

• FURNITURE • LAMINATES • BAMBOO

Indian Wood & Allied Panels

Volume 15 • Issue 2

A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

April - June 2021



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A Quarterly Publication on Plywood / Wood & Bamboo Based Panel Products

Volume 15 • Issue 2

Apr-Jun 2021

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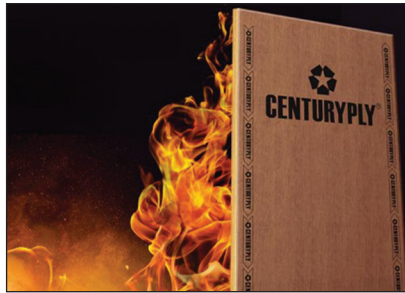
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FEDERATION OF INDIAN PLYWOOD & PANEL INDUSTRY

REGISTERED UNDER THE SOCIETIES REGISTRATION ACT XXI OF 1860, REGN. NO. S/2985/1968-69 DT. 4.1.1969

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 Mr. Jaydeep Chitlangia

A representation was submitted by Shri Sajjan Bhajanka, President FIPPI on 21/6/2021 to Sri Piyush Goyal, Hon'ble Minister of Commerce & Industry on Recognition of Farm Wood (Agroforestry Wood) as Certified wood in India. Similar representation has been submitted to Hon'ble Minister of Environment, Forest & Climate Change, Hon'ble Minister of Micro, Small and Medium Enterprises of India, D.G. BIS, D.G. ICFRE, Director IWST, Director IPIRTI and Secretary General FICCI.

FIPPI/80-3-2021-22

June 21, 2021

To,
 Shri Piyush Goyal
 Hon'ble Minister of Commerce & Industry
 Udyog Bhawan, New Delhi-110 001.

Subject: Recognition of Farm Wood (Agroforestry Wood) as Certified Wood In India.

Respected Sir,

With the government policy to promote Agro Forestry to increase Farm wood production so as to double the income of farmers in the country and to increase the raw material availability problems. In this regard we are pleased to inform that MOEF&CC has already initiated the process to revise the National Forest policy to facilitate speedy development of this sector. Now almost 90 per cent of wood requirement of the industry is being met from Farm wood i.e. trees grown outside the forest (TOF). To sustain the Farm Wood production drive in India, the wood based industries have already created enough processing facilities for veneering, sawmilling, Plywood, MDF & Particle board, so that the increased supply of such short duration timber is sustained, integrated to industries and enable farmers to get the remunerative prices for their produce. It is worth mentioning here that, even from Agro-Forestry wood, the prime material (logs with bigger girth) is used by Plywood, Veneer & Saw Mills and only the leftovers (logs with smaller girth), lops and tops and veneer and saw mill waste, cuttings, etc. which are otherwise burnt as fuel, are utilized in mfg. MDF and PB. Moreover, prime material being expensive is in any case not economical for use in mfg. MDF and PB, as the sale prices of MDF and PB are much lower than other similar panel products. Most of products made are as per BIS standard and acceptable in Indian market and we possibly do not need FSC certification for our purpose. Government also is not worried as the illegal felling of logs for plywood, MDF, PB is no more there from our natural forests. Everything has been evolved on the basis of Farm wood now in India.

However, in the changing world wide scenario FSC Certification of wood products being an export market driven process some multinational company insist for FSC CERTIFIED PRODUCTS. We are also not sure how many units across South East Asia or for that matter in the world is FSC certified product makers based on Farmwood. Only the one having own plantation will be able to do and this is not an Indian model for Farm Wood (agroforestry wood) where farmers are not so big. It is therefore necessary that the Farm wood FSC certification process need to be made very simple keeping limitations of small and marginal farmers in the country who are almost 100 per cent supplier of Farm wood to wood based panel industry today. If importers will not accept without FSC logo then objective of exporting Indian panel products as FSC certified will be defeated. Hence there has to be separate opportunity for certification for Farm wood (agroforestry wood) otherwise it will remain only on paper.

Hence, Federation of Indian Plywood & Panel Industry on behalf of all wood based panel manufactures who are dependent on Farm wood (Agroforestry wood) request Hon'ble Minister of Commerce & Industry (Department for promotion for Industry and Internal Trade) to take up this issue suitably with FSC authority in India. Indianisation of FSC certification is possibly needed since the objective is to use not only legal timber but Farmwood (agroforestry wood) produced by the farmers and used by the industry. Knowing pretty well that farm wood produced in India is coming from sustainably managed sources self-certification by farmers/industry for claiming legality and chain of custody of farm wood would not be a problem since it is accepted worldwide (Vocal for Global). This will directly help our furniture sector too at large to get certified wood based panel products in future.

Thanking you,
 Yours faithfully,

Sajjan Bhajanka

(Sajjan Bhajanka)
 President
 Federation of Indian Plywood & Panel Industry
 New Delhi.

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 Mr. Jaydeep Chitlangia

ICFRE has awarded a project named "Policy Research Study in Agroforestry to the Network for Certification and Conservation of Forests (NCCF), a not for profit organization based at Noida. The project entails to review existing policies, schemes at National and regional level regarding promotion of agroforestry and also intends to be compile the opinions and suggestions from concerned stakeholders namely farmers, industry, forest department, scientist, experts etc. The project mainly focuses on important aspects of agroforestry such as market mechanism, existing policies, choice of species and quality planting material, felling and transit regulations etc. NCCF has taken the extensive exercise of desk review and questionnaire-based country wide survey from farmers, wood-based industries, agroforestry experts and other concerned stakeholders. NCCF conducted a Focused Group Discussion (FGD) for North Zone, encompassing North, West and East and North East India, with eminent personalities associated with this field including wood-based industrialists. A webinar was conducted by Network for Certification and Conservation of Forests (NCCF) on 29-06-2021. Dr. C.N. Pandey Principal Technical Advisor-FIPPI on the invitation from NCCF attended the webinar and gave the following suggestions for addressing Agroforestry policy issues in the country to consider incorporating in the report.

FIPPI/212-2021-2022

July 8, 2021

To,

Dr Devendra Pandey IFS (retd.)
Principal Investigator of the Project
Former PCCF & HoFF, Arunachal Pradesh and Former DG, FSI.

Subject: Re: Focused Group Discussion- Policy Research Study in Agroforestry, ICFRE Project.

Dear Sir,

On behalf of FIPPI and Century Plyboards(I) Ltd I would like to forward the following suggestions for addressing Agroforestry Policy issues in the country which you may consider incorporating in the report.

- ❖ The first prerequisite for Agro-Forestry is a good realization and sufficient demand for the end produce.
- ❖ To sustain this Agro-Forestry drive in India, the Government has to make sure that enough processing industries viz. veneering, sawmilling, Plywood, MDF & Particle board are set up in the country, so that the increased supply of such short duration timber is sustained, integrated to industries and will enable farmers to get the remunerative prices for their produce.
- ❖ Although MOEF has given guideline de-licensing all the industries based on plantation wood but the same has been entangled in legal cases by vested interest groups in the various courts in India. So now the need of the hour is not to have guidelines but to have a Binding Act by Government of India.
- ❖ This needs to be aided by removing felling and transit restriction on industrial plantation wood species, uniformly across the country.
- ❖ Removal of licensing will result in more and more wood based manufacturing units at the plantation sites, which shall help improve farmer's income and shall significantly reduce transportation and other logistics cost.
- ❖ MoEFCC to revise its Wood based industries (Establishment and regulation) Guidelines 2017 immediately and enact an act to promote growing of trees outside forests providing altogether separate ecosystem for farm wood or wood from agroforestry that is GROWING TREES OUTSIDE FORESTS (PROMOTION & FACILITATION) ACT 2021.
- ❖ MoEFCC to remove restrictions on felling and transporting of all ToF/ industry linked plantation wood, uniformly across the country, by amending section 2 of Indian Forest Act (as has been done in case of bamboo).
- ❖ MoEFCC to issue guidelines to enable raising of industry linked plantations in FDC and degraded forests land (required for long rotation species which can not be grown under agro forestry).

Regards,

Yours faithfully,

(Dr. C.N. Pandey)
Principal Technical Advisor.
Federation of Indian Plywood & Panel Industry
New Delhi.

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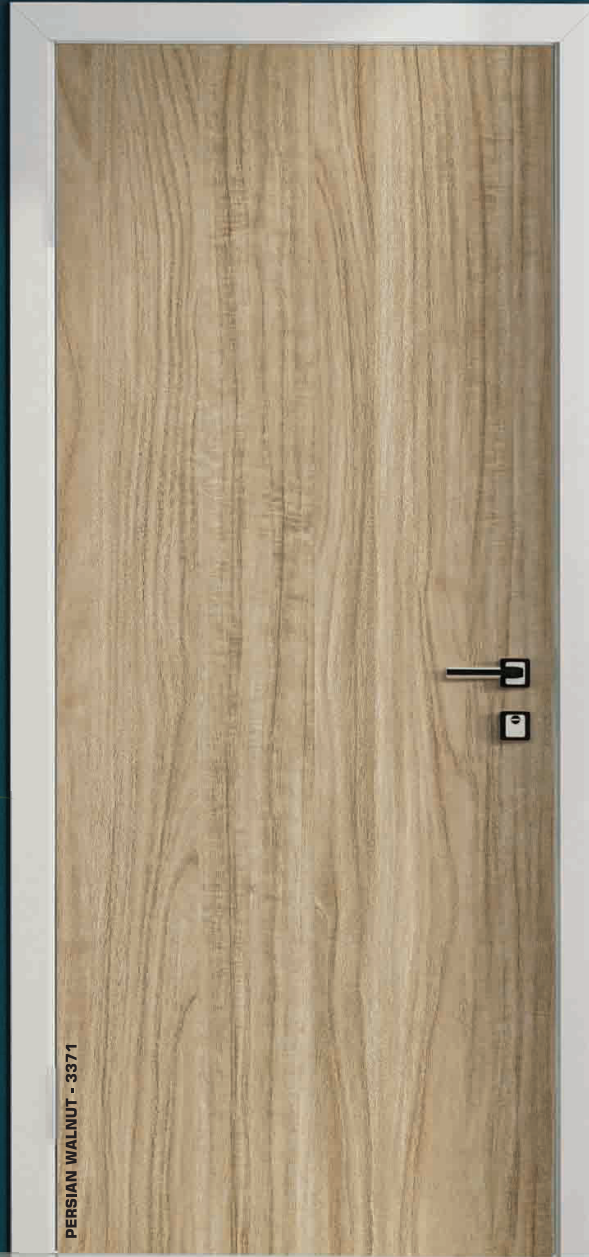
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Wood security is a step towards self-reliance

The emphasis on speedy development of plantations and wood-based industries will not only meet their local demands but also help in increasing their exports. This will be a win-win situation for India as the expansion of this sector will increase the income of farmers, generate employment opportunities for labourers, business opportunities for various stakeholders, enhance the revenue of the government, fetch foreign exchange and help in environmental conservation.



Forests provide timber for the manufacturing of domestic and industrial products.

RK Sapra

Forests provide timber for the manufacturing of domestic and industrial products. The National Forest Policy (NFP), 1952, envisaged that the forests would meet the raw material demand of wood-based industries, while the National Forest Policy of 1988 shifted the focus to the conservation of forests. During the late 1970s and the 1980s, as per the recommendations of the National Commission on Agriculture, the states implemented externally aided social forestry projects which not only met the demand of raw material, but also led to the popularisation of agroforestry.

As per the India State of Forest Report (2019), the recorded forest areas (RFA) and the area under Trees Outside Forests (TOF) of India is 76.74 million hectares and 29.38 million hectares, respectively, which is 23.3% and 8.9% respectively, of the geographical area. The important species in rural areas are mango, kikar, eucalyptus, rubber, shisham and poplar. As per the report *The Puzzle of Forest Productivity* (2017), the annual harvest of timber from forests declined from 10 million cubic metres in the 1970s to 4 million cubic metres by 1990. The landmark judgment of the Supreme Court in the Godavarman case (1996) resulted in further decline in wood production from forests, which is presently about 3 million cubic metres. As per the report *Tree Outside Forest Resources in India* (2020), the annual timber production from TOFs was 85 million cubic metres in 2020, while 15 million cubic metres Roundwood Equivalent (RWE) of wood and wood products were imported, as per *Sustainable Trade of Wood and Wood-based Products in India* (2021).

To meet the demand of large-sized wood, the policy of importing wood has been liberalised since the 1990s. The total import of roundwood logs and sawn wood was 6 million cubic metres from 2014-15 to 2019-20. The top four species of wood imported by India are teak, gurjan, meranti and beech and the imports of wood are mostly from Myanmar, Malaysia, Indonesia,

Nigeria, Ghana, Togo, Gabon, Brazil, Panama and New Zealand. India not only imports wood products like plywood, veneer, particle board, fibre board, pulp and waste-paper, newsprint, paperboards and furniture, but also exports most of them, except for pulp and waste paper, and newsprint. The exports also include antique furniture, handicrafts, wooden toys and swings. The Indian export and import of wood and wood products have shown a growing trend. However, the value of exports is much less as compared to that of imports. Wood and wood products worth about Rs 44,119 crore were imported during 2019-20.

Although India strongly supports sustainable forest management, wood and wood products may be imported into India without certification. A study by the International Union of Forest Research Organisations shows that India accounts for about 10% of the global illegal wood trade. Hence, voluntary certification of wood and wood products may be enforced in our country to ensure their trouble-free international trade. As the imported timber might become costlier in future due to its increased demand and strict enforcement of voluntary certification regime in exporting countries, the promotion of composite wood panels may be the right strategy in the long run.

India has achieved self-sufficiency in producing small-sized wood but is still heavily dependent on imported timber due to shortage of large-sized wood from the forests. The Central Government has launched Aatmanirbhar Bharat Abhiyan to reduce dependency on imports and encourage the production of local products. For achieving self-reliance in the wood sector, the domestic production of large-sized wood needs to be enhanced through harvesting the annual incremental yield of forests. India has sufficient land resources, favourable climate, technical know-how and manpower to produce large-sized wood; hence, incentives to plantation companies and industries are needed for attracting investments to this sector.

The area under national parks and wildlife sanctuaries in India is 16 million hectares, so the area of RFAs excluding national parks and wildlife sanctuaries is 60.74 million hectares. As per the National Working Plan Code (2014), 10% of the RFAs may be used for production forestry through quality plantations for which about 6 million hectares of forests can be safely reserved for the production of large-sized wood. The degraded forests may be leased out to the private sector for raising highly productive plantations through required intensive inputs and silvicultural operations. The plantations in degraded forests may be financed through the public private partnership (PPP) model. But there is resistance from environmentalists and the bureaucracy to felling in natural forests and the leasing of forest lands to the private sector; hence, there is not much scope for increasing the yield of wood from forest lands. A safe limit of 2-3 million cubic metres of wood may be targeted.

The government should aggressively promote the production of large-sized wood on farmlands by providing incentives like discounted loans, capital subsidies and tax concessions to plantation companies and industries. The large-sized wood may be produced on 35 million hectares of farmer-owned uncultivated wasteland and current fallows. The productivity of plantations may be higher due to quality plants, improved silvicultural practices, better quality of land and better



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management. The plantations may be harvested at reduced rotations, which will provide juvenile wood; hence, intensive research and development efforts are needed to improve their utilisation. The projected annual production of timber from 1 million hectares of plantations of medium rotation trees like gamhar, kadam, silver oak, kikar and long-rotation trees like teak and shisham on farmlands would be 7.4 million cubic metres of timber worth about Rs 55.2 billion and would generate employment of about 13.5 million person days (the writer's estimate).

The emphasis on speedy development of plantations and wood-based industries will not only meet their local demands but also help in increasing their exports. This will be a win-win situation for India as the expansion of this sector will increase the income of farmers, generate employment opportunities for labourers, business opportunities for various stakeholders, enhance the revenue of the government, fetch foreign exchange and help in environmental conservation.

Policy initiatives

The Government of India is playing a proactive role in investment promotion through a liberal FDI policy in this sector. Recently, the government increased the import duty on

furniture and agarbattis to promote their local manufacturing. The National Toy Action Programme is going to be launched soon. The following policy initiatives are required for speeding up this process:

- Formulating National Wood Action Plan
- Increasing investments for degraded forests through public private partnership
- Aggressively promoting plantation companies and industries for production of large-sized wood through discounted loans, capital subsidies and tax concessions
- Liberalising the felling and transit permit rules for farm trees
- Setting up agroforestry board/mission
- Reducing Goods and Services Tax on farm wood and wood products
- Reviewing export and import policy for encouraging domestic production of wood and wood products
- Extensive training and skill development programmes for improving the quality of wood products

The Author is Ex-MD, Haryana Forest Development Corporation. □

Chhattisgarh plans India's largest human-made forest



Under the five-year plan, this project has taken off with initial plantation work to be done on a stretch of 885 acre of Nandini mines as part of the first phase.

In one of the country's biggest ecological restoration, Chhattisgarh is all set to introduce country's biggest human-made forest area by converting a 2,500 acre of barren land into a natural habitat at Nandini mines located in Durg district. The project has been devised taking a cue from the UN Decade on Ecosystem Restoration that aims to prevent, halt and reverse the degradation of ecosystems and to combat climate change and prevent a mass extinction. The twin city of Bhilai-Durg hardly



has a dense patch of greenery as steel and cement industries dominate the region. Hence, to give a green touch and strike a balance with the environment, the concept will not only curb pollution but also revive the ecosystem of the area. Under the five-year plan, this project has taken off with initial plantation work to be done on a stretch of 885 acre of Nandini mines as part of the first phase. Dense trees like mahua, peepal, banyan and others that have longer life span will be preferred. Nandini is located 25 kilometers from Durg town. Speaking to TOI, Dhammshil Ganvir divisional forest officer, Durg range said, "It's like a contribution for 'UN decade on ecosystem'. With a scientific approach, we are planning to revive the ecosystem and taking reference from tropical dry deciduous forests sub-type, it will be replicated with similar species of plants. Following the Japanese botanist Miyawaki's forest technique, Nandini will be converted into a multi-layered forest with herbs, shrubs, middle and high canopy trees. Around 3000 seed balls will also be used for the spot where proper planting isn't possible."

The Miyawaki forest method involves planting two to four trees per square metre and the plants grow in two to three years, ready to self sustain. They help lower temperatures, reduce air and noise pollution, attract local birds and insects, and create carbon sinks. Subsequently, revival of the three cycles of ecosystem of water, energy and nutrients will be implemented through the grasslands, taking care of water harvesting soil fertility and cleaning the air, Ganvir said, stating that in the following phases, wildlife will be introduced. It can also become a perfect spot for breeding of birds as the place has a wetland which already has whistling ducks, open bill storks and other breeds. "The place will be converted into an open jungle safari, the kind which Africa has. The initial budget covers about Rs. 3.37 crore and this is going to be India's largest human-made forest. As per the record Assam has 1300 acres largest forest presently," Ganvir added. □

WMF Shanghai to highlight wood-based panel production zone

Shanghai International Furniture Machinery & Woodworking Machinery Fair (WMF) will be grandly held in National Exhibition and Convention Center in Hongqiao, Shanghai on 3-6 September 2021. In the exhibition area of 45,000 sq. m, more than 300 world-leading exhibitors will showcase the cutting-edge equipment and machinery with latest technologies to the professional visitors. Multiple theme zones will fully cover different sectors of the whole industry chain, including the Wood-based Panel Production Zone, a unique theme zone which can only be found in WMF. In respond to the industry's demands, a series of innovative, efficient and cost-effective products will be displayed.

Yalian Machinery Co., Ltd. is mainly engaged in the R & D and manufacturing of continuous press production line. It is a high-tech enterprise integrating research, design, production, maintenance and sales. It is a professional wood-based panel equipment manufacturer. Yalian Machinery produced its first continuous press production line in 2008. Excellent cost-effectiveness and high quality has built up Yalian Machinery's outstanding position among competitors, with its products and good reputation spread far to other countries such as Egypt, India and Austria. As one of the Chinese national high-tech enterprises specializing in wood-based board research & development as well as production. Suzhou Sufoma Machinery Co., Ltd is a well-known brand in woodworking machinery industry and a member of the China National Machinery Industry Co., Ltd (World Ranking Top 500). Sufoma's sanding machine has established a good reputation in the industry, and developed into multiple technology series with hundreds of models, covering various fields like wood-based panel, metal, construction materials, etc. The products are exported to many oversea regions in Asia, Africa, Europe and North America. Also, its Sanding and CTS Line includes multiple functions like sanding, sawing, selection,



and packaging, which works as an all-in-one solution satisfying the industry's need of boosting production efficiency.

Jiangsu Baolong Electromechanical Manufacturing Co., Ltd. is located in Liyang City, Jiangsu Province. It is committed to the development and manufacturing of complete sets of wood handling equipment for the wood-based panel industry as well as the pulp and paper preparation section. The company adheres to the business philosophy of "Refined Quality, Upmost Reputation, Client's Satisfaction" and aims to provide quality products and services. Featured products such as Rotor Flaker and Second Section Chipper can help to solve the problems caused by raw materials shortage, improve the effectiveness when consuming wood resources, and fill the industrial blank with innovative technology. More and more activities will be launch very soon closer to the show date, including Online Business Matching Service which closely ties up exhibitors and professional visitors anytime and anywhere, as well as Exhibitors & Exhibits Tech Vlog which delivers the most updated market information and latest technology and equipment. WMF is further upgrading its online service, overcoming pandemic and geographical constraints and seizing the new opportunities in post-pandemic era with you. □

Bamboo Industry has potential to be worth ₹ 30,000 crore: Nitin Gadkari

Minister of Micro, Small and Medium Enterprises (MSME) Nitin Gadkari has said that the domestic bamboo industry has potential to be worth Rs 30,000 crore. He said this while addressing a virtual exhibition on Bamboo Technology, Products and Services through video conferencing. Organised by the Indian Federation of Green Energy (IFGE). "There is a need to increase demand for bamboo. Bamboo has potential to be used as an alternative to coal and can also be used in construction," he said.

He also said that use of jute and coir mattresses is soon going to be made mandatory for all NHAI roads. He advocated varied use of traditional materials like jute, coir and bamboo by developing them further. Technologically proven, cost effective and attractive product designing can establish and promote the use and demand of bamboo, which will encourage people to go for bamboo plantation, he said.

Gadkari assured all assistance from the Ministry of MSME for any scheme related to promotion of bamboo and said that we need more research, more appropriate approach for product



development, and market support. He also added that he is trying to get a 50 per cent subsidy from Railways for bamboo and bamboo sticks. Later, he exuded confidence that by increasing use and requirement of bamboo will lead to increase in its plantation. □

Amulya Mica launched its Visually Perfect 1 mm Collection, Expert's Eye on 22nd May-2021



Amulya Mica organized a virtual event on 22-May-2021 in association with Surface Reporter & Ply- Reporter for launching its new collection Visually Perfect 1mm Collection, Expert's Eye. The event was inaugurated by Mr. Rakesh Agarwal, Ms. Shailja Agarwal, Mr. Tarun Agarwal, Mr. Surendra Tharad & Mr. Kapil Pareekh by lighting the lamp & Ganesh Vandana from their head office Gandhidham.

Speaking of the launch event, Rakesh Agarwal, MD Amulya Mica said that we are overwhelmed by the response that our 1MM Laminate Collection launch got from the industry and the end customers. We feel very proud that Architects like Ar. Sanjay Goel, Ar. Mitul Shukla, Ar. Hasmukh Shah, Ar. Neha Modi, Ar. Ruby Singh, Ar. Ranjit Naik, Ar. Manpreet Singh, Ar. Mahesh Punjabi, Ar. Krishnarao Jaisim also launched the Expert's Eye 1MM catalogue along with Harbhajan.

He also briefed that by providing matched edge band, Amulya Mica has taken care of major pain point of customers as these edge bands are available at our depots and by the use of matched edge band our laminates look visually perfect on any application.

Legendary Cricketer Harbhajan Singh launched Amulya Mica's Visually Perfect, 1MM Collection, called Expert's Eye. Talking of the product Harbhajan Singh stated 1MM Laminate collection is a visually perfect laminate collection as the company is providing a perfectly matched edge band readily available at their depots along with the laminate.

After launching of 1mm catalogue by Mr. Harbhajan Singh, selected Distributors of Amulya Mica Pan India along with architects present in the event had launched it from their outlet. It was an eye-catching event. The event was attended by more than 4000 & viewed by more than 20000 people across PAN India. The event got a magnificent response and was attended by people from the industry like architects, interior designers, dealers, distributors, business associates, corporates, and end customers.

Young and dynamic Ms. Shailja Agarwal, Director Marketing during her interaction with the Press mentioned, that the company is gearing up by launching new series before the market opens. She spoke about Expert's Eye 1MM laminate collection and what is new in it. New additions that she mentioned are 2 stone paper finish, 13 solid pastel shades, 5 digital laminate sheets, glitter series, 2 new texture introduced with zero reflection, providing 56 matching edge bend, 11 wood grain addition and 2 wood grain abstract addition which makes it a collection of 250 plus designs & 35 plus textures.

Ms. Agarwal also spoke about the name of the Catalogue, "The Expert's Eye" and its reason for naming so. In the presentation, she mentioned that each of the product showcased has been selected by a team of expert group comprising of Architect, Interior Designer and prominent Dealers who are in the business of laminates. The selection is contemporary as per the international trends in colours.

Ms. Agarwal also emphasised that the company is promoting use of technology and QR code offered on the "The



Expert Eye” is being provided for ease of use and convenience. She demonstrated that the catalogues with passage of time are becoming bulkier which is making it difficult to cart them to the site or to the client’s office, rather with QR code the person using it will be able to download soft version and can browse on the mobile or iPad.

Later Words That Matter book (Orange & Black Colour) launched by MD Mr. Rakesh Agarwal and Ms. Shailja Agarwal which is a collection of appreciation of Amulya Mica’s product and services by some of the eminent architects & our patrons.

Further, there was a question & answer session by Shri S.K.Tharad, Sr. GM Marketing where some prominent distributor of Amulya Mica like Mr. Amit Poddar, Bangalore, Mr. Sundar Vijaywada, Mr. Ankur Maheshwari Delhi, Mr. Gopal Agarwal Kolkata, Mr. Deepak Patel Raipur, Mr. Mohit Agarwal Ludhiana, Mr. Saurabh Torke Hyderabad, Mr. Sanjeev Jindal Bhatinda, Mr. Vishnu Pacharia Vizag, Mr. Sumit Lathi Indore, Mr. Vijay Karaveer Hubli & Mr. Sanjay Jain Jaipur participated. This session was also attended by Mr. Pragat Dwivedi & Mr. Rajiv Parashar of Ply Reporter & Ms. Madhurima Chowdhury of Surface Reporter.

For more details, please visit our website: www.amulyamica.com or call us on Toll-Free-No: 1800 233 1468. □

India’s Classic Home furniture acquires North Carolina’s Braxton Culler



Classic Home, an India-based residential furniture maker, has acquired Braxton Culler, a high-end residential furniture maker based near High Point, North Carolina. The acquisition gives Classic Home a domestic manufacturing presence. Terms of the transaction were not disclosed. Braxton produces upholstered furniture out of its 410,000-square-foot manufacturing plant just outside of High Point. It also imports a line of residential wood furniture. Braxton founder and CEO Braxton Culler III will remain company leader during the transition period. The company will continue to operate under the Braxton Culler brand. Classic Home produces its furniture out of several company-owned plants in India. □

Notion launched Termite Proof Wooden Flooring with 10 years warranty

Available in different finishes like Chrome, Oiled, Silk matt & Brushed, this wooden flooring is available all over India



Wooden floorings is always one of the preferred choices of everyone for their flooring needs. But with the fear of termite, people tend to go with other options for the flooring & not with the wooden flooring. Notion, a trusted brand name in the wooden flooring industry for many decades have launched Termite Proof Laminate wooden flooring with 10 years warranty in the Indian market.

The Termite proof wooden flooring from the house of Notion Flooring is laminate flooring with click feature. It is made up of multi-layered synthetic flooring product fused together with high-density fiberboard and lamination process which capture the looks and texture of real wood. It has a special protective layer which protects the flooring from UV rays & its wear layer protects the flooring from stains. Available in a vast range of colors and textures, this termite proof Laminate Wooden Flooring can give a contemporary look adding modern elegance to your room setting. It comes with the benefit of easy installation and zero maintenance, which makes it more popular and most preferred wooden flooring.



According to Mr. Akash Saini, Director Sales of Notion flooring, “we have filled the gap for long durability concern of wooden flooring in the market. Our laminate flooring comes with 10 years warranty, which gives the customer confidence and allow them to opt for wooden flooring without any fear of termites. These wooden flooring are perfect to be used in commercial as well as residential areas. They are perfect for both dry and non dry areas because of its processing feature.” □

Greenply's new campaign highlights risk of formaldehyde emission from plywood



Greenply Industries has launched a new campaign that aims to highlight the risk of formaldehyde emission from plywood and showcases Zero Emission (E-0) product range of the company. The TVC campaign has been created by Ogilvy India featuring Boman Irani in the lead.

The campaign thought is succinctly captured in the tag line; 'E-0 chuno, Khulke saans lo'. Through the course of a lyrical banter, the TVC asks the unavoidable question: never mind the dangers outside, who will save you from the dangers inside?

The campaign is designed to raise a pertinent concern about formaldehyde emissions in plywood we use through a lively story that drives the message home and weaves a narrative that finds

its way to the core message through a relatable analogy wrapped in humour. Sanidhya Mittal, Joint Managing Director, Greenply Industries said, "The campaign is all about creating awareness on what E-0 emission stands for. The commercial operates in the space of humour to strike a chord with our target audience. With increasing awareness about the harmful consequences of air pollution on human health, consumers today are extremely concerned not only about their external environment but also about the Indoor Air Quality where they live. The rising concern pushed us to come up with this innovation."

Sujoy Roy, Executive Creative Director, Ogilvy said, "Musical banter is one of the oldest forms of creative expressions. It makes the intended message more memorable simply by being engaging, lyrical and humorous. We thought that a comic dialogue leading to a conversation on formaldehyde emissions might just be the way to reach out to homeowners, across social, cultural and class identities. We couldn't think of anyone better than Boman Irani for the role. His presence, not to mention his inimitable brand of humour, adds a touch of domestic familiarity to the campaign." "The new campaign transcends its role as product advertisement and becomes a relevant message issued in public interest. The communicate hopes to initiate new conversations that will ultimately change our perception of safe spaces. Against the assault of invisible enemies inside our living spaces, only a champion can stand. That champion is Greenply Industries Limited, forever forging innovations that serve in the interest of health and well-being." □

KVIC project to boost Bamboo-based economy to help tribals

In a bid to reduce land desertification and provide livelihood and to support multi-disciplinary rural industry, Khadi Village Industries Commission (KVIC) initiated a project by planting 5,000 saplings of special bamboo species in Rajasthan. "The project named "Bamboo Oasis on Lands in Drought" (BOLD) was launched from the tribal village Nichla Mandwa in Udaipur, Rajasthan, by KVIC Chairman Vinai Kumar Saxena in presence of local MP Arjun Lal Meena and over 2000 local villagers," the KVIC said in a statement. The KVIC said that Project BOLD, which seeks to create bamboo-based green patches in arid and semi-arid land zones, is aligned with Prime Minister Narendra Modi's call for reducing land degradation and preventing desertification in the country. Under the project, 5,000 saplings of special bamboo species – Bambusa Tulda and Bambusa Polymorpha brought from Assam – have been planted over 25 bigha (16 acres) of vacant arid Gram Panchayat land.

"KVIC has thus created a world record of planting the highest number of bamboo saplings on a single day at one location," it added. The initiative has been launched as part of KVIC's "Khadi Bamboo Festival" to celebrate 75 years of independence "Azadi ka Amrit Mahotsav". It further added that the KVIC is set to replicate the Project at Village Dholera in Ahmedabad district in Gujarat and Leh-Ladakh region by



August this year. Total 15,000 bamboo saplings will be planted before August 21.

KVIC Chairman Vinai Kumar Saxena said the green patches of bamboo on these three places- Udaipur, Ahmedabad and Ladakh- will help in reducing the land degradation percentage of the country, while on the other hand, they will be havens of sustainable development and food security. KVIC has judiciously chosen bamboo for developing green patches as they grow very fast and in about three years' time, they could be harvested. □

CenturyPly engages boston consulting group for operational and cost efficiency

Riding on the back of innovation and cost management, country's leading ply board and laminate maker, Century Plyboards India Ltd was targeting at high single digit sales growth in the current fiscal, a top company official said.

The company has engaged Boston Consulting Group for operational efficiency and cost management. "The topline will have some impact as the first quarter was nearly a washout due to lockdown. But, we had cost advantage on inputs and with cost saving measures which had been bearing fruits we hope better than last year profit," CenturyPly Director Keshav Bhajanka told PTI. In 2019-20, Century Ply had reported Rs 2,282 crore revenue and a profit of Rs 158 crore.

Officials claimed that the company in order to retain leadership and garner larger market share in the Rs 25,000 crore plyboard market, introduced cutting edge technology plyboard that has self dousing properties. "The company is also not charging any premium for the firewall technology amid some additional cost pressure but consumers will be able to protect themselves from fire hazards and deaths due to asphyxiation," CenturyPly Director Nikita Bansal said.

Keshav and Nikita are siblings of the promoters who are into active Management roles of the company. Bhajanka said with the new firewall technology product the company will be able to beat the industry growth coupled with recovery in



demand since last quarter. Century said it had already taken some precautionary measures to maintain supplies in the market if any adverse situation of the second COVID wave issue arises.

However, Century Ply remains unperturbed with its capex plans for medium density fibreboard (MDF) in Andhra Pradesh at an investment of Rs 450 crore and the expansion of the Hoshiarpur unit in Punjab for Rs 200 crore.

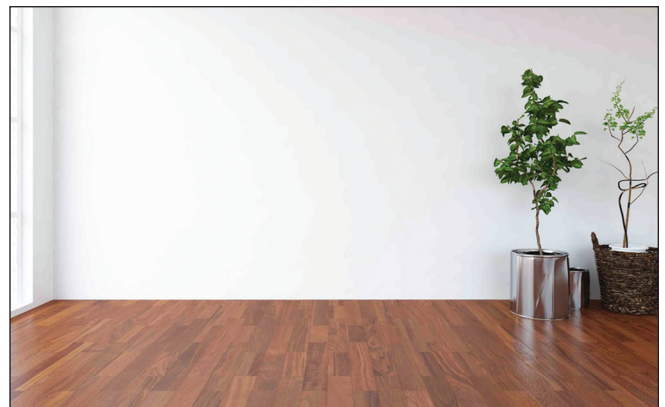
Bhajanka said the company expects about Rs 24 crore benefit to its bottom line from the ongoing cost and operational management under BCG. □

Action TESA presents durable and eco-friendly HDF laminate flooring

Action TESA has unveiled durable and eco-friendly HDF laminate flooring, which are high on performance yet budget friendly.

Trusted by various leading brands including Tata Housing, Godrej Properties Limited, DLF, Emaar Properties, Indiabulls, Oyo, Lemon Tree Hotels, and more. This multi utility product is not only restricted to flooring and wall panels but virtually any other flat hard surface. Its floorings are tested regularly to certify natural resources are handled under the procedures of sustainability. Besides its eco-friendliness, these floorings are valued for strength and durability. It is the first company in India to offer a Made in India product with up to 25 years of warranty.

The boards are artificially manufactured and consist of four layers where each layer serves an exclusive purpose. The bottom layer prevents the absorption of moisture, and provides support to the board. Above this is the core layer comprising HDF 8mm & 12mm, made up of HDF plank to give unmatched strength. Next is pattern or designer layer which is a printed decorative paper layer to create attractive results post application. On the top is surface layer consisting of aluminum oxide coated tissue that makes it resistant to impact, scratches, burns & stains.



Ajay Aggarwal, MD, Action TESA, said, "The market is growing diverse and the demand of aesthetically appealing product which caters to all segments is surging. Our Laminate Flooring is widely popular owing to its blend of beauty and strength and HDF Laminate Flooring are the trendiest addition to our lamination category." □

Industry leaders expect major uplift in market sentiment in 2021-22 despite pandemic bottlenecks

Despite the setback suffered on the economic front due to the onslaught of COVID-19 pandemic, there are some signs of the revival of economic activities as the country has entered the unlock phase. The industry has also derived its optimism from the recent report of RBI, "State of the Economy," in which the apex bank has stated that industrial production and exports have surged amid the pandemic protocols.

As per the report, despite the second wave, goods and services tax (GST) collection in 2021-22 so far has been better than in 2020-21. Meanwhile, as the industry has now geared up for recommencement of economic activities in a gradual manner, the veterans of the industry including real estate, pharma, healthcare, education, power, furniture, steel tubes, hospitality and legal sector are of the opinion that now the worst is over and the industry is well on the path of gradual recovery.

Mr. Ajay Chaudhary, Chairman and Managing Director, Ace Group said, "Despite the pressure points, the industrial sector has already started recovering. The real estate sector has been following all the Corona protocols with maximum use of digital tools since the first wave of the pandemic. Moreover, the COVID vaccination drive has also made considerable headway. The investor sentiment is also bullish on the back of the availability of ready to move in or nearing completion inventories at low prices. Looking at all these factors, we can easily ascertain, real estate sector is set to achieve high growth and it hopes for a gallop."

Mr. Kapil Jain, Chief Executive Officer, Nicholas Healthcare added, "In our efforts to quickly bridge the gap in demand and supply of crucial medicines and equipment, we have attained success in on time delivery of prescription drugs, supply of critical care medicines, medical consumables and lifesaving medical equipment and devices like Medical Oxygen Concentrator during the pandemic. As the second wave of the pandemic has finally receded, we look forward to further continue with our mission of bringing new technologies and products in India to help doctors and hospitals provide excellent care at affordable price. The healthcare segment in India is growing at a brisk pace as the healthcare as a subject has now got all the necessary attention it deserves."

"Despite the swift spread of COVID-19 pandemic delivering a heavy blow to the Indian economy, the industry has started showing signs of quick revival as COVID curbs have eased. We believe the Indian industries are set to be back to a high growth trajectory on the strength of quick revival of demand in markers," said Mr. Anil Gupta, Managing Director, Okaya Power Group, adding that "The businesses have already realized that large-scale vaccination is the only key to restore consumer confidence, hence it is time to raise awareness about COVID-19 vaccines among people who may be hesitant in getting jabs."

The success story of vaccination drive has also reignited hopes for the bright future of hospitality industry. Mr. Arvind Singh Mewar, Chairman and Managing Director of HRH Group of Hotels, Udaipur, said, "Tourism, and the hospitality



industry as a whole, has seen traumatic times since March-April 2020. While we laud the efforts of the government, both at the Centre and the State, to revive the economy and ensure that livelihoods are preserved, I must say that we have a long way to go. The successive waves of the pandemic are setting us back each time. As responsible corporate citizens, we are adhering to the rules and regulations regarding Covid-19 and ensuring that the vaccination programme continues unhindered. The government's macro-economic policies of boosting the economy, and extending liquidity windows, have to be matched with direct financial aid and assistance for the tourism industry at the ground level in all the states of India."

Mr. Sanjay Gupta, CMD, APL Apollo added, "Undoubtedly the RBI has come out spreading positivity with its report. The industries in India remain committed to further raising awareness regarding the COVID-19 protocols. Despite the impact of the pandemic, the strong fundamentals of Indian economy have resulted in holding out the hope for a bright future of the industries including the branded structural steel tubes manufacturers like us. We believe the entire industrial landscape of the country is now poised to bounce back on higher growth trajectory."

Mr. Deepan Garg, Director, Ruchira Green Earth said, "It is heartening that RBI's report has spread enthusiasm and injected new wave of energy in the current economic scenario and we look forward to the industry achieving higher efficiency and productivity." Echoing similar sentiments, Dr. Sanjay Gupta, Chairman, Ramagya Group added, "There may have been disruptions on account of the COVID-19 pandemic, the fundamentals of Indian economy are strong and it has inherent capability to achieve higher growth rate, hence the entire industrial sector must remain optimistic."

Mrs. Bhavana Bindra, Managing Director, REHAU South Asia said, "The country's call for Atmanirbhar Bharat has undoubtedly encouraged organizations to get more localize. Growing at a CAGR of more than 20%, REHAU India is very positive to acquire exponential growth from 2021 onwards. In

these challenging times of COVID where market is taking its twists and turns, we foresee to pursue the dream of our respected prime minister and bring in “Make in India” solution in various product categories”.

Mr. Rizwan Sajan, Chairman and Founder of Danube Group said, “Indian economy is on a gradual recovery path but to sustain this level it is a must that people follow COVID appropriate behavior and the government also strengthens health infrastructure at all levels whether primary, secondary or tertiary. At the same time, we must not forget the recent devastation done by this pandemic and so it’s also imperative for the entire industrial sector to come forward and raise awareness.”

“Considering that immunization is the only respite against COVID-19, there is a need of vaccination for all. All the stakeholders of the industries including the real estate sector must ensure that their workers get vaccinated at their construction sites,” added Mr. Arjunpreet Singh Sahni, Executive Director,

Solitaire Group. Mr. Anupam Ghosh, Director, Anondita Healthcare Limited said, “Amid the pandemic, healthcare has taken center stage and India’s spending on healthcare is way lower than other countries, and COVID-19 pandemic underlines need for higher budget. We urge the Govt. to increase expenditure on healthcare to at least 7% of the GDP to deal with such pandemics in future.”

“The accelerated COVID-19 vaccination drive has opened new chapter of hope in the battle against this dreaded virus. The legal sector has already prepared itself to tackle the challenges with the help of technology as most of the courts are now operating as e-courts. The new online mode has also helped in saving a lot of time of the lawyers and the litigants. While the legal sector is undergoing a paradigm shift, we look forward to embracing more innovation and technology to evolve and grow,” concluded Mr. Som Mandal, Managing Partner of Fox Mandal. □

Endless design possibilities, gentle on the environment, good for human nature



Although used in the construction industry for many years, engineered glue-laminated timber has seen a renaissance in recent times. Today, it forms the backbone of many innovative and iconic construction projects throughout New Zealand, Australia, and the South Pacific

Using glue-laminated (glulam) engineered timber in design opens a world of possibilities. The product is flexible and incredibly strong, and by using modern treatments, innovative connecting systems and incredible ideas, amazing spaces are created.

A huge advantage of glulam is its environmental credentials, which stacks up well in an environment where green compliance is only going one way. The reality of low or carbon neutral construction relies heavily on the processes and products upstream — that’s where mass New Zealand timber plantings have a big role to play. These vast tree plantings sequester significantly more carbon during their growth than what is

emitted through manufacture, transportation and construction.

The ‘natural’ nature of engineered timber lends to its biophilic sustainable design principles — and in practice, human beings respond well to, and thrive within, environments and structures created with engineered timber as a key element.

Techlam manufactures engineered timber from many different timber species, in a multitude of shapes and sizes — any type of curve is possible, offering designers exciting possibilities. Over the decades, Techlam has created many one-of-a-kind structures which showcase nature’s beauty in new and different ways.

Ensuring that the designer’s vision is realised is what Techlam does. With input early in the project, Techlam helps clients maximise their budgets and project efficiencies. With end-to-end project support, Techlam provides technical advice at any stage of the project. □

A close Look at Laminates

The Demand Right Now for Composite Panels and Decorative Surfacing Materials is ROBUST. What does that mean for Laminates?

Global demand for laminates is forecast to increase 2.2% per year to 9.1 billion square meters in 2024. According to Freedonia Group’s recent study on global decorative laminates, in applications where durability is key or highly pleasing aesthetics is a requirement, low-pressure laminates like TFL will continue to face intense competition from alternative surfacing, including high-pressure laminates, vinyl sheets, natural stone, engineered stone, cast polymers, and wood.

Surface & Panel reached out to product experts and manufacturers who weighed in on what they see for the future in laminates

Above Wilsomart Carrara Marble is one of the most sought after Looks for surfaces in both Commercial and Residential settings.

Below Egger’s Feelwood Textures Achieve a natural effect with Realistic woodgrain Reproductions.



In addition they discussed how the pandemic has shaped such product offerings and what that means for both commercial and residential finishes. “As we know the demand for composite panels and decorative surfacing materials is very strong right now and projected to continue in the manner for some time,” said Francis J Vahle Jr. Sales Director for press plates of Kings Mountain International.

“Customers are holding onto their press plates to meet full production schedules and when they have a short break they like to get the plates to use and then back to the plant in the quickest possible manner. For surfaces, it is non-specific textures with a soft haptic and low-matte gloss that will enhance the selected décor.” Vahle emphasized that because laminates manufacturers have delayed or reduced their new product launches during the

pandemic, he believes that we will definitely see new textures entering the market in 2022-2023.



Warm colors and natural patterns such as wood grains retain their popularity in home décor and super matte finishes in solid colors enhance this look and feel image courtesy of Egger.

“We also expect to see an increase in the use of TFL as a decorative surface, especially since it is a more affordable solution that satisfies the needs and demands of cabinet doors and furniture.

Mark Brown, Marketing Communications specialist for Egger

Darren Mindin sales manager of Ultrapan touches on high-gloss acrylic and how the U.S. is finally warming up to the idea of high-gloss acrylic panels.

Speaking of the product, “it became very popular in Europe about a decade ago,” said Mindin. “It took a while for the North American market to embrace high-gloss but now it is really taking off. Five years ago, you might have seen a closet with high-gloss used to drawer faces or an island, but now we are seeing complete closets made with high-gloss panels.”

Ultrapan recently launched Modern Finishes a new collection of durable, eco-friendly acrylic and PET laminated panels. ‘Both the high-gloss and super matte panels feature a hard-coated lacquer, scratch-resistant finish making them ideal for high-traffic commercial and retail environments as well as residential applications,’ he said.

While HPL and TFL have been the go-to laminate for durability and design, the advancements in top coatings and embossed-in-register technology on decorative foils and PET & PVC vinyl laminates is a recent development that represents a great leap forward in decorative surfaces.



While High - Gloss surfaces were embraced earlier in Europe, they Continue to thrive in North American market as well. Image courtesy of ultrapan.

Explained Scott Flom from Genesis Products. “We’ve seen several traditional HPL/TFL customers in the office and RTA furniture industry move to these roll good laminates.”

The company recently added digitally –imaging and coating technology that enables them to run shorter custom programs to expand customers’ design selections for decorative laminates and solid surface materials.

“Another trend we see is that solid surface materials are replacing laminates in some instances, so we’ve added to our fabrication capacity to meet the demand and recently launched our Premium Rock line of digitally imaged solid surfaces,” said Flom.

Whether it’s commercial or residential, when designers and products experts think of decorative laminates, many have agreed that marble is leading the way followed by the look of natural wood.

“Two of the most sought after looks for surfaces in both the commercial and residential settings continue to be Carrara marble and natural woodgrains”, said Gwen Petter, director of design for Wilsonart.

The Company’s latest HPL collection is designed to bring the beauty and drama of both marble and woodgrains to life with finishes that allow designers and homeowners to achieve these luxurious looks at an affordable price. The applications are endless with horizontal uses on countertops, backsplashes, cabinets, fixtures, shelves, architectural doors, walls and more.

“As our culture has become more casual people are seeking floor plans and materials that add value, beauty, ease and enjoyment to their lives,” said Petter. “ These spaces are also here we’ve been working, learning and engaging in activities over the past year, and will continue doing so. Because of this, our homes need to perform on a level they have never have before and laminates are well equipped to meet this challenge. HPL makes a great solution for an office work surface or school activity center.”

Mark Brown, marketing communications specialist for Egger, agreed with Petter, explaining that the Pandemic has created a shift in the market toward more naturalness, which means there’s more warmth and natural influences at home and in the office.



Wilsonart’s latest HPL collection is designed to bring the beauty and drama of both marble and wood grains to life with finishes that allow designers and homeowners to achieves these luxurious looks at an affordable price.

“Our Feelwood textures and mid to darker woodgrain reproductions achieve this natural effect, especially when trying to realize a more contemporary style. The linear and elegant grain allows these decors to replace solid colors while still replicating the look and feel of real wood to the overall design. When it comes to solid colors, we have seen an increased demand for warm colors like Taupe shades, said Brown, “There’s also a stronger demand for matte finishes, especially with solid colors.”

As for the commercial industry, Petter emphasized that we’ll continue to see the demand for laminates increase as it holds up to rigorous cleaning procedures which will be necessary in common areas in healthcare, hospitality, educational facilities and beyond.

“We are inspired by the world around us and our team of designers have incorporated nature’s very best colors, shape and textures into our laminate offerings. We expect to see more commercial settings incorporate elements of nature into designs, creating a soothing space to ease anxiety as we transition to the new normal.”

Source: *Surfae & Panel*. □



Import and export of the wood industry: Still struggling because of the rising sea freight

Currently, container freight rates have doubled or even tripled compared to previous years, while shipping rates have not shown signs of cooling down, becoming one of the great challenges for the wood industry.

Disadvantages in price competition

As one of the enterprises with a large number of export orders to the US, EU ... markets. Mr. Nguyen Liem, Director of Lam Viet Joint Stock Company (Binh Duong) could not help worrying about the sudden increase in container rates affecting the costs and profits of wood enterprises in general. This will also be one of the disadvantages when competing in price and reducing the export value of the industry during the year. "Previously, container freight rates fell to about 2,800-3,000 USD, now there are ports, this cost is up to 11,000-13,000 USD. Currently, container rates have not yet decreased. If the price of a container is down, this summer, when the Covid-19 translation is basically controlled, the rotation of container transportation is faster. Currently, exporting a lot, but the efficiency is low", said Mr. Nguyen Liem.

The Vietnam Timber and Forest Products Association expects that by 2021, with the export value of this commodity industry about 14 billion USD, it will need over 800 thousand containers, to export such items as wooden furniture, artificial boards, wood chips (every year, nearly 1,000 trains to China, Korea, and Japan are needed. The double or even tripling of container freight rates compared to previous years is becoming one of the biggest challenges facing the wood industry at the



moment. The reason for the rate increase is considered by experts to be the volume of containers pouring into China (accounting for 50% of the world) due to high consumer demand in the domestic market of this country.

If at the beginning of 2020 the average freight per 40 feet container is at 1,400 USD / container, since the end of 2020 until now, the average freight has increased to a record of over 6,000 USD / container for the EU service. over 8,000 USD / container to the UK market. Rate fluctuations are adjusted on a weekly basis due to the effects of Covid-19 disease and extreme icy weather.

Adverse effects on export activities

The increase in shipping rates and container rental rates adversely affect the export of goods in Vietnam. As for the wood

industry, although most firms export on FOB terms, the variation in shipping rates is mutually agreed and shared by the two sides. But the increase in freight rates has affected production and export activities quite a lot. As in the US market, it is expected that in 2021, export of wooden furniture to this market will reach over 7.8 to 8.0 billion USD, estimated to need about 500 thousand containers. The price of export to this market is fluctuating, before September 2020, the price of a container to the US market is at 4,000-5,000 USD / container, at the present time, the price ranges from 8,000 to 9,000 USD / container. Container (sometimes, businesses have to pay freight at 11,200 USD / container). That's too big a number.

Meanwhile, in the EU market, the sea freight rate increased from 400-500 USD / container in the import Direction, the average rate in November 2020 was 1,100 USD / container 40f, then by March 2021 it increased. to USD 1,500 / 40f container in the past few months. As for the Korean market, before March 2020, the average freight is from 100 - 150 USD / 40f container, at this time, the average charge is from 1,300 - 1,400 USD / container, at times the freight rate increases to 1,700 USD / container. 40f container. Such sudden increase in rates has caused businesses to struggle to cope, when facing supply and market difficulties at the same time due to the influence of Covid-19.

Mr. Do Xuan Lap, Chairman of the Vietnam Timber and Forest Products Association, said that the increase in ship and container rental charges caused goods to be stored in waiting for export, causing damage to the business, leading to costs of storage and storage. Team up estimates between 5-10% of the shipment value. Although the shortage of empty containers has eased stress in both the export and import directions, despite the

scarcity, it is estimated that the wood industry will lack about 15-20% of the empty container demand. But if this situation persists, the damage to the wood industry is difficult to predict because it depends on the compensation contract signed between the two parties.

Economic losses due to lack of empty containers and rising shipping rates are present in the immediate future of timber businesses and it is worth mentioning that the shortage of ships and the lack of empty containers have persisted for the past few months management can not find the most effective way to handle it. On the other hand, the Covid 19 crisis has revealed the weakness of Vietnam when the market share of container ships transporting import and export goods to the EU, US and Australia is mainly held by foreign enterprises. The reliance on the ability to carry foreign shipping lines leads to the abuse of position to increase prices, making it difficult for state regulators to operate.

Because Vietnam does not have a shipping line large enough to support domestic enterprises to export, Mr. Do Xuan Lap proposed that the Ministry of Industry and Trade should take measures to create a linkage channel to connect major shipping lines at home and abroad. together to stabilize freight rates in import and export. At the same time, the authorities allow foreign shipping lines to join the domestic shipping lines to actively move empty containers from ports that have excess empty containers such as Cat Lai, Hai Phong ... to seaports. There is a lack of empty containers such as Da Nang Port, Quy Nhon Port ... so that it will not be broken in the export of goods in the near future. □

Gujarat: Wood turns hot as timber prices shoot up globally

Think of buying wooden furniture? Keep a substantial budget as price rise in timber has made your furniture costlier too. Timber prices in the international market has shot up owing to increased demand in China and the USA as well as hike in freight charges. Domestic timber producers have now now decided to pass on the price rise to the end consumers which will push furniture and packaging material price up by almost 20% to 25%.

According to the industry players, cost of raw material including teakwood, hardwood and pinewood shot up in the international market and together with hiked freight charges in five months, timber products will become dearer now.

Gandhidham and Kandla are the largest clusters of timber producers in the country. Nearly 70% timber imported by India comes through Deendayal Port in Kandla and Mundra. Industry employs one lakh people and 70% of them are migrant labourers.

Hike in prices will also affect real estate industry where process wood is used as building material. "We have no option but to pass the cost on to our customers," said Navneet Gujjar, President of Kandla timber association. He further added that while the industry was still recovering from Covid effect, the new high prices will definitely dent demand in the market.

Hardwood is used in making furniture, while teak is used in making doors and windows, and pine in packaging material.



The plywood and timber processed in this industry is used in real estate industry, furniture, veneer, particle board, toys and other various sectors. Timber is imported from New Zealand, Australia, Uruguay, Malaysia, African countries, Latin America and European countries. The industry annually imports 40 lakh CBM (cubic metres) timber worth nearly Rs 7,000 crore.

According to industrial sources, revival of economic activity pushed up demand for timber in China, USA and Europe pushing up prices of raw material. Freight charges all over the world increased by 20 to 25 percent which got accentuated by shortage of containers. □

More than enough wood in the European forest

By Gert-Jan Nabuurs, Bas Lerink and Mart-Jan Schelhaas



“Lockdown also calls for cooldown”

Since the mid-2020, timber prices have risen sharply, and many wonder why. Is there a worldwide shortage of wood? Is the forest running low? Certainly not the latter. The current price increases are driven by a combination of reasons, as discussed below.

During the corona lockdowns, many people started home renovations or building new homes, which certainly led to an increase in demand. These and other construction activities have been boosted by central bank policies in the USA and the EU, which have kept interest rates record low. Also, fiscal stimulus packages due to the corona crises have supported public investments e.g. to construction activities. All these have contributed to increasing demand for wood. In addition, building with wood receives a lot of attention currently because of the favourable CO2 balance. The attention for building with wood alone does not immediately lead to additional demand, but it does lead to playing the market concerning anticipated higher prices in the future. In addition, there is simply a shortage in processing capacity in the products industry, lagging behind the demand already for several years. In addition, in 2020 as many sawmills and logistics were partly closed down due to corona restrictions, the supply of timber got lower and deliveries were delayed.

The actions of the former US President Donald Trump are also a part of the rising prices. As early as in 2018, to protect the US domestic market, he decided to significantly increase import tariffs on Canadian timber. As a result, Canada now supplies timber to China, and the United States purchases much more softwood from e.g. Austria, Germany and Scandinavia. With the increased demand for European timber, there are now shortages. Even the oversupply from Germany and Czech Republic caused by the increased loggings in forests affected by bark beetles have not made up for these shortages, as a fair share of their supply was exported to China. Also, in this central European region the coniferous wood price for forest owners is still not at the level of five years ago.

Is there really a shortage of wood?

No, definitely not. There is more wood in the European forests than at any time since the late Middle Ages. Including countries in eastern Europe such as Ukraine and Belarus, this stock of wood amounts to almost 35 billion m3 of wood. Due to forest growth, a billion m3 of wood is added every year. The

harvest is only 600 million m3/year. So there is certainly no physical shortage. Additional building with wood is also a small player in terms of it. Even if the EU were to build 30% of its new homes with wood (equivalent to 300 000 dwellings per year), that would mean only an extra demand of 15 million m3 of sawn timber (for comparison: Sweden alone produces annually 18 million m3). A small increase. But the timber market is more than the actual stock and supply. For clarity, it is important to stress that the current price increase has nothing to do with the bioenergy market, because these are completely different types of wood and qualities.

Investing

In the slightly longer term (1-2 years), processing capacity will increase. Sawmills are already investing, which will lead to a moderation in prices. But in the longer term, more attention is certainly needed also for the forest management side of the chain. The additional supply needed, can be dealt with through additional harvesting (which is not an easy process, by the way), but above all investments must be made for the long term. If we must get rid of fossil fuels, the demand for wood may increase. That is possible under two requirements: we should further improve efficiency and reuse of wood products. And in addition, we need to invest in good forest management and reforestation. The EU Green Deal and Timmermans’ Green Deal’s 3 billion trees are a good start. □

Rushil Decor Limited starts commercial production of MDF board at new Vizag plant

Rushil Decor Limited had earlier announced about establishment of “Thin & Thick MDF Board Manufacturing Facility” at Atchutapuram, Dist. Vishakhapatnam, State Andhra Pradesh having capacity of 800 CBM per day. The Company has started the Regular Commercial Production of Thin & Thick Medium Density Fiber Board (MDF Board) at Company’s new Manufacturing unit situated at Vishakhapatnam, Andhra Pradesh. □

Ghana opens trade desk in South India



Ramesh KR, an industrialist was given letter of appointment from India Africa Trade Council to manage Ghana Trade office in Bengaluru.

To enhance India-Ghana bilateral trade and investment opportunities, Ghana High Commission inaugurated the Ghana Trade Centre in Bengaluru under the India Africa Trade Council for promoting trade and Investment Opportunities.

South Indian companies can take advantage of opportunities in rural development, agriculture technologies, agriculture cultivation, irrigation, agro-processing, sanitation and renewable energy projects in Ghana, Sebastian Beliwine said while addressing the program which was jointly inaugurated by KC Rammurthy Member of Parliament Rajya Sabha, Ernest Nana Adjei, Minister Counsellor, Political and Economic from High Commission, Basavarajendra IAS, Commissioner of Animal Husbandry & Veterinary Sciences, NS Venkatesh from the Development Partnership, Rao Munukutla, CEO of Bangalore Airport Corporation Limited and Dr. Asif Iqbal, President of the Indian Economic Trade Organization (IETO).

Ramesh KR, an industrialist was given the letter of appointment from India Africa Trade Council to manage the Ghana Trade office in Bengaluru.

“The Republic of Ghana is the headquarter of the African Continental Free Trade Area (AfCFTA) and can serve as a gateway to the 1.2 billion-strong African population having a combined GDP of USD 3.4 trillion”, said Dr. Asif Iqbal President of the Indian Economic Trade Organization at the summit. Accra is the headquarters of the AfCFTA. The FTA has 1.2 billion consumers and a combined GDP of USD 3.4 trillion.

Rammurthy recalled his experience during his visit to Ghana and remarked that “India is one of the largest foreign investors in Ghana in terms of projects. Indian banks are present there supporting the Trade community and Delhi Public School (DPS) has a presence in Ghana. Bilateral trade has also jumped 48 per cent over the last two years. India can help Ghana become a manufacturing hub and explore its linkages with the African market.

Ramesh KR said that the World Bank’s Ease of Doing Business report 2019 remarked Ghana as the best place for doing business in West Africa. Karnataka companies can explore

investment opportunities in sectors such as gold, bauxite and iron ore mining, agro-processing, healthcare and other sectors.

Harsh Vardhan IRS, GST Commissioner from Bangalore remarked that India is among the top three exporters of textile products to Ghana. Further, Indian companies can supply raw materials and transfer knowledge to Ghana businesses in the pharmaceutical sector.

The inaugural session was attended by representatives from trade and industry, consular corps, academicians, MSMEs. A special edition of India-Ghana Relations was released by the Plenipotentiary Diplomatist at the event.

“African Continental Free Trade Area, which came to force this year, has made Africa the world’s largest free trade area... India views this development as yet another opportunity to boost trade and economic ties with Africa” said NS Venkatesh is the head of the Development Partnership Programs of the Indian Economic Trade Organization.

“India’s partnership with Africa is based on a model of cooperation which is responsive to the needs of African countries. It is demand-driven and free of conditionalities. It is based on our history of friendship, historical ties, and a sense of deep solidarity. Ghana Desk in Bangalore will help with all support related to delegation visits to the country after the pandemic and the High commission will support these mechanisms to enable partnerships” said Ernest Nana Adjei from the Ghana High Commission.

Ghana imports automobiles and buses from India and companies like Tata Motors and Ashok Leyland have a significant presence in the country. Ghanaian exports to India consist of gold, cocoa and timber while Indian exports to Ghana comprise pharmaceuticals, agricultural machinery, electrical equipment, plastics, steel and cement. The Government of India has extended USD 228 million in lines of credit to Ghana which has been used for projects in sectors like agro-processing, fish processing, waste management, rural electrification and the expansion of Ghana’s railways.

India has also offered to set up an India-Africa Institute of Information Technology (IAIIT) and a Food Processing Business Incubation Centre in Ghana. Bank of Baroda, Bharti Airtel, Tata Motors and Tech Mahindra are amongst the major Indian companies in Ghana. □

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Research on the changes and trends of China's fiberboard production capacity in 2020

In February 2021, the Forest Products Industry Planning and Design Institute of the State Forestry and Grassland Administration and the China Forest Products Industry Association completed the statistics on the changes in China's wood-based panel production capacity in 2020, and conducted a statistical analysis of newly built projects in early 2021, and trended on this basis Study and judge. The changes in China's fiberboard production capacity and trends are now officially released, and the changes in particleboard and plywood production capacity will be released gradually.

China's wood-based panel production capacity change statistics have been carrying out information collection for many years, and have received strong support from industry enterprises. I would also like to express my gratitude.

In 2020, 15 fiberboard production lines will be completed and put into production nationwide, with an additional production capacity of 2.76 million cubic meters per year.

As of the end of 2020, 392 fiberboard manufacturers across the country have maintained 454 fiberboard production lines, distributed in 25 provinces (cities, districts), with a total production capacity of 51.76 million cubic meters per year, a decrease of 1.3% from the end of 2019, and the average single-line production The capacity further rises to 114,000 cubic meters per year.

The total production capacity of China's fiberboard has experienced a slight decline after two consecutive years of growth. Overall, the number of enterprises, the number of production lines, and the total production capacity have declined while the average single-line production capacity has increased.

In 2020, about 118 fiberboard production lines will be closed, dismantled or suspended nationwide, and about 7.88 million cubic meters of outdated production capacity will be eliminated per year. As of the end of 2020, a total of 781 fiberboard production lines have been shut down, dismantled or discontinued nationwide, and the backward production capacity of 33.16 million cubic meters per year has been eliminated.

As of the end of 2020, there are 136 continuous flat-pressed fiberboard production lines nationwide, with a total production capacity of 26.92 million cubic meters per year, more than half of the country's total fiberboard production capacity, accounting for 52.0%, distributed in 19 provinces (regions). Among them, Shandong Province has 24 continuous flat pressing production

lines, with a total production capacity of 4.47 million cubic meters per year, accounting for 56.0% of the province's total fiberboard production capacity; Guangxi District and Hebei Province each have 14 continuous flat pressing production lines with respective production capacities Reached 3 million cubic meters per year and 2.93 million cubic meters per year, accounting for 56.1% and 51.8% of the province's total fiberboard production capacity respectively; Hubei Province and Anhui Province have 12 and 11 continuous flat pressing production lines respectively, with a total production capacity The same is 2.24 million cubic meters per year, accounting for 61.4% and 59.1% of the province's total production capacity of fiberboard respectively; Guangdong Province and Henan Province both have 9 continuous flat pressing production lines, and the production capacity is 1.78 million cubic meters per year, respectively, accounting for 45.5% and 48.0% of the province's total production capacity of fiberboard.

Shandong Province's production capacity further increased to 7.98 million cubic meters per year, continuing to rank first in the country; Hebei Province's production capacity was 5.66 million cubic meters per year, ranking second, surpassing Guangxi District, and Guangxi District's production capacity dropping to 535 10,000 cubic meters per year, ranking third; Jiangsu Province's production capacity increased, surpassing Guangdong Province's ranking, and ranked fourth; Guangdong Province's production capacity declined ranking to fifth; Anhui Province's ranking further jumped from eighth to No. Six; Henan Province ranked seventh; Hubei Province ranked from ninth to eighth; Sichuan Province ranked ninth; Yunnan Province continued to rank tenth.

At the beginning of 2021, there are 22 fiberboard production lines under construction nationwide, with a total production capacity of 4.86 million cubic meters per year. In addition to the southwest region, East China, South China, Central China, Northwest China, North China and Northeast China are all building fiberboard. Production lines, including 19 continuous flat pressing production lines, with a total production capacity of 4.62 million cubic meters per year, accounting for 95.2% of the fiberboard production capacity under construction.

The fiberboard production line under construction will be put into operation one after another from 2021 to 2022. It is estimated that the country's total fiberboard production capacity will reach 55 million cubic meters per year by the end of 2021. □

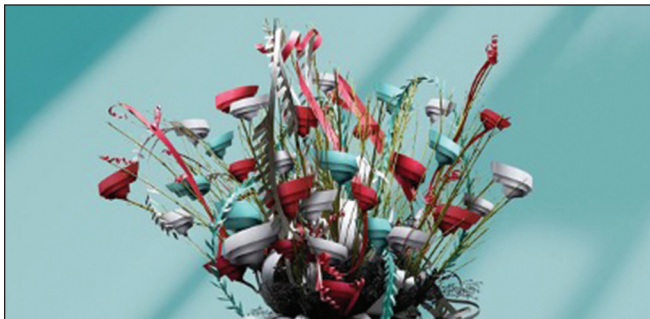
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Rehau launches sustainable edgeband lines



Germany - Sustainability is a key issue at Rehau. Using its polymer expertise, the company is always striving to improve polymers, make its products more sustainable and recycle available resources. This is now being achieved in the products in the Raukantex eco.protect concept. The two new product lines Raukantex eco and Raukantex evo impressively demonstrate how sustainability can be applied to furniture edgebands.

‘Naturally we understand edgebands’ with this vision Rehau recently launches sustainable edgeband lines and continues business in a more responsible way. Sustainability is a key issue at Rehau. Using its polymer expertise, the company is always striving to improve polymers, make its products more sustainable and recycle available resources. This is now being achieved in the products in the RAUKANTEX eco.protect concept. The two new product lines RAUKANTEX eco and RAUKANTEX evo impressively demonstrate how sustainability can be applied to furniture edgebands.

‘Naturally, we understand edgebands – and we understand

how to make edgebands naturally,’ says Daniel Elfe-Degel, Product Group Manager Edgebands and Project Manager for Sustainable Edgebands in the Furniture Solutions division. ‘We are celebrating the 50th birthday of the RAUKANTEX brand this year. Sustainability and the protection of natural resources are some of the most important issues we are currently facing. It goes without saying that we want to set a good example with our edgebands.’

Two new product lines: RAUKANTEX eco und RAUKANTEX evo

Two impressive new product lines have been added to the REHAU edgeband portfolio. In RAUKANTEX eco, REHAU has developed an edgeband composed of 50% post-industrial recycled material that is every bit the equal of conventional PP edgebands in terms of design, quality and processing. RAUKANTEX eco is available as the RAUKANTEX pure primer edgeband or the RAUKANTEX pro invisible joint edgeband and can be used quite easily by processors instead of conventional edgebands. The machine parameters are the same, so no adjustment is needed.

The RAUKANTEX evo edgeband is based on renewable raw materials, the use of which creates no additional demand for crude oil. In other words, if this edgeband is used instead of a conventional polypropylene edgeband, it ensures that non-fossil primary raw materials will be used in PP production rather than crude oil. This is known as renewable feedstock, meaning waste products from other industries. This also ensures that there is no need to use valuable agricultural land for cultivating crops to be used in the production of polymers. □

Dieffenbacher receives new plant order from India

Merino Industries Ltd., one of India’s largest laminates manufacturers, has ordered a particleboard line from German machine and plant manufacturer Dieffenbacher. Construction of the new plant is scheduled to start shortly at Merino’s new site in Halol in the Indian state of Gujarat.

“Particleboard production is new to us. That’s why it was crucial for us to find partners who not only support us with state-of-the-art technology but also with their expertise in production and process know-how,” said Merino’s Managing Director Mr. Prakash Lohia. “We are glad to have found such a partner in Dieffenbacher.” Sachin Pendharkar, Managing Director of Dieffenbacher India, added, “We are excited to partner with Merino as it enters an allied business domain. Together, we will make sure they get off to a great start in particleboard manufacturing.”

In addition to a CPS+ continuous press, Merino ordered a chipping line and flake preparation, forming station and forming line, press emission control system and raw board handling and the pneumatic transport and exhaust system with all necessary safety equipment. The order also includes the drum dryer and Lukki raw board storage system. MyDieffenbacher, Dieffenbacher’s digital service solutions platform consisting



A Dieffenbacher CPS+ continuous press in a particleboard plant.

of the ticket and messaging app MyMessenger, the MyParts online spare parts catalog and the condition monitoring solution MyCockpit, is also included. In addition, Dieffenbacher is responsible for the plant electrics and automation and the engineering of the complete plant.

“We can’t wait to roll out our new particleboard plant operations together with Dieffenbacher. This initiative is a big step in our efforts to continually enhance our business capabilities and reinforce our position as a leading company in the surfacing solutions industry,” concluded Mr. Prakash Lohia. □

MDF to replace large part of unorganized plywood segment, says **Greenpanel CFO**



Mr Vishwanathan Venkatramani, CFO, Greenpanel

Greenpanel, India's largest producer of MDF, has state-of-the-art manufacturing plants in Uttarakhand and Andhra Pradesh, with a combined annual production capacity of more than 5,00,000 cubic meters of MDF and produce MDF, Plywood, Block Boards, Veneers, Flooring and Doors.

Greenpanel is synonymous with MDF since 2010, when the industry woke up to its benefits. Medium Density Fibre Board (MDF) is a composite wood product formed by breaking down wood into wood fibres, combining it with wax and a synthetic resin binder, and forming panels by applying high temperature and pressure, for stability and strength. Many MDF qualities make it an ideal replacement for wood, plywood and particle boards.

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Mr Vishwanathan Venkatramani joined Greenply Industries in 1990 as Vice President, Accounts and moved through various roles before the demerger of the company, after which he donned the role of CFO at Greenpanel. In a recent interview, Mr Venkatramani, tells us more about how they have dealt with the pandemic at Greenpanel and their future plans. Excerpts from the interview.

How is Greenpanel coping in the new normal?

All necessary precautions have been taken to ensure that we are not impacted by the pandemic. As working from home does not really work in a manufacturing organisation, we started working from offices as soon as lockdown was lifted, while following all necessary precautions.

How did the brand originate and how is it moving forward currently?

We demerged from Greenply during 2019. Post the

demerger, we created a new brand with a new logo as part of the transformative strategy. It reflects our renewed vigour and commitment to take on new challenges, while building on our strengths as a pioneer and an industry builder. We are now known as Greenpanel Industries Limited. Our new identity stems from the letters 'G' and 'P' merging together to form an infinity logo symbolising infinite future possibilities in wood panelling and the use of the colour green embodies growth, prosperity, sustainability and harmony.

The reason, we wanted to build on the MDF vertical, substantially over the next few years. Although MDF had been in existence for more than 25 years, it started getting recognition only between 2010 and 2015. In 2010, the market was very small approximately 1,50,000 cubic metres. At Greenpanel we set up an initial capacity of 1,80,000 cubic metres, which was more than the industry size at that point of time! That gave us the pioneer status in the industry and now we are looking forward to sustainable growth in the future.

What does Greenpanel's product line look like?

Our product line can be divided into two broad segments. We are present in MDF and Plywood. MDF can be further subdivided into MDF and wooden floors. And within MDF, there are various categories like the plain MDF, pre-laminated MDF, and veneered MDF. Whereas in plywood, we are present in the premium plywood category, decorative veneers and doors.

Is the domestic market for MDF indicating steady growth?

Currently, MDF is growing at a CAGR of about 15%, though growth was much higher in the past, because of the low base. Between 2010 to 2020, the industry grew from about 0.15 million cubic metres to about 12.5 million cubic metres which is very fast. We look forward to the future with optimism, primarily because we expect major changes to happen in the furniture industry. MDF is replacing the cheap local/ unorganized plywood segment, which is about 35% of the total plywood industry. Over the next five to seven years, we expect that a large part of the mid segment plywood, which is about 50% of the plywood industry, would also get converted into MDF.

What are your existing strong markets?

We have a strong distribution network across north and south India. We started with the first plant at Uttarakhand and during 2018 we started Andhra Pradesh plant. We are in the process of building our network in the western and eastern geographies as well as North East where we are seeing an encouraging trend as far as MDF consumption is concerned. We currently have about 1400+ direct dealers pan India and we are targeting addition of another 600 dealers in the next two years.

Is there any strategic plan to improve the brand visibility?

Things got a bit disturbed during the pandemic and some of our plans got postponed. Currently we are concentrating on improving the brand presence through in-shop presence using

glow signboards, wall paintings, various advertisements, and digital marketing. We'll continue to build on those activities during FY 22 and FY 23. Post that, when we reach optimum capacity utilizations and the required financial strength, we'll focus more on ATL activities to build the Greenpanel brand and make it a household name.

Can you share details about MDF plants in Uttarakhand and Andhra Pradesh in terms of the infrastructure and also touch upon the annual production capacity?

We have 5,40,000 cubic metres of MDF capacity spread across Uttarakhand with 1,80,000 cubic metres and Andhra Pradesh with 3,60,000 cubic metres. Both the plants have been imported from Germany and have the latest technology. German plants have lower power consumption, are more stable and have better quality. They can also surpass levels of capacity utilisation by 110%.

What was Greenpanel's experience like during the past year?

The years from 2018 to 2020 have been difficult for the wood panelling sector primarily because of the slump in the real estate, in particular the residential sector. We are primarily raw material suppliers for the furniture industry and when there was stagnancy in the real estate sector, it affected us too. During 2020 we did reasonably well. We saw a top line growth of about 35% for the company, although margins and realisations were hit by intense competition. A pricing war started since the country's capacity went up by 2.5x during a short period of 8 months. Pandemic hit the world last year and it did affect us too. However, we were able to resume normal operations from August 2020.

What plans do you have in store for the year ahead?

We are already looking at expansion of our MDF capacity across both the plants. We will improve our production capacity by about 20% taking it from 5,40,000 CBM to 6,60,000 CBM. That will give us the required levels for growth in FY22 and FY23. We are targeting 40% growth in topline during FY22, a significant improvement across operating margins and post-tax profits. □

Tile adhesive brand Roff to strengthen its presence in Kerala



TILE & STONE FIXING EXPERT

Roff, a leading tile and stone solutions brand from the house of Pidilite Industries, has unveiled several initiatives to strengthen its presence in Kerala. The company has introduced a complete range of premium products including Master Fix Adhesives for fixing tile and stone on diverse surfaces like metal, plywood and drywalls, and Power Fix Adhesives, a high strength flexible adhesive for external tiles and stones at any height. Roff has also launched an easy to clean, high-performance, 2 component Epoxy grouts for tile joints with patented quartz technology which is available in a wide range of finishes. To further create awareness in the market, Roff has launched 'Rising Kerala', a retail-connect programme. This will include extensive shop branding and educative training sessions for dealers and their linked contractors on the new technologies and correct tiling techniques. The brand also is running an initiative to raise awareness about the importance of using the correct adhesive and the appropriate application tools while fixing tiles and stones in a home.

Debashish Vanikar, President – Tile & Stone Solutions, Pidilite Industries Ltd said, "Kerala has been an important market and is one of the highest contributors to Roff's overall sales. The company aims to raise awareness about the ill effects of using just cement instead of an adhesive for tiling. We, at Roff have the right solution for every kind of tile and stone fixing challenge faced by the customers." □

Plywood Margins Are Good, But Supply A Struggle

According to ITTO, the good news from the majority of European hardwood plywood importers interviewed in March 2021 was that they were making money. They reported demand ranging from firm to booming across the market, from the construction and DIY sector to merchants and furniture makers. Moreover, customers were willing to pay a healthy price.

"If you can't make a good margin in the current climate, you never will," said one importer.

Another reported their customers 'accepting the real value' of plywood and timber generally. "Traditionally most view plywood as a stack it high, sell it cheap commodity, but the market situation is such now that they're having to pay more like its true worth" they said.

"There's strong demand and less opportunity to play

suppliers off against each other. We're experiencing less negotiating from customers and less bad debt. It's definitely a seller's market."

The less good news for importers is the manufacturing and supply situation. Demand is growing globally, while output is constrained by a range of factors. Notable among these is manufacturers either running short of staff due to Covid-19 and still operating pandemic safe work practices or taking time to gear up production as lockdown rules are relaxed.

The result is extended lead times, importers only being able to obtain a percentage of usual order volumes and gaps in some specifications.

Manufacturers' prices also continue to climb and while, to date, the market seems to have been able to absorb them, some fear there is increasing danger of the market overheating. □

The market potential is bright, a number of timber issuers are working on the **US market**



This year, a number of compact wood issuers are working on the US market. The reason is that the demand for wood in Uncle Sam's country is projected to increase this year. For example, PT Integra Indocabinet Tbk (WOOD) is optimistic that there will be an increase in demand from the United States. "So far we have seen demand growth, especially from the US market, and have very good prospects," said Corporate Secretary & Head of Investor Relations Integra Indocabinet Wendy Chandra to Kontan.co.id, Thursday (25/2).

Wendy explained that one of her business potentials is due to the increase in home sales in the US, especially in sub-urban areas. According to him, the work from home (WFH) policy makes people in the middle of the city choose to move to sub-urban areas because of the lower cost of living.

Meanwhile, according to Wendy, currently the market share of Indonesian furniture exports to the US market is still relatively small, so the opportunity for export growth to the US market is still very large.

In addition, many US buyers have moved from China to other countries, especially Indonesia. The reason is that currently furniture products and building components from China continue to be eroded by exports to the US market due to trade war tariffs and the application of anti-dumping and anti-subsidy duty.

Just so you know, previously China was the largest exporter of furniture to the US market or its contribution reached 50% of total furniture to America.

Wendy emphasized that throughout 2021, WOOD will continue to focus and increase exports, especially to the US market, which is the largest importer of furniture and building components in the world.

Through this business agenda, WOOD is targeting revenue growth of 20% yoy until the close of 2021. The way WOOD reaches its target, Integra will increase its production utilization

because last year it had increased production capacity.

Likewise with PT SLJ Global Tbk (SULI) which will target the American and South Korean markets this year.

Vice President Director of SLJ Global, David explained that this year SULI will still focus on markets that have been worked on such as America and Korea because they are the main export contributors.

David said one of the factors influencing the demand for wood from America is replenishment of stocks from previously declining supply there.

"This year we hope to maintain the wood sales volume to America of 50,000 to 60,000 cubic cubic of plywood products this year. This volume is more or less the same as last year," he explained to Kontan.co.id, Friday (26/2).

David explained that although there is now an increase in demand for wood and the selling price has grown by 20% since the beginning of the year, weather conditions have hampered the supply of raw materials. This causes the price of raw materials to increase by approximately 20%.

Equivalent to three dollars, PT Indonesia Fireboard Industry Tbk (IFII) will even target America as an export destination this year. Launching the 2020 public exposure report (7/12), IFII management explained that the company is currently exploring the possibility of penetrating new export destination markets, namely Germany and the United States.

Not only to America, export opportunities also come from other countries. Director of IFII, Ang Andri Pribadi, explained that the export market opportunities are still open at this time, namely in the Middle East, as well as Japan, along with the recovery of economic conditions in Japan during this pandemic. This was indicated by the MDF request from Japan which began to gradually recover since the end of 2020.

In general, Andri sees that business prospects throughout 2021 still have opportunities for Indonesia by looking at the export conditions of Medium Density Fiberboard (MDF) products from other countries.

Andri explained, IFII's competitors in Malaysia, Thailand and Vietnam are currently experiencing difficulties in supplying wood as the main raw material for MDF products which could lead to an increase in the selling price of MDF from these respective countries.

"This can be a competitive advantage for us where Indonesia still has many sources of raw wood at lower prices compared to other countries, so the selling price of our products can be more competitive with other factories in competing countries," he explained when contacted. separate.

For information at this time, IFII has received sales orders for the next three months. Therefore, the issuer that is engaged in the timber sector projects this year's sales to grow positively with a growth rate of around 10% yoy. □

Some furniture could face 25% duties in Section 301 India investigation

A government investigation into India's taxation of digital services could result in duties of 25% on more than two dozen Indian-sourced products including bedroom furniture and seating.

However, the Office of the United States Trade Representative plans to suspend imposing the duties up to a period of 180 days, or up to Nov. 29, 2021 to allow for additional time for multilateral or bilateral discussions that could resolve the matter. If the USTR determines that this period should be less than 180 days, it will issue another notice involving the imposition of duties.

At present the debate is addressing India's Digital Services Tax, which imposes a 2% tax on revenues generated from digital services offered in India, including digital platform service, software as a service and several other categories of digital services.

The USTR found in January that the tax is unreasonable or discriminatory and thus burdens or restricts U.S. commerce. In June, the USTR said it was considering imposing duties of 25% on 26 individual product categories.

The list includes the following furniture products:

- Seats nesoi (not elsewhere specified or included), of bent wood (HTSUS code 9401.69.20)
- Chairs nesoi, with teak frames, not upholstered (9401.69.40)
- Chairs nesoi, with wooden frames, other than teak, not upholstered (9401.69.60)
- Seats (other than chairs) nesoi, with wooden frames, not upholstered (9401.69.80)



- Furniture (other than 9401 or 9402) of bentwood nesoi, of a kind used in the bedroom (9403.50.40)
- Furniture (other than 9401 or 9402) of wood (other than bentwood) of a kind used in the bedroom and not designed for motor vehicle use (9403.50.90)
- Rattan furniture and parts thereof (9403.83.00)

The USTR said these and other product categories targeted for a 25% duty had an estimated trade value of \$119 million in 2019, which compares to the \$55 million value of the DST that U.S. companies pay India per year.

In 2020, India shipped \$347.6 million in furniture, including case goods, seating and bedding to the U.S., down 8% from the \$376.8 million it shipped to the U.S. in 2019. The top categories include miscellaneous wood furniture such as occasional, entertainment and office furniture, furniture of other materials such as woven materials, wood dining tables, wood bedroom furniture and metal, non-upholstered seats. □

World timber needs reach rp 29.4 thousand trillion per year



The Indonesian Light Wood Association (ILWA) noted that the world's wood needs reached USD 2.1 trillion or equivalent to Rp. 29.4 thousand trillion per year. This number is expected to continue to increase along with the increase in population and the need for environmentally friendly lightweight wooden houses. "We see the world timber market

will continue to grow along with the increase in the number of human populations," said ILWA Chairman, Setyo Wisnu Broto.

Wisnu said that light wood such as Albasia or Sengon and Jabon as raw materials for building materials and furniture are in great demand in the international market. This is a business opportunity for the community to plant trees that have economic selling value. "The need for light wood will increase. People who have large areas of land have a great opportunity to plant Albasia (Sengon) and Jabon trees," he said. He said that in 2019, the world's wood needs reached USD 2.1 trillion, equivalent to Rp. 29.4 thousand trillion per year. The data is more than 10 times the current value of the Indonesian state budget.

"ILWA in the availability of raw materials cooperates with Fairventures NGO or an NGO from Germany which has planted 1 million Sengon trees in Kalimantan," he said.

He added, by way of cooperation the light wood industry from upstream and downstream runs smoothly. Moreover, competing countries such as China invest a lot in other countries to plant Sengon and Jabon trees. □

Gujarat govt clears ₹ 6k-crore investments



In a positive beginning to 2021, the Gujarat government has approved five big-ticket investment proposals by four companies, which will invest close to Rs 6,000 crore in diverse sectors. The companies will set up manufacturing facilities in Dholera and Halol.

The state industries and mines department has approved a proposal of ReNew Saksham Urja Private Limited (a 100% subsidiary of ReNew Power Private Limited), which has pledged an investment of over Rs 4,000 crore investment to set up a 2 to 4 GW solar module, cell manufacturing and lithium-ion battery production plant at Dholera. Government has approved 100-acre land allocation for the said project at Dholera Special Investment Region (DSIR).

Spate of approvals

Baby diaper manufacturing brand Avgol's proposal for setting up a Rs 1,000 crore new technical textile plant at Halol has also been approved. The company has proposed to

manufacture technical textile products and hygiene products at their Gujarat plant.

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Leading furniture manufacturing company Merino's proposal to establish a plant with an investment of Rs 630 crore at Halol has been approved. Merino has proposed setting up facilities for wood processing for particle board, pressing for particle board, pressing for pre-lam particles board, coating on pre-lam particle board, and cutting edging and drilling of furniture.

Another leading company Trafalgar's Rs 250 crore investment proposal has also got the nod of the state government. The company has sought to produce state-of-the-art natural fibre-based industrial sacks, a substitute of plastic. The company has also proposed an investment of Rs 325 crore for manufacturing value added products for the automotive and glass industry.

Manoj Das, additional chief secretary (ACS) in chief minister office (CMO) and in charge ACS, industry & mines department said the investments will be made in diverse sectors like renewable energy and technical textiles. "Despite the impact of Covid-19 worldwide, the state has been able to attract fresh investments in 2020 and this year too, the number of investment proposals is encouraging. Under ease of doing business (EoDB) mandate of central and state government, we are proactively facilitating all investment proposals," Das said. □

JK Cement Ltd. Launches Premium Italian Wood Finishes

JK Cement Ltd. has been transforming dreams into brick and mortar structures for almost five decades. In its quest to live up to its mission of providing innovative products to meet its customer's diverse needs, the Company has made its foray into the Wood Finishes segment with the launch of JKC Wood Amore – a range of premium Italian wood finishes. JKC Wood Amore, translates as 'love for wood' and has been formulated in collaboration with Italian wood coatings and finishes pioneer-Sivam Coatings. JK Cement's strong brand salience, influencer & channel connect and market leadership in the white cement & wall putty segments, JKC Wood Amore is poised to carve its a new success story.

JKC Wood Amore is a revolutionary product that brings a range of Polyurethane (PU) products ensuring outstanding finish, appealing aesthetics and higher durability for wood surfaces that is best suited for interiors. Bringing art to science and exploring every artistic possibility available, JKC Wood Amore aims at redefining the approach towards wood finishes.

The polyurethane range of products are being introduced in Clear and White- matt & glossy finishes. It also comes with over 2000 colors options in PU Matt and Gloss finishes. It is so easy to apply that one can select the color from the catalogue to



choose a finish for their wooden surfaces and can give a touch of artistry to wooden surfaces.

With the JKC Wood Amore product and colour excellence centre located in Gurgaon, the product is currently being launched in a phased manner and is already available in some key markets of Northern India with an ambition of expanding the foot-print of this business Pan-India by 2022. The brand will further launch a polyester, water-based and special effects range of finishes in the near future. □

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