

Canadian Wood Trial Program



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The Canadian Wood Trial Program is an initiative that enables furniture manufacturers in India to explore and adopt high-quality, sustainable softwoods from British Columbia (B.C.). The program allows participants to test these new materials directly, optimize production, and expand sourcing options with confidence.

Discover,
create and
innovate
with



Canadian
Wood



Western Hemlock

What We Offer

Through the Canadian Wood Trial Program, manufacturers can explore and work directly with one or more B.C. softwood species best suited to their needs, choosing from five versatile options.

- Try B.C. lumber
- Get technical support & expert guidance



The Benefits

Expert Knowledge

Deepen understanding of sustainable softwood species from B.C.

Reliable Alternatives

Explore high-quality, sustainable B.C. softwood species that enhance the aesthetic appeal of furniture collections with their versatility and distinctive properties.

Stronger Networks

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

Ongoing Support

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

Top Reasons to Join

New Materials

Traditionally relying on hardwood, Indian manufacturers are now increasingly exploring B.C. species for their proven performance, sustainability, and key advantages like versatility and strength.

Sustainable Choice

Canada's forest management ensures legal sourcing and strict adherence to regulations. Certified by PEFC and FSC, Canadian wood comes from responsibly managed certified forests.

Cost-effective Solution

Canadian softwood is a cost-effective alternative to hardwood, reducing material costs and enabling manufacturers to offer competitive pricing to global retailers.



Wood Species

The Canadian Wood Trial Program brings you five remarkable softwood species from B.C. to test and apply in your furniture collections.

- Western Hemlock
- Douglas-Fir
- Yellow Cedar
- Western Red Cedar
- Spruce-Pine-Fir (SPF)

Western Hemlock



Yellow Cedar



Western Red Cedar



Douglas-Fir



Spruce-Pine-Fir (SPF)



Program Highlights



225+ Product trials with manufacturers in 67 cities



28 Stockists in 15 cities carrying B.C. wood products



Success Story

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.



Trials to Triumphs

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.



Success Story

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.

Smarter Materials, Better Pricing

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.



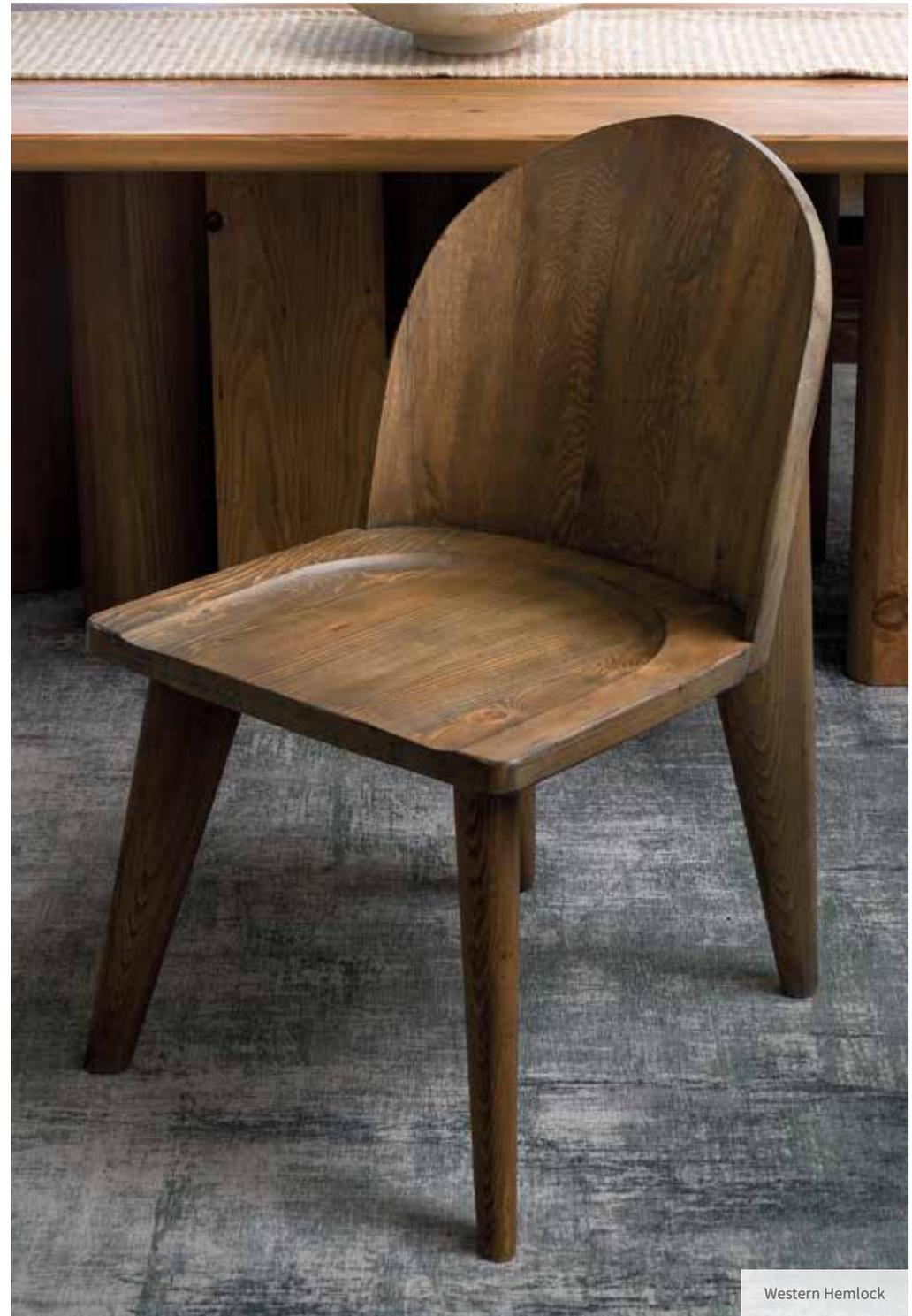
Douglas-Fir

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To register, please visit:

Website: www.canadianwood.in

Email: info@canadianwood.in





Western Hemlock



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Western Red Cedar

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, Canadian Wood India promotes and provides information on softwood products from British Columbia (B.C.), Canada to wood industry professionals, while also bringing together furniture manufacturers, designers, and wholesalers with leading softwood suppliers from B.C.



Canadian Wood India aims to guide, advise, and contribute to expanding the market for B.C. wood products and help make high-quality, sustainable wood from responsibly managed forests more widely accessible in India, one of the world's leading manufacturing centers.

With a team of wood industry experts, Canadian Wood India has a deep understanding of the wood industry, offering in-market programs that support, educate and raise awareness about the benefits of using Canadian wood.

Canadian Wood India Office

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Western Hemlock