

CANADIAN WOOD LEAVES A LASTING IMPRESSION AT INDEX 2019

Mumbai, May 1 – 4, 2019: The FII Booth & the Gold Lounge for select Architects 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 showstopper was the Gold Lounge at the Central Design Atrium. This exclusive, by-invitation only networking arena of 133 sq. mtrs. was built with 100% certified Canadian Wood species from B.C. Canada – a world leader in sustainable forest management.

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.

A highly informative presentation on Canadian Wood as the new-age material by Peter Bradfield, Technical Advisor at FII, covering topics of certification, sustainable forestry management, LCA, carbon positive wood miles and endless possibilities of working with wood for interiors, outdoors and structural uses caught the audience's attention.

Speaking about the success of the exhibition, Pranesh Chhibber, Country Director, FII-India said, "India's love affair with wood is well documented and Indians continue to enjoy the benefits of wood in a number of ways and forms. As the Sustainability Partner, we recognise the welcome trend of savvy consumers increasingly demanding a commitment from designers, developers and manufacturers towards conserving the environment while using natural materials like wood, it means the designers, developers and manufacturers are increasingly conscious about their responsibility as corporate citizens and thus look for suppliers of wood from sustainable sources, who can demonstrate their environmental credentials. Canadian Wood Lumber from B.C. Canada is 100% certified by leading independent certification organisations such as PEFC, FSC, SFI & CSA. This means Indian consumers can enjoy the benefits of natural wood without worrying about any adverse effect on the environment."

About Forestry Innovation Consulting Pvt Ltd (Canadian Wood)

FII is a crown agency of the government of British Columbia (B.C.), the western most province of Canada. It's mandate is to promote wood products from B.C. Canada in the offshore markets and to position it as a global supplier of quality, environmentally responsible wood products from sustainably managed forests by creating awareness and spreading education through information on the wide variety of timber products available from B.C. Canada and the technical support.

Its brand/logo **Canadian Wood** was established in 2013 to reach out to and the ease of understanding of its activities by its target audience globally.

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