

Case Study

Partner: Solid wood manufacturer, Gurugram
Project: Glulam Post and Beam Display House



**Canadian
Wood**

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B.C. species prove they're best of show in award-winning display

Canadian Wood species:
The fine art of working with wood

Company Profile

Since 2011, this Gurugram based manufacturer has been producing premium wooden doors and windows for the luxury residential housing market. After extensive conversation with Canadian Wood discussing the merits of naturally durable Canadian softwoods, They became the only Indian manufacturer to use and promote re-engineered yellow cedar as the base for its joinery products. Artius chose to employ finger jointed, edge-glued and laminated construction as it is well-suited to the Indian climate and provides the high levels of functionality and dimensional stability expected in premium housing.

Challenge

With a goal to expand business into a broader range of applications and structural components, the manufacturer faced two major challenges. First, they had experience in using Canadian Wood species for window and door manufacturing, but not for home construction or interior finishings. Second, consumer awareness of Canadian softwood use in both market segments - interior design and home manufacturing - was limited.

Opportunity

The manufacturer knew from experience in wooden windows and doors using yellow cedar and western red cedar are well suited to the Indian market. The company saw an opportunity to use product trials to validate Canadian softwood use in more applications, and to showcase these products to consumers in a high-profile marketing campaign.



Product Trials

Trial 1: Structural use and interior finishings

- An on-site showroom was installed using Canadian wood species.
- Douglas-fir was trialled for structural glue-laminated (glulam) timber and SPF for partition wall framing.
- In addition, the expanded line of Canadian Wood products, which included western red cedar panelling and cladding, yellow cedar frames and flooring, and western hemlock panelling, was featured in the showroom.
- The company recognized that consistent sourcing of softwood from B.C., with excellent working properties from machining to fastening and gluing, adds to manufacturing efficiencies, and supports green building construction.

Trial 2: Demonstration home and marketing

- A full-size, modular post and beam home with interior softwood finishings was built to showcase the new, broader line of Canadian softwood products.
- Yellow cedar windows, doors and ceiling, Douglas-fir glulam, SPF wall framing, western red cedar decking and cladding, and western hemlock panelling and ceiling lining were all featured in the house which was pre-fabricated in a factory.
- Over a period of six months the home was featured in three major trade shows, and won “Best Booth” at Acetech in Mumbai.

Key Takeaways

Strong consumer interest

- Consumer interest at the exhibit was overwhelming and favourable—Canadian Wood species offer huge market opportunities and are a viable alternative to hardwoods.

Canadian softwoods offer strength, quality and flexibility

- Trialled species exceeded expectations in terms of structural strength and visual appeal, and were adaptable to a variety of end-sections, horizontal spans, vertical columns, over-sized window frames and doors, and interior uses.
- Pre-cut and dried Canadian lumber increased manufacturing efficiency and reduced costs.

“Tool life has increased significantly. The wood glues easier and quicker. It is faster to sand and takes stain easily.”

- Manufacturer



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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