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Canadian Wood reinforces commitment towards sustainability at Index 2019

FII India's booth & the Gold Lounge made from B.C. wood species were the centre of attraction at the trade fair, Index 2019. Canadian Wood species of western hemlock, western red cedar and Douglas fir were used to create a warm and inspirational networking space.

FII was the Sustainability Partner at the 31st edition of Index 2019, a trade show on architecture and interior design and materials, held at BEC, Mumbai from May 1-4, 2019.

The Canadian Wood booth attracted over 400 architects, interiors designers, manufacturers, real estate developers and timber importers and traders. The event shows topper was the Gold Lounge at the Central Design Atrium. This exclusive, by-invitation only networking arena of 133 sq.m. was built with 100 per cent certified Canadian Wood species from B.C. Canada.

The Gold Lounge's periphery was embellished with free standing western red cedar screens; and the interiors showcased beautifully designed and finished pieces of furniture.

Flower petal inspired lounge chair made from western hemlock, a 28x28 feet life-size pergola in western red cedar and a rustic bar cabinet, counter and stools in knotty Douglas fir caught everyone's attention.

The door and door frames on display were made of western hemlock & Douglas fir; in addition, a door and window set made in yellow cedar was also on display. Other items such as solid wood sofas, upholstered furniture, tables and benches/stools etc. all made in (SPF) spruce-pine-fir, western hemlock & Douglas fir completed the exhibits. Outdoors display of western red cedar decking and an outdoor bench with canopy and planters completed the picture.

The architects, interior designers and the developers were highly impressed with the versatility of the Canadian Wood species and the many possibilities it presented to them to design in wood for different applications in future.

Canadian Wood lumber samples and technical information were made available at the booth and the team of wood experts from FII assisted visitors on how best to use different Canadian Wood species in their projects or product lines. This one-on-one interaction made the visitors aware about where to look for and who to talk to for choosing the right specie, grade and size of lumber depending on the intended end-use of the wood.

The best part of different products on display at the Gold Lounge and the FII Booth made with Canadian Wood species was that all were made by manufacturers from different parts of India; noteworthy amongst them were SLV-Bengaluru, Wheaton Design-Jaipur, Barewether-Nashik, C.G. World Furniture-Raipur, Ekbote-Pune, Bram Woodcrafting Studio-Mysuru, S N Wooden-Mumbai. The wood coatings support was provided by ICA Pidilite for the exhibits.

According to Pranesh Chhibber, Country Director, FII-India, designers, developers and manufacturers look for suppliers of wood from sustainable sources that can demonstrate their environmental credentials, owing to increasing demand for commitment towards conserving the environment while using natural materials like wood.

For free technical and procurement assistance reach out to FII India offices in Mumbai, Bengaluru and Gurugram at www.canadianwood.in