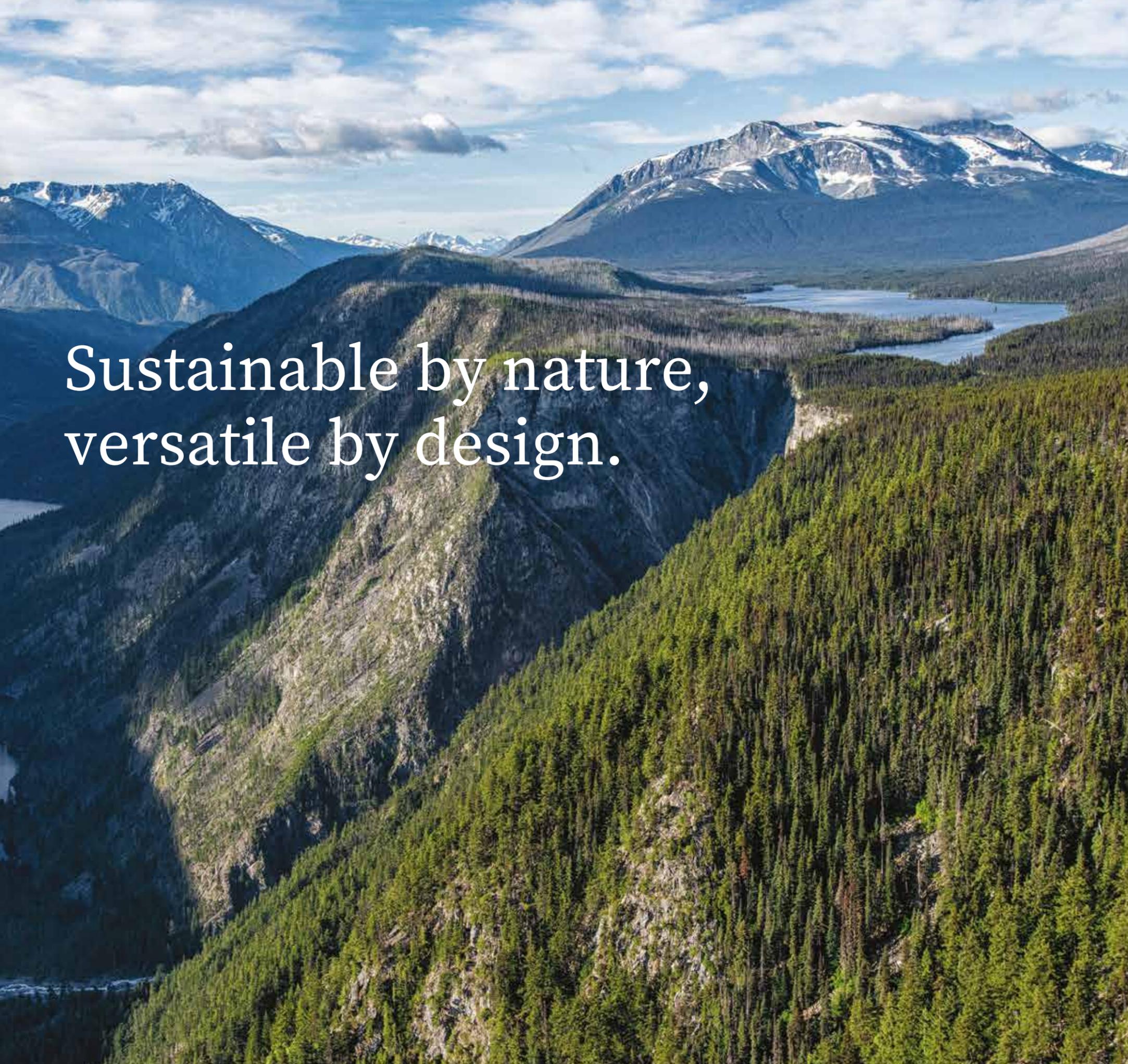




Canadian  
Wood

CANADIAN WOOD INDIA  
[www.canadianwood.in](http://www.canadianwood.in)



Sustainable by nature,  
versatile by design.





## Where Sustainability Meets Craftsmanship

Canadian-grown wood species from the province of British Columbia (B.C.) provide India's furniture manufacturers with high-quality materials to craft exceptional products that reflect the highest standards of quality and environmental care.





# About Us



## About Canadian Wood India

Canadian Wood India, a subsidiary of Forestry Innovation Investment (FII), operates from a local office in Mumbai. As a non-commercial organization, it is committed to promoting B.C. and Canada as leading suppliers of high-quality, environmentally responsible wood products from sustainably managed forests.

### What We Do



#### A Trusted Resource

Canadian Wood brings together furniture manufacturers, trading companies, importers, wholesalers, and global retailers with leading softwood suppliers in B.C., giving them a chance to use high-quality wood that is both legally sourced and sustainably managed. In India, Canadian Wood furthers this mission through targeted training programs, technical seminars, industry collaborations, and active participation in key trade events.



#### Team of Experts

Canadian Wood India's technical specialists support furniture engineers, sourcing experts, and wood professionals with decades of hands-on expertise in retail, production, and quality control. Leveraging valuable insights into India's rapidly growing industry, Canadian Wood India is dedicated to supporting manufacturers with close collaboration and consultation throughout their material exploration journey.



#### Canadian Wood Trial Program

The Canadian Wood Trial Program is a key initiative designed to support manufacturers in exploring B.C. softwoods. In addition to offering small amounts of lumber for trial, Canadian Wood India provides technical support and expert guidance on incorporating Canadian softwood species into furniture collections. The program also brings together participants with trusted B.C. suppliers, assisting access to sustainable wood for their production needs.



#### Industry Development Initiatives

To contribute to India's wood industry growth, Canadian Wood India offers value-added activities that enhance innovation, product quality, and collaboration. These include working with coating companies on finishes, connecting factories with buyers, and partnering with designers to create innovative furniture collections. Additional initiatives are underway to support long-term industry development.

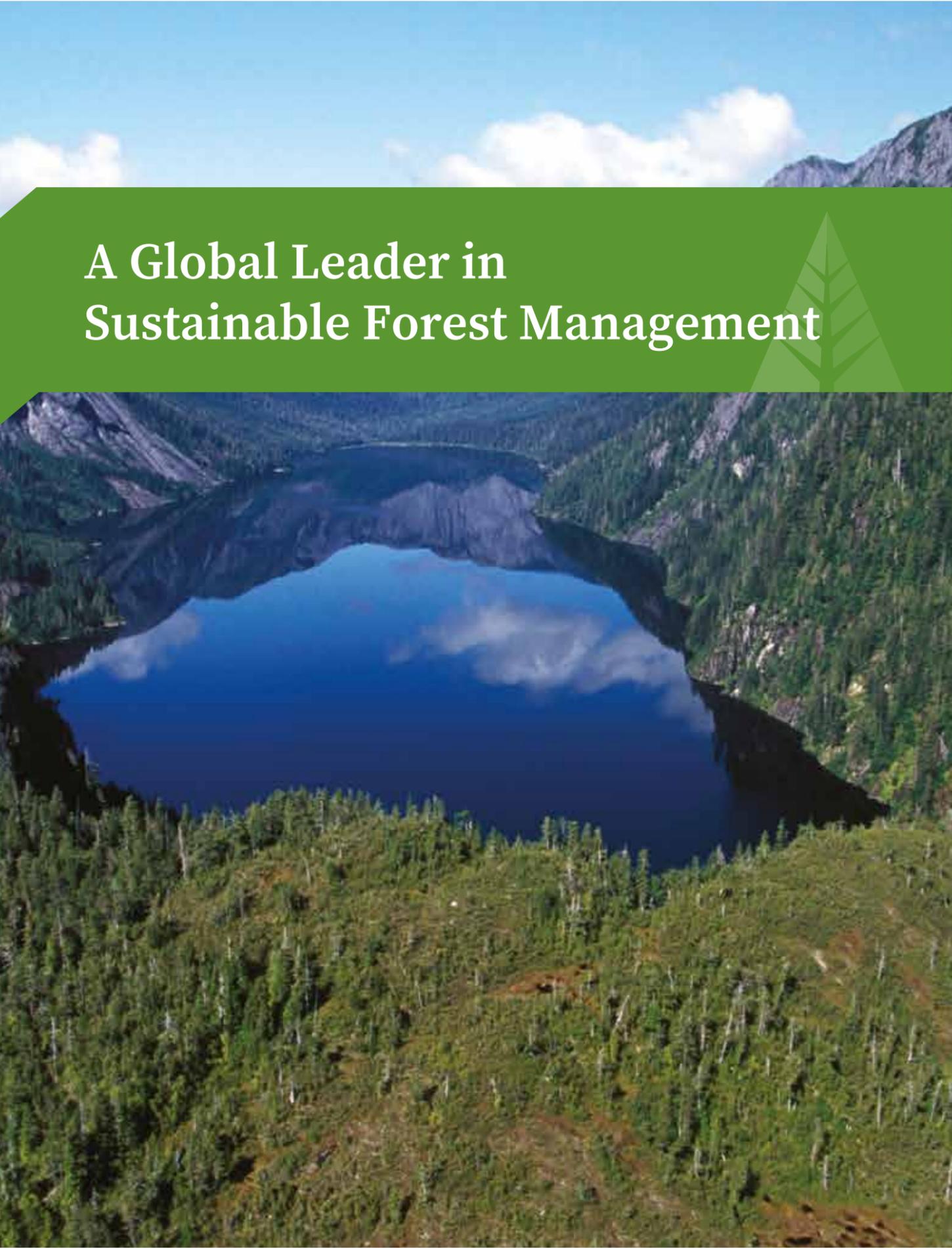
## About Forestry Innovation Investment (FII)

Forestry Innovation Investment (FII) is a Crown Corporation of the British Columbia Government, serving as a market development agency for forest products. FII's focus is on expanding opportunities for the province's forest sector by developing and diversifying global markets for wood products from B.C.





Sustainable Forestry:  
Managing Today's Forests for Future Generations



## A Global Leader in Sustainable Forest Management

## British Columbia's Forests

Canada, the second-largest country by land area, is home to 9% of the world's forests and is a leading global supplier of forest products. British Columbia (B.C.), Canada's westernmost province, is a global leader in sustainable forest management practices and a go-to source for a variety of wood species that meets the world's highest environmental standards.

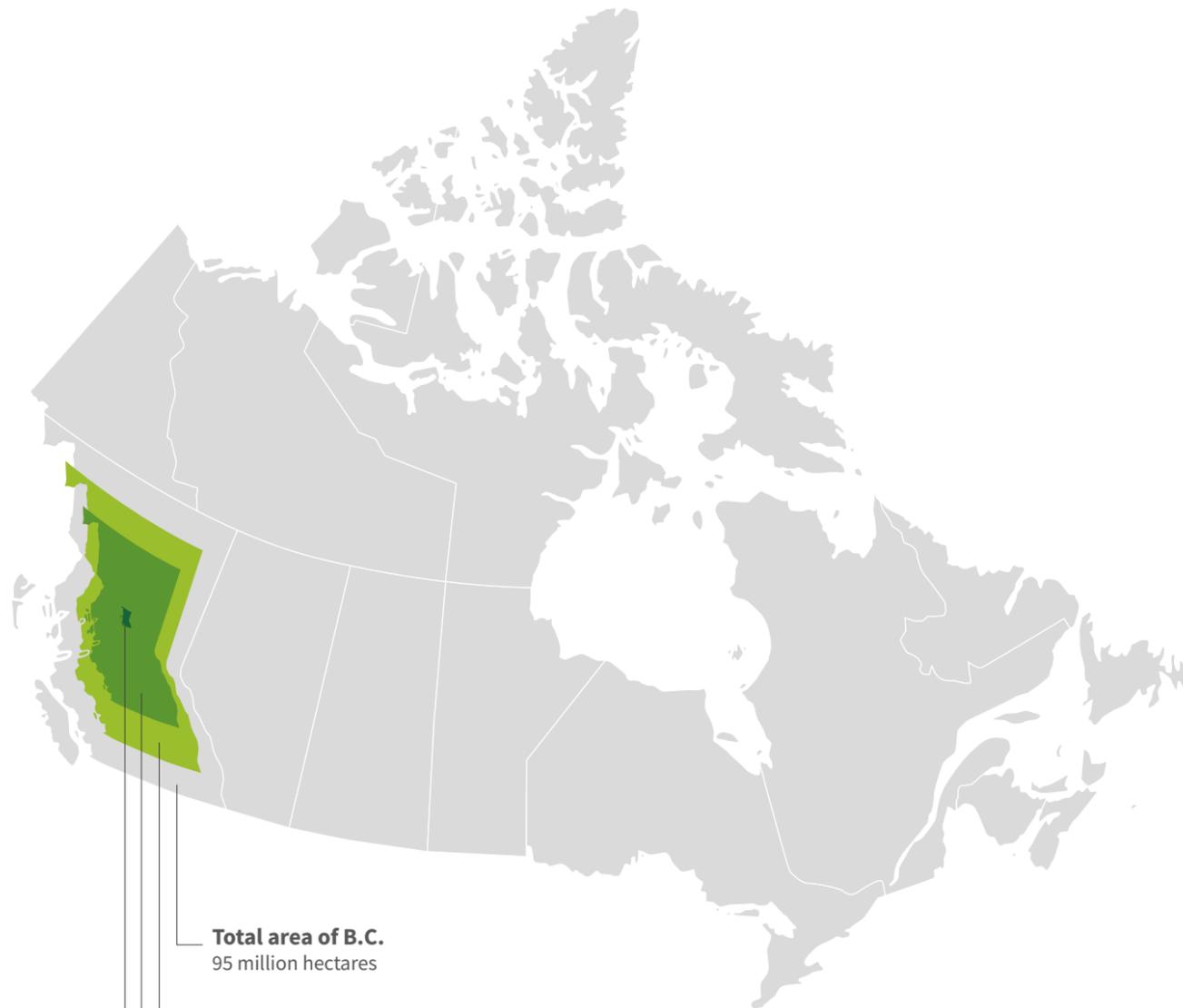
B.C. is renowned for its temperate climate and ecologically diverse landscapes, with forests spanning two distinct regions—the Pacific Coast and the province's interior, harboring over 40 native tree species. Covering 16.5 million hectares, the coastal forests feature a variety of commercially valuable conifers. Canadian Wood focuses on the five species mostly grown on the coast: Western Hemlock, Douglas-Fir, Western Red Cedar, Yellow Cedar, and Spruce-Pine-Fir (SPF).

These species combine unique qualities: strength, durability, versatility, and aesthetic properties, making them ideal for a wide range of applications.



# Stringent Forest Practices in British Columbia

Canada is known for having some of the most rigorous forest practices, with British Columbia (B.C.) gaining a global reputation for its leading role in sustainable and responsible forestry. The province's sustainable forest management practices focus on responsibly managing forests, protecting biodiversity, and securing long-term, renewable wood resources for generations to come.



**Total area of B.C.**  
95 million hectares

**Forested land base**  
58 million hectares (95% publicly owned)

**Public land available**  
for harvesting 23 million hectares

**Annual area harvested on public lands**  
0.29% of forested land base

In B.C., over **250 million** seedlings are planted every year

# Certified Forests of British Columbia and Canada



**9%**

of the world's forests are in Canada



**41%**

of the world's certified forests are in Canada



**162M**

hectares of certified forests in Canada



**43M**

hectares of certified forests in B.C.

Forest certification is a voluntary process run by an independent third party. It checks if a company's forest management is sustainable and meets rigorous environmental standards.

Globally, certification programs are endorsed and overseen by one of two independent non-profit organizations: Programme for the Endorsement of Forest Certification (PEFC) and Forest Stewardship Council (FSC).

This provides assurance to environmentally conscious consumers that the wood products they purchase are legally sourced, sustainably harvested, and fully compliant with Canada and B.C.'s strict forest regulations.





Discover

the best of  
Canadian wood



# Wood Species

B.C. is home to a diverse range of native tree species, offering a rich and varied selection of high-quality wood. In the India market, Canadian Wood focuses on five softwood species that are particularly well-suited for furniture manufacturing, offering an ideal balance of versatility, strength, and workability for high-quality craftsmanship.

Western Hemlock

Douglas-Fir



# The Distinct Advantages of Canadian Species

B.C. species, highly sought after for their flexible design capabilities and unique characteristics, are the ideal choice for manufacturers, designers, wholesalers, and retailers looking to elevate the quality of their furniture collections.

### High Performance

High-quality, certified softwoods from B.C. are prized for their strength, durability, and versatility, making them ideal for both indoor and outdoor furniture. With a high strength-to-weight ratio, and excellent workability, these softwoods deliver reliable performance for manufacturers looking to produce and export lightweight, high-quality furniture.

### Mature Wood

Canadian wood is unique for its maturity, providing fine-grained, stable lumber. Sourced from natural forests, it is rarely harvested under 80 years of age, depending on the species, ensuring exceptional quality and lasting durability.

### Diverse Finishes

B.C. softwood species are renowned for their strength, resilience, and aesthetic versatility, making them ideal for a wide range of styles and designs, from dark to light finishes and modern to classic looks. With the diverse options in Canadian wood species, sizes, and grades, designers can easily achieve their desired look.

### Competitive Price

B.C. lumber offers a cost-effective alternative to certain traditional hardwoods, often at a more competitive price than comparable materials.

### Sustainably Sourced

B.C. stands out globally for its sustainable forest management practices and certification, ensuring that wood sourced from the province is both legal and sustainably managed. Supported by third-party certifications such as PEFC and FSC, B.C.'s wood products offer customers assurance in their strong environmental credentials.

Yellow Cedar

Western Red Cedar

Spruce-Pine-Fir (SPF)





Vertical grain



Flat grain

## Western Hemlock

Western Hemlock offers an impressive strength-to-weight ratio, excellent machining characteristics, and strong nail and screw-holding properties. It planes and sands to a smooth, even finish, while its naturally attractive grain and fine carving properties make it a popular choice among furniture manufacturers. As a non-resinous species, Western Hemlock readily accepts a wide range of stains and polishes, resulting in a lustrous finish. With its variety of natural colors, Western Hemlock offers exceptional versatility for achieving diverse aesthetic outcomes.

### Notable characteristics:

- Fine, uniform grain with a bright tone – delivering excellent machining and finishing, with superior color versatility.
- Highly stable – resisting cracking for long-term performance.
- Resin-free – supporting smooth and even coating.
- Strong yet light-weight (MOR of over 80 Mpa) – durable yet workable for various applications.

### Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)
- STANDARD & BTR

### Common sizes:

- Rough 1 x 4 & wider, 2 x 4 & wider





Vertical grain



Flat grain

## Douglas-Fir

Douglas-Fir is renowned for its strength-to-weight ratio and exceptional durability. It is hard and resistant to abrasion, making it ideal for uses where wear is a factor. With excellent machining properties, it can be easily sawn, planed, and shaped. The tight, attractive grain sands to a smooth finish and is highly valued for its refined look. Although slightly resinous, it absorbs stains and finishes beautifully, offering a rich, natural appearance. Its hardness and sturdiness make this Canadian species a top choice for indoor furniture and cabinetry.

### Notable characteristics:

- Strong and high-density (540 kg/m<sup>3</sup>) – offering exceptional durability.
- High stiffness (MOE of over 13,400 Mpa) – reaching structural performance comparable to Teak.
- Naturally resilient – ensuring long-lasting performance.
- Unique wood grain characteristic of mature softwood – enhancing aesthetic appeal.

### Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)
- STANDARD & BTR

### Common sizes:

- Rough 1 x 4 & wider, 2 x 4 & wider





Vertical grain



Flat grain



## Western Red Cedar

Western Red Cedar is renowned for its longevity and natural resilience, making it an excellent choice for furniture that must withstand the elements. Its lightweight yet durable properties make it easy to work with, offering flexibility in both indoor and outdoor designs. With rich, warm tones and exceptional resistance to warping, it ensures long-lasting beauty and stability in indoor pieces. Its use in saunas, where heat and humidity are constant, also demonstrates its versatility. Outdoors, its sturdiness and natural oils provide superior protection against rot and insects. The toughness and stability of Western Red Cedar make it a trusted and elegant choice for any furniture project.

### Notable characteristics:

- **Low radial and tangential shrinkage** – providing excellent dimensional stability, reducing warping and cracking.
- **Natural durability** – resisting decay, termites, and moisture, suitable for outdoor use.
- **Good thermal insulation** – helping regulate indoor temperatures in fit-outs.
- **Pleasant natural scent** – enhancing the user's sensory experience in interior spaces.

### Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)
- FACTORY FLITCH / SHOP FLITCH

### Common sizes:

- Rough 7/4 x 4 & wider, 4 x 4 & wider





## Yellow Cedar



Yellow Cedar, a highly regarded Canadian species, is prized for its exceptional resilience and strength, making it an ideal choice for both indoor and outdoor furniture. Its fine, uniform grain offers a smooth finish, perfect for sophisticated indoor designs. With remarkable toughness and durability, Yellow Cedar naturally resists decay and insects, ensuring long-lasting performance in outdoor environments. Its light, inviting color absorbs stains and finishes beautifully, offering versatile design possibilities. The wood's hardness and strength make it well-suited for intricate carvings, while its sturdiness ensures furniture that will stand the test of time, in any setting.

### Notable characteristics:

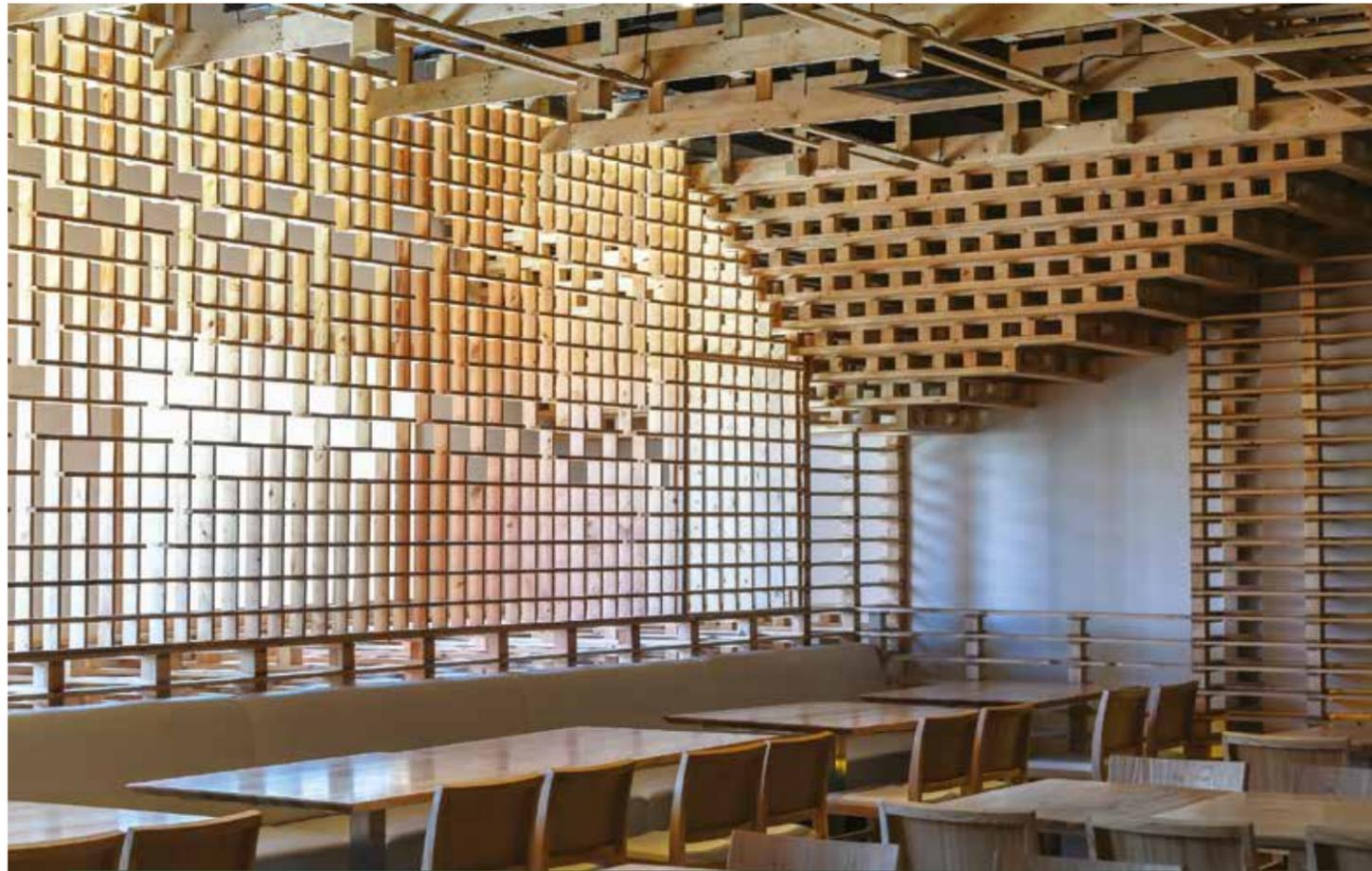
- **Fine, straight grain with consistent color** – offering a clean, elegant look for versatile design applications.
- **Uniform density** – allowing smooth planing and shaping, ideal for detailed work.
- **Natural durability** – resisting decay, termites, and moisture, suitable for outdoor use.
- **Pleasant natural scent** – enhancing the user's sensory experience in interior spaces.

### Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)

### Common sizes:

- Rough 1 x 4 & wider, 2 x 4 & wider



## Spruce – Pine – Fir (SPF)

SPF (Spruce, Pine, and Fir) is a preferred choice for furniture framing due to its light weight, ease of handling, and excellent working properties. Known for its strength, stability, and superior gluing and screw-holding capabilities, SPF delivers reliable performance in both construction and furniture applications. Widely available and particularly popular for rustic finishes, it offers a cost-effective solution without compromising quality.

### Notable characteristics:

- **Strong & stable** – providing reliable strength and excellent dimensional stability.
- **Secure fastening** – ensuring excellent nail- and screw-holding with minimal splitting.
- **Cost-effective** – offering an economical choice for structural furniture parts.
- **Mature & reliable** – being more mature than other pine species, delivering better performance.

### Common furniture appearance grades:

- J-GRADE
- #2 STRUCTURAL

### Common sizes:

- S4S 19mm & 38mm



# Stains and Finishes

- Serving as a finishes library, showcasing how Canadian wood can be transformed into a stunning range of rich and beautiful finishes.
- Acting as a guide for each finishing stage and a reference for consistent results.
- Featuring Western Hemlock and Douglas-Fir, the neutral palette highlights their versatility in color, texture, and treatments.

**Interested in learning more?  
We would be pleased to discuss further.**

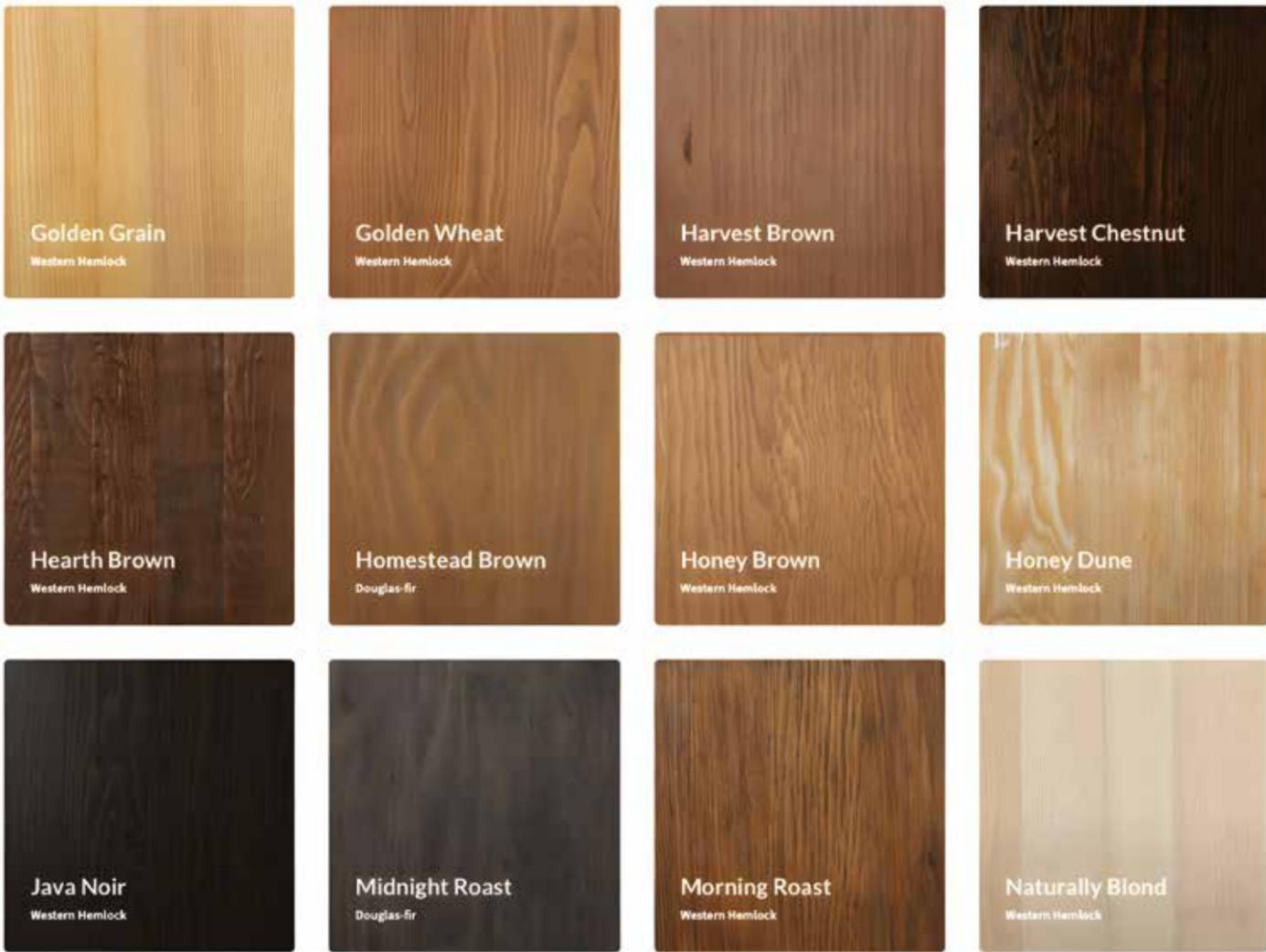
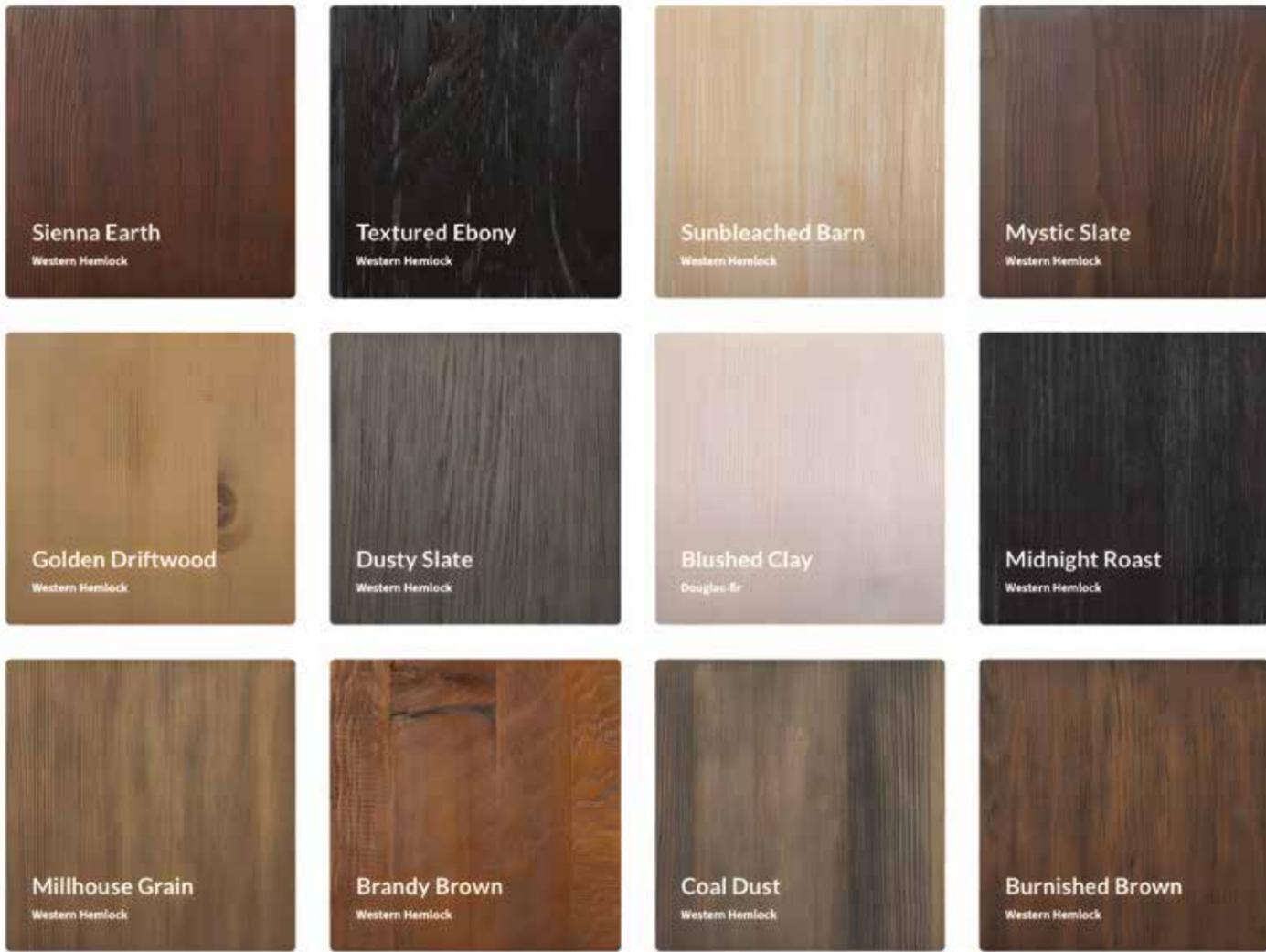
Please contact us at:

[info@canadianwood.in](mailto:info@canadianwood.in)



# Explore the Possibilities

Get inspired by Canadian wood’s stunning range of colors, textures, and finishes – where beauty meets versatility.

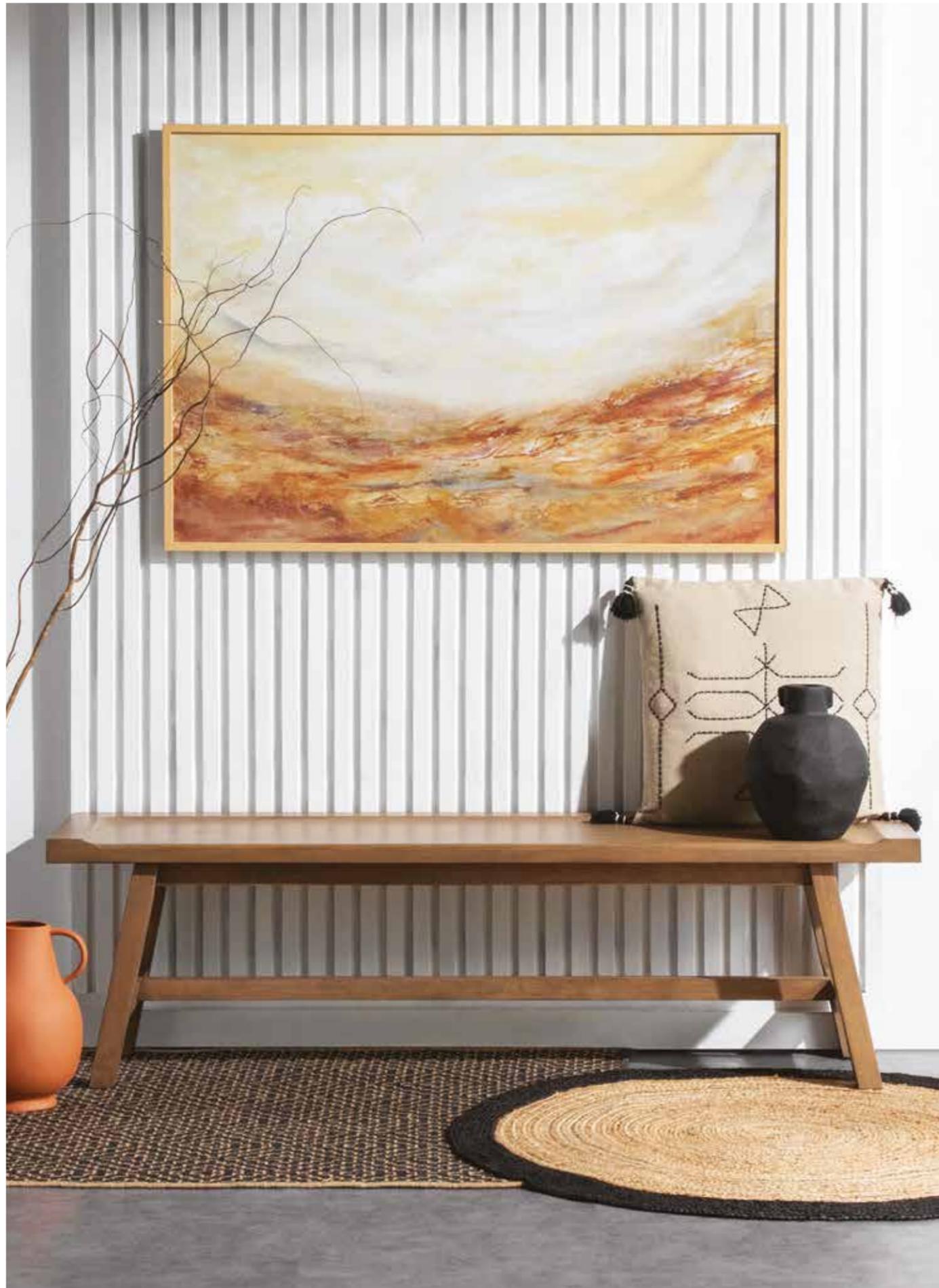




**Discover, create, and innovate  
with Canadian wood.**

Canadian wood is celebrated for its strength, durability, and exceptional versatility, making it the ideal choice for a wide range of furniture designs. Whether for contemporary styles or timeless classics, its natural beauty and workability allow for endless creative possibilities.





# Canadian Wood Trial Program

## Canadian Wood Trial Program

The Canadian Wood Trial Program is an initiative designed to introduce knowledge and best practices for adapting high-quality, sustainable softwood from British Columbia (B.C.) into the production of furniture for manufacturers in India.

### What We Offer

Through the program, Canadian Wood supports furniture manufacturers by providing a sufficient quantity of wood for trial use, enabling the development of new collections. This hands-on experience helps manufacturers gain a deeper understanding of the unique properties and workability of five B.C. wood species, supported by expert technical guidance from the initial stages through to completion.

Canadian Wood also serves as a strategic partner in R&D and material sourcing, assisting manufacturers in exploring and adopting new materials. In addition, the program brings together participants with B.C. wood suppliers, helping expand their networks.



### The Benefits

#### Expert Knowledge

Deepen understanding of sustainable softwood species from B.C.

#### Stronger Networks

Bring together manufacturers, designers, and wholesalers with softwood suppliers from B.C.

#### Reliable Alternatives

Gain access to stable, high-quality wood products, elevating the aesthetic appeal and versatility of furniture collections.

#### Ongoing Support

Receive continuous expert guidance and technical assistance from Canadian Wood, ensuring success at every step.



## Top Reasons to Join

The program provides manufacturers with the opportunity to conduct hands-on trials and gain a deeper understanding before making a purchase. Throughout this engaging process, manufacturers receive comprehensive technical support from the Canadian Wood India team to maximize the success rate of each trial.

### New Materials

Traditionally, sheesham and mango wood have been widely used in the India market. However, thanks to the program, manufacturers are increasingly open to experiencing the proven performance of B.C. species and benefiting from their qualities. This opens up opportunities to discover high-quality, sustainable wood types that offer key advantages such as versatility and strength for production.

### Competitive Cost

Canadian softwood is a cost-effective alternative, often less expensive than comparable hardwoods. By reducing material costs, manufacturers can optimize production and offer more competitive pricing to global furniture retailers.

### Sustainable Choice

Canada is well respected for its world-class responsible forest management practices and accounts for almost 41% of the world's total certified forests. Canadian wood products offer the assurance of legal sourcing and strict compliance with forest management regulations, holding internationally recognized certifications such as PEFC and FSC.



# Join

## Our Canadian Wood Trial Program

Learn more:

**CANADIAN WOOD TRIAL PROGRAM**

at [www.canadianwood.in](http://www.canadianwood.in)

Scan here to register:



# Success Stories

Innovation begins with exploration. Through the Canadian Wood Trial Program, manufacturers have unlocked the potential of B.C. softwoods, turning challenges into opportunities. These success stories showcase how testing new materials has driven cost savings, market expansion, and breakthrough product lines, proving that this program is a valuable step toward redefining possibilities.

## Trials to Triumphs

A leading manufacturer in wood engineering and technology in North India recently trialed Yellow Cedar for their engineered doors and window systems. Through the Canadian Wood Trial Program, the company successfully transitioned from using Teak and Oak to Yellow Cedar for their sliding door and window systems—achieving a high-yield, high-quality alternative.

This shift significantly reduced material wastage, lowered production costs, and improved cost planning. Previously, when using Teak, they had to purchase logs, which made the process time-consuming and complex to produce consistent, high-quality products. With support from the Canadian Wood India team, the company also expanded into other B.C. species, including Douglas-Fir, and Western Red Cedar. While working with Yellow Cedar, they were able to achieve a variety of modern finishes that Teak could not provide. This transition has strengthened their product line, enabling them to offer superior options and enhanced value to their customers.

## Smarter Materials, Better Pricing

A leading manufacturer and developer from South India recently explored Douglas-Fir for their engineered door sets through the Canadian Wood Trial Program. The company successfully shifted from using local indigenous timber to Douglas-Fir for both residential and commercial projects. Positive customer feedback on this B.C. species has led the company to expand its product range and business opportunities.

This transition has led to significant time savings, improved efficiency, and reduced production costs, ultimately lowering inventory carrying costs and facilitating lean production planning—all without sacrificing product quality or aesthetics. Over the past two years, they have utilized more than 155 containers of Douglas-Fir and continue to do so consistently. This strategic change has not only strengthened their product line but also provided better options and enhanced value for their customers, solidifying their satisfaction with Douglas-Fir.



**Canadian  
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