exposure to western design ideas, one of the fastest growing trends seen in the home décor space is the use of gazebos and pergolas. This is particularly true for the second home market wherein home owners have access to a lawn, garden or backyard which are ideal settings for any such outdoor structure. Manufacturers are capitalizing on this trend by supplying consumers with customizable structures, assembled on-site.

Wood species used for external applications in India need to endure incredibly harsh conditions including high temperatures, rain, severe humidity, air pollution and a voracious termite population. The choice of wood variety is critical for the finished product to remain stable, termite-free and long-lasting.

Opportunity

FII India* was able to provide a solution to manufacturers in the form of western red cedar sawn lumber. This highly revered, durable wood is naturally resistant to rot, decay and insect attacks, which means anything built with it will last longer and requires less maintenance. Aesthetically pleasing, the wood has light brown to rich mocha colour tones. Western red cedar is pitch and resin-free making it easier to accept and hold a wide range of beautiful finishes including elegant dark stains, shabby chic bleaches, traditional solid colours and naturally beautiful semi-transparent. Pergolas or gazebos produced out of natural wood are renewable, bio-degradable and help create an instant connect to nature which is ideal for outdoor applications. Manufacturers will also appreciate its light weight leading to lower assembly time and reduced manpower.

FII India* routinely recommends western red cedar and yellow cedar for outdoor projects encompassing pergola, gazebo, decking, planters and specialty outdoor furniture.

Wooden gazebos and pergolas are semi-permanent structures which can be easily assembled atop terraces or open pavilions providing added advantage.

**Market development agency for Canadian Wood from British Columbia (B.C.), Canada*



Product Trials

In order to truly showcase western red cedar's versatility and durability, the IndiaWood 2016 trade show was selected as the ideal platform. It is India's leading woodworking and timber products exhibition attracting over 7,000 visitors daily.

A gazebo was placed at the outdoor arena of the exhibition venue. Using 150 ft³ of wood and an instructional video, the manufacturer designed and built the gazebo. The grade chosen was select tight knot (STK) knotty, rough sawn in random lengths.

This 12 foot, octagonal gazebo is cost effective to build and the entire gazebo was constructed out of sawn timber, which performs best outside, is readily available and looks attractively rustic.

With all the components being manufactured at the factory, the installation team took less than 60 minutes to assemble the complete structure on-site.

Traffic through the gazebo was impressive. Word-of-mouth was very positive and has since led to another 5 gazebo orders placed with them.

The company has now become a stockist in all Canadian species, supplying many smaller manufacturers for their projects. Additionally, they have since produced western hemlock and yellow cedar custom furniture items, yellow cedar door-frames, sofa frames, solid doors, wardrobe and an individual western hemlock Puja Room among others.



Key Takeouts

Natural durability against weather and termites

Two Canadian species, western red cedar and yellow cedar are naturally durable and can handle India's harsh climate and weather patterns admirably. With detailed project layouts and quality coatings, any gazebo/ pergola/ outdoor project will retain its beautiful appearance, colour and grain for many years.

Improved manufacturing efficiency

Any product made using Canadian Wood holds a key advantage which is availability of sawn lumber that has been kiln-dried and arrives ready-to-use. Manufacturers are able to select from a range of different species, grades and sizes which remain consistent in every shipment over time.

In this case, the species chosen was western red cedar for its beauty and durability, grade chosen was select tight knot for appearance and function, sawn finish for performance, in a range of sizes including 2x4 rafters, 2x6 floor joists and 4x4 posts.

Manufacturing in sawn seasoned lumber provides huge efficiencies over the traditional practice of manufacturing from logs, which have to be re-sawn to lumber and then graded, resorted and dried. The process generates waste fibre, grade rejection and takes much longer compared to manufacturing from ready-to-use sawn and graded lumber.

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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