

Canadian wood for furniture applications in hospitality industry – where grandeur meets comfort



A Pune restaurant with indoor furniture and fitouts made with Douglas-fir

The choice of wood for hospitality furniture is a critical decision that impacts not just the furniture's longevity, but also the guest experience. Every hospitality industry aims at providing an unforgettable experience to its guests. And you know what's at the core of that experience? A fine blend of grandeur and comfort served best through its furniture. And choosing furniture as well as its material is a meticulous process for architects and designers.



Lobby and room furniture made with Yellow cedar at a 5 star hotel, Kolkata



While Canadian wood ticks all the right boxes as a material of choice, let's look at some of the key factors that go into making hospitality furniture by architects and designers.

Sustainability and Responsible Wood Sourcing

While durability is crucial, it is equally important to consider the environmental implications of all choices made. Hotel brands now more than ever need to consider sustainable and responsible sourcing of wood to protect the World's resources for future generations. Many of the hardwoods preferred for their durability are sourced from mature trees which take decades to grow are not replanted and hence endangered. It is advisable therefore to work with suppliers who adhere to responsible forestry practices and can ensure the sustainability of their wood sources. Hotel residents are more educated and aware of environmental issues in all aspects of their lives and a significant proportion of guests make decisions on the brands they use based on their environment and sustainability commitments and credentials. All Canadian wood species available in India, are sourced from forests of B.C., Canada - the world leader in sustainable forest management.

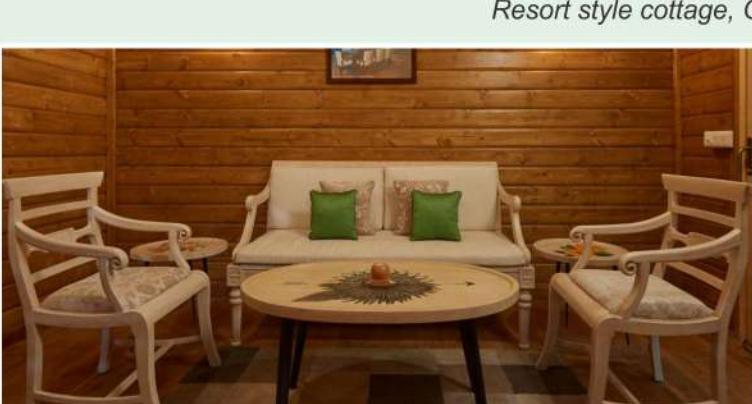


- **It's all about first impressions:** The aesthetics- who says you shouldn't judge a book by its cover? In the world of hospitality, the cover can often make or break the deal.
- **Unified and creative theme:** Ever been to a beach resort with Victorian-era furniture? No? Good. Hotels must stick to a theme. A rustic countryside hotel could utilize classic wooden furniture, while a modern urban boutique hotel might prefer sleeker furniture. A modern day pub frequented by the city's young and trendy may have a unique and chic interior theme.
- **Bold, but not overpowering:** Use furniture as accent pieces. Balance is key.

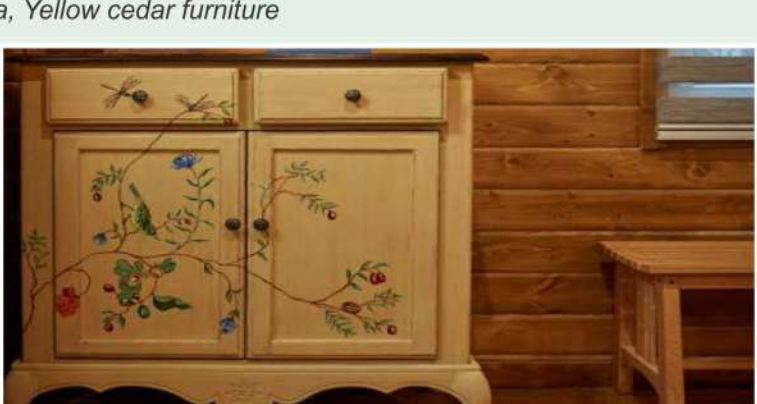
- **Trending vs. Timeless:** Trends come and go. But certain styles, like mid-century modern or minimalist, have stood the test of time.
- **Robustness & durability:** No one wants a crumbling chair. Here durability is significant. Hotel furniture undergoes more wear and tear than regular home furniture.



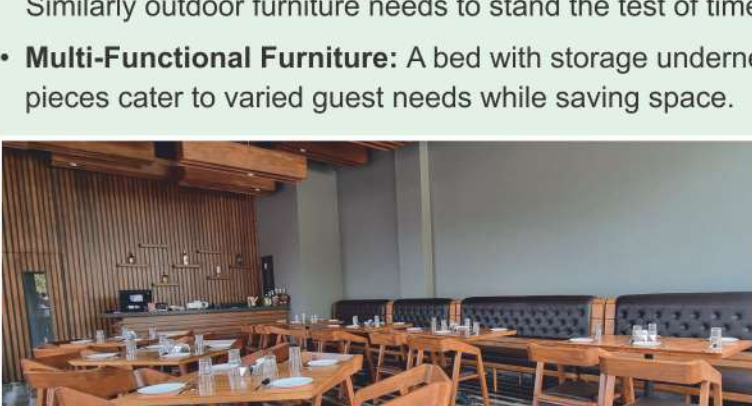
Resort style cottage, Goa, Yellow cedar furniture



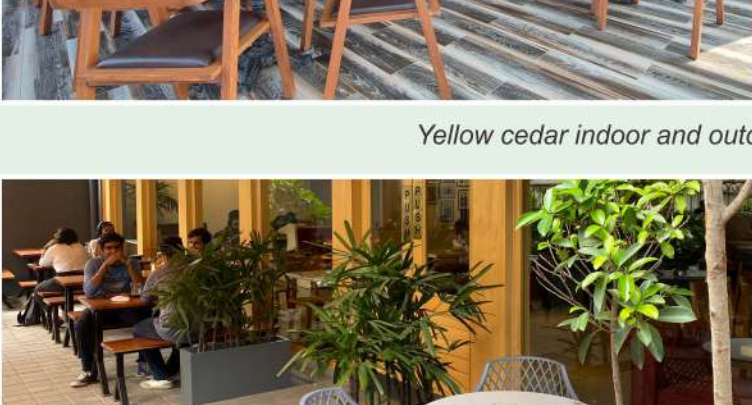
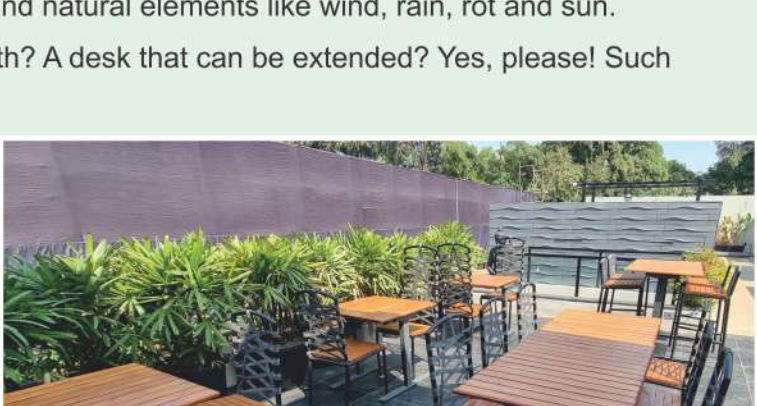
Resort style cottage, Goa, Western hemlock furniture



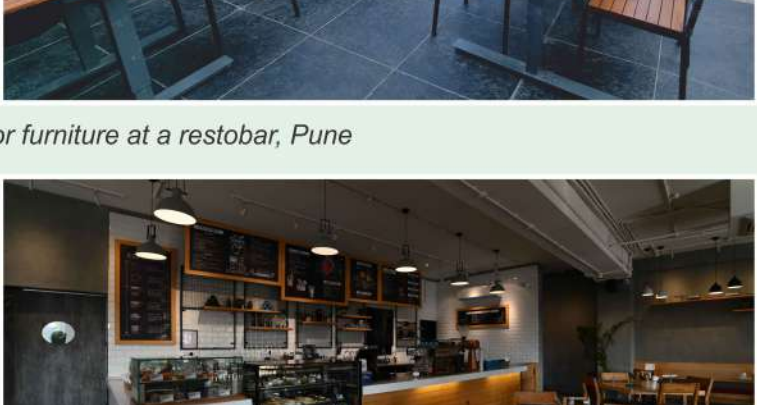
- **Material matters:** Solid wood? Metal? Or that tempting veneer finish? Each material has its pros and cons. Solid wood oozes luxury and warmth. Besides, nothing comes closer to wood for its biophilic properties. And modern day architects understand this.
- **High traffic areas:** Lobbies, dining areas, and corridors need furniture that can withstand the bustling footfall. Similarly outdoor furniture needs to stand the test of time and natural elements like wind, rain, rot and sun.
- **Multi-Functional Furniture:** A bed with storage underneath? A desk that can be extended? Yes, please! Such pieces cater to varied guest needs while saving space.



Yellow cedar indoor and outdoor furniture at a restobar, Pune



Yellow cedar doors and indoor furniture at a coffee bar, Jaipur

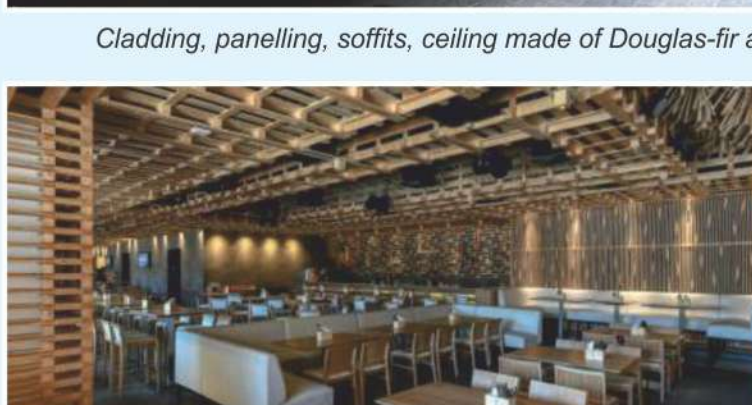


- **Easy Mobility:** Furniture that can be easily moved or rearranged provides flexibility. Especially true with budget hotels and resort style cottages.

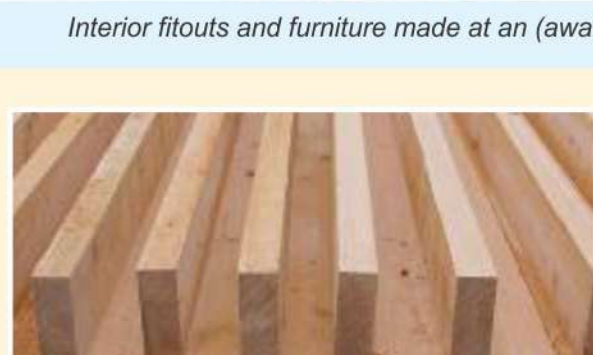
To conclude, when choosing hotel furniture, amongst many other factors, architects and designers consider aesthetics, durability, comfort, budget, and functionality. Remember, it's not just about appearances; it's about crafting an experience, a story that guests will happily share and remember for years to come. So, for the hoteliers, it is important to dive deeper when they consider their furniture. It is important to note that the Canadian wood species - Western hemlock, SPF, Yellow cedar, Douglas-fir and Western red cedar offer a wide usage canvass for architects and designers when it comes to hospitality furniture, both indoor as well as outdoor. Applications include indoor furniture (chairs, tables, counters, bar stools and chairs, kitchen table tops) to doors, door frames, windows, interior fitouts, garden furniture, gazebos and pergolas.



Cladding, panelling, soffits, ceiling made of Douglas-fir and Western hemlock at a 5 star resort and spa in Rishikesh



Interior fitouts and furniture made at an award winning architecture design at a brewhouse in Bengaluru



- **Western hemlock:** it has been a favorite for furniture because of its **tight grain and stability**. As a result it reduces chance of warping and allows for superior coating and ultimately better performance. It planes, shapes and sands to a lustrous finish. In fact, it scores over traditional hardwood species including teak in terms of stiffness (MOE), treatability, planing and radial & tangential shrinkage, besides it scores well on other parameters such as density and strength.



- **Douglas-fir** has excellent strength, workability, and screw and nail holding properties, which makes this species ideal for solid doors, frames as well as furniture.



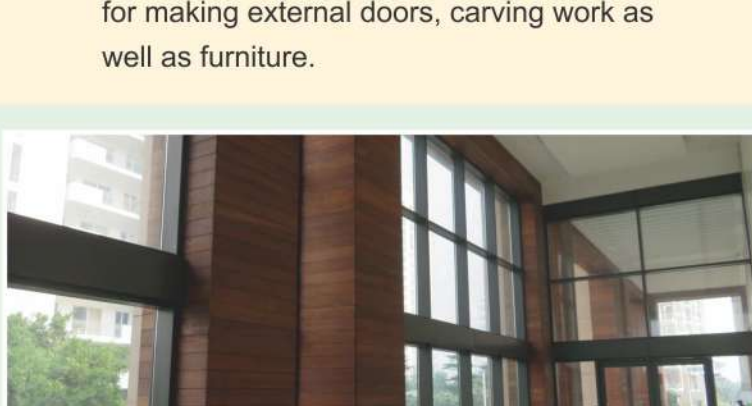
- **Western red cedar** is well known for its durability and natural resistance to termites, rot and decay making it an ideal choice for exterior doors, outdoor or garden furniture, pergola, gazebo etc. which are exposed to external harsh climate.



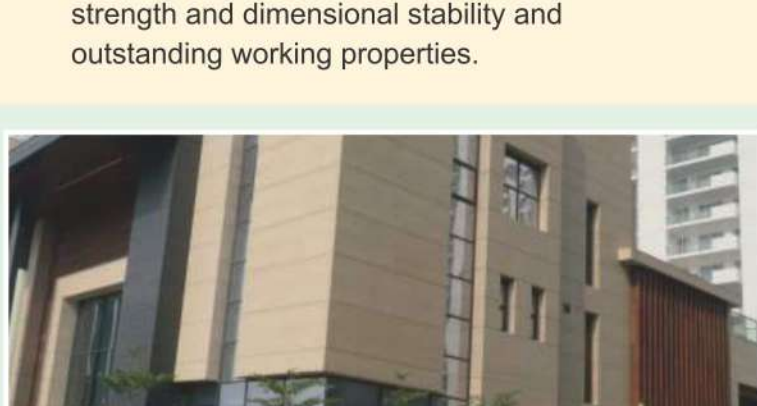
- **Yellow cedar** is known for its exceptional properties and can be easily machined and finished. It has an even texture, turns, planes and shapes well and can be sanded to a smooth finish. It is appreciated the world over for its durability, earning it the tag of - **the world's most durable wood with exceptional strength**. Hence this species is considered as special for making external doors, carving work as well as furniture.



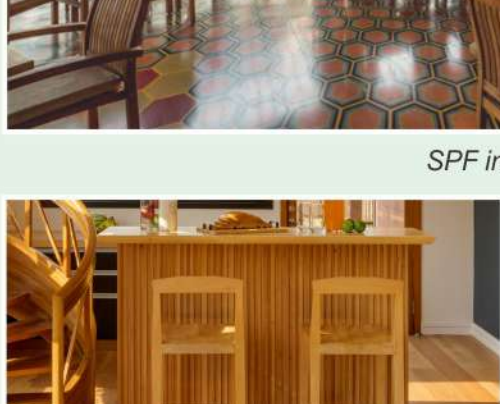
- **SPF** has good staining properties, great strength and dimensional stability and outstanding working properties.



Western red cedar cladding at a clubhouse, Gurugram



SPF interior fitouts and furniture at a beach restaurant, Goa



Bar counter and chairs made with western hemlock at a resort style cottage, Chennai



Douglas-fir furniture at a health resort, Kerala



Douglas-fir bedroom furniture at a resort style cottage, Chennai

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