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Indian Wood & Allied Panels

Volume 15 • Issue 1

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

January - March 2021



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Plywood & Panel Industry in India – Current Scenario and Key Issues



Sajjan Bhajanka, Chairman, Century Plyboards (I) Ltd. and President, Federation of Indian Plywood and Panel Industry (FIPPI).

Industry Background

The history of plywood industry in India is old. It is more than 100 years that this industry was started here on a very modest scale. It was in the year 1906-07 that plywood was imported in India for the first time-valued at Rs.32 lacs. Imports rose steadily and by 1924-25 it was worth Rs.90 lacs. Tea Industry in Assam, West Bengal and Kerala was steadily developing and it was thought that plywood industry in the form of Tea Chests production mainly for export should be developed. Accordingly, two plywood factories were started in Assam in 1923-24 but their development was slow and steady and not phenomenal. These were the pioneers and the resourcefulness and courage shown by them in the early stages of growth of Plywood Industry was remarkable and the industry owes gratitude to these courageous entrepreneurs.

With the outbreak of Second World War, necessity of manufacturing tea chests locally was very much felt and Plywood Industry in form of Tea Chests Industry started on a

large scale. It will not be exaggerated that Plywood Industry in India is a gift of Second World War. Now that tea chests must be produced, Forest Departments in different States started thinking in terms of finding suitable timber for manufacturing tea chests. Experiments were made at Forest Research Institute; Dehra Dun and it was found that plywood made from Indian timbers were as good as imported products and therefore advised forest entrepreneurs to set up modern factories in different States. Accordingly, well equipped factories were started in different places viz. Sitapur, Bangalore, Baliapatam, Dandeli and Coochbehar. Some of these factories suffered setbacks in the post war years, as after cessation of war the vested interests tried to sabotage this industry by trying to restart imports of tea chest. Tariff Board enquiry was held and the Government imposed a lien on the importers to purchase Indian products equivalent to the quantity allowed to be imported. Slowly and slowly, the Government imposed total ban on imports and this thoughtful action of the Government encouraged the Indian entrepreneurs to modernize their plants and invest substantial capital in this industry.

After 1947-48, the industry resorted to diversification of its products and block boards, flush doors, commercial plywood, decorative plywood, marine and aircraft plywoods, produced in Indian factories came into the market which were second to none in the world in quality and diversity of its products.

The industry came under Industrial Licensing, which is governed by Industries (Developmental and Regulation) Act, 1951, which mandated that the applicant was required to obtain an Industrial License which was being considered by Ministry of Industry after consulting various Ministries including Ministry of Environment & Forests. Forest Ministry was being consulted








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for ascertaining sustainable raw material of Timber for a particular project; the Wood based Industry was more or less in Medium and Large scale. Until 1996 most of the plywood was produced in NE India in the states of Assam, Arunachal Pradesh and Nagaland. Since the banning of forestry activities in NE by Hon'ble Supreme Court of India in the year 1996, the plywood plants were set-up in Yamunanagar as a hub to start with, but very soon thereafter the plywood industries came up throughout India in varied proportions due to availability of abundant plantation timber. The industry is now producing more plywood than it has produced during the last 60 years. The most popular forest wood used in India for making plywood was Gurjan wood. The medium hardwood obtained from these trees was of good quality and was engineered to produce the plywood sheets by Indian Plywood industries. The Indian wood based industries especially plywood & decorative veneer units are highly dependent upon plantation wood for core veneers and filler and on imported good quality wood to meet their raw material requirement of face veneer /decorative veneer, which is only 5% of the total consumption of wood for plywood manufacturing. Due to the ban on cutting and felling of trees in the forests and considering the national forest policy to conserve the country's forests, it has now become essential to import timber logs / face veneer for meeting the wood requirements for India's wood based panel industry in addition to the indigenous plantation timber.

With rapidly developing economy and Government's plan to establish smart cities, besides constructing 50 Million houses for poor people in coming five years, production and consumption of plywood is increasing rapidly. On the basis of end-use the market is segmented as commercial and residential. The residential sector is the largest consumer for plywood in the country, accounting for more than 60% of the market. Although in last decade, production and consumption of other alternative / substitute panel products like Medium Density Fibre Boards (MDF) and Particle Boards (PB), has also been growing rapidly, Plywood has retained its dominance and constitutes almost 80 to 85% of share in all panel products. These panel products are for mass consumption, used extensively in housing and furniture manufacturing, mostly catering to the lower- and middle-income segment of the society. Wood Panel Industry can play a major role in furnishings affordable houses and therefore it is all the more necessary that its cost of production remains low and wherever possible, brought down, to make the products more affordable to common man.

With the change in availability of agro-forestry wood scenario in the country now a day, plywood and other panel products manufacturers started to use plantation / agro-forestry

wood, such as Poplar & Eucalyptus in northern India and Rubber wood & Silver oak in southern India. The industry provides direct employment to more than one Million people and almost equal number of people are employed indirectly, mainly in rural India. Agro-forestry and farm forestry have taken deep roots in the country. These Trees outside Forests (ToF) are contributing to the increase in country's forest cover and are enhancing ecosystem, besides meeting bulk of the country's demand for wood. Most importantly, agro-forestry is providing a steady and climate resilient income to the farmers. Thus, promoting use of wood obtained from sustainably managed agro-forestry would play a significant role in mitigating climate change and ensuring sustainable living.

It is worth pointing out here that, realizing the importance of agro-forestry, many states like Punjab, Haryana, Karnataka, Tamil Nadu, Andhra Pradesh, Gujarat , Uttar Pradesh and others have already initiated massive plantation program.

Production and Consumption Pattern of Industrial Wood

The Forest Survey of India, had in 2017, estimated annual production of Timber from Agro-Forestry (Tree Outside Forests) at 74.5 Million cbm. Besides this, the annual availability of Timber from Government Forests was estimated at 2.4 to 3 Million cbm, and another 6-7 Million cbm Timber was estimated as being imported annually.

Thus, from the total availability of Timber of about 83.5 Million cbm, only 3 Million cbm - less than 4% is out of the Government Forests. Agro-Forestry constitutes major source (nearly 90%) of timber required for industrial purposes – Saw Mills, Ply & Veneer Mills and Paper Mills.

While timber availability from Agro-Forestry is estimated at 74.5 Million cbm, as per Indian Council of Forestry Research and Education (ICFRE-2012 report) the requirement of Timber for all industrial purposes has been estimated at only 62 Million cbm, the break-up of which is as under:

1.	Saw Mills	29 Million cbm
2.	Ply & Veneer Mills	19 Million cbm
3.	Paper Mill	9 Million cbm
4.	MDF and Pb	5 Million cbm
Total		62 Million cbm

In view of the above facts and figures, it is quite evident that Timber produced from Agro-Forestry itself is more than estimated requirement for industrial purposes. Therefore, the need of the hour is to set up more and more such Agro-Forestry based industries. Product wise distribution of industrial wood consumption is shown below.

Plywood and Panel Industry

Indian Plywood & Panel Industry, as on date, consists of around 3,300 units (small, medium and large units), supporting directly around 1 million livelihoods. Out of these 3,300 units, nearly 3,200 units are in the un-organized sector. Plywood is the most significant product in terms of the overall demand for wood panels and the market size for Indian plywood industry is approx. INR 25,000 crore. In the last five years, the segment witnessed a CAGR of 6-7%. The Indian plywood industry is highly fragmented with ~80% of the market share controlled

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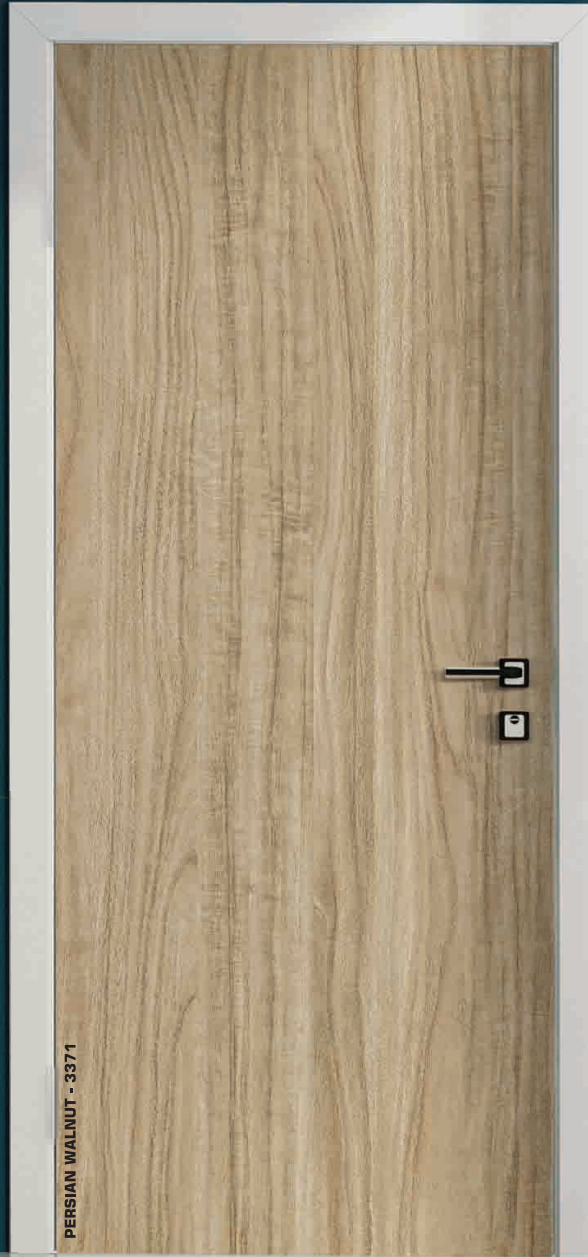
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by the unorganised sector, while the residual 20% is with the organised segment. Moreover, among the few organised players; Century Plyboards India Ltd. and Greenply Industries Ltd. are the two pan India companies which dominate the organised market share of nearly 50% (25% each).

MDF Industry

Presently, industry's installed capacity is estimated at 1.4 million cubic meter while another 0.35 million cubic meter is imported annually. Currently country's production is 1.15 million cubic meter which is 80% of total installed capacity. Indian MDF industry has a market size of nearly 1,800 crores. In the past five years, the industry grew at a CAGR of 20%. Century, Action and Green Panel dominate the local MDF market. Presently, roughly 30% of the MDF is imported but it is expected that the share of imports will decline to 15% by FY21, as Indian companies ramp up the MDF capacity. There are more companies which are already in the developmental stage and in the pipeline.

Particle Board

There are about 30 particle board units in the country, except few, most of them are in un-organised sector. Plantation timber lops and tops, wood wastes and agro residue are the basic raw material used by this sector. Very few units manufacture the products as per BIS quality norms. The industry produces nearly 1 million cubic meter of boards in different thicknesses. To meet the gap between demand and supply India imports nearly 0.16 million cubic meter of particle board.

Plywood & Panel Production for last 3 years

Product	Quantity(Million cbm)		
	2017	2018	2019
Plywood	8.93	9.50	10
Particle Board, OSB and similar boards	1.07	1.14	1.2
Fibre Board-HDF/MDF	0.89	0.95	1.0



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Import Export Gap					
Sl. No.	Description	Year	Import (Crores)	Export (Crores)	Import-export Gap (Crores)
1	Plywood, Veneered Panels and Similar Laminated Wood	2016-2017	516.09	184.71	331.4
		2017-2018	718.08	213.02	505.1
		2018-2019	825.25	226.04	599.2
2	Particle Board and Similar board of Wood other Lignocellulosic Materials W/N Aglomrtd with Resin or other Organic Binding Substances	2016-2017	222.50	23.64	198.9
		2017-2018	208.15	28.75	179.4
		2018-2019	280.19	46.82	233.4
3	Fibre Board of Wood or other Lignocellulosic Materials W/N Bonded with Resin/other Organic Substances	2016-2017	561.02	100.78	460.2
		2017-2018	778.53	117.80	660.7
		2018-2019	793.15	157.64	635.5
4	Other Furniture and Parts Thereof	2016-2017	3,607.91	3,865.18	257.3
		2017-2018	4,104.04	4,424.05	320.0
		2018-2019	4,225.03	5,647.03	1422.0
5	Wood Sawn or Chipped Lengthwise, Sliced or Peeled, Whether or Not Planed, Sanded or End jointed, of a Thickness Exceeding	2016-2017	1,805.55	119.42	1686.1
		2017-2018	2,615.18	50.42	2564.8
		2018-2019	3,092.05	33.47	3058.6
6	Wood in the Rough, Whether or Not Stripped of Bark or Sapwood, or Roughly Squared	2016-2017	7,801.00	300.59	7500.4
		2017-2018	8,314.77	275.05	8039.7
		2018-2019	7,631.48	630.14	7001.3
Grand Total (1+2+3+4+5+6)		2016-2019	48099.9	16444.6	31655.4

Source: DGCIIS – Kolkata.

It can be seen that the share of Imports in Total Turnover is still quite high, more so in PB and MDF. This is because imported panel products are available at a cheaper rate than locally manufactured PB and MDF. With increasing thrust on agro-forestry, wood availability for manufacturing these products will increase and more units for manufacturing panel products can easily come up in the country. If encouraged properly, the demand and production of panel products will increase at a much faster pace, which in turn will increase the demand for agro-forestry wood. The entire chain – farmers involved in agro-forestry, workers employed in mfg. units, common man – who is the main consumer – housing & furniture products, and the governments who can earn higher revenues on increased production, save foreign exchange due to reduction in imports, earn foreign exchange due to increase in exports. Everyone single person / entity in the chain will be benefited.

Key Issues

- The industry needs to be supported in a big way, not only by promoting Agro-Forestry to ensure availability of its wood requirements on a sustainable basis, but also by relaxing / liberalizing the Licensing / Permits requirements for transportation and processing of Agro-Forestry Timber. It is therefore suggested that Govt. should address the following key policy issue for the further development and future growth of this sector.
- Remove the licensing of Wood based industries solely dependent on plantation wood like Eucalyptus/ Poplar/Silver Oak/Rubber wood/ Melia dubia etc and on imported wood from outside India. Most of such industries are in the nature of cottage and small industries. These convert the Plantation wood to raw-materials for Plywood industry. The bureaucratic mind-set that the licensing helps check the illegal wood flow from natural and reserved forests is totally

absurd and illogical. Plantation wood is less than half the price of any natural forest structural wood and totally non-competitive in the changed scenario of Wood based industry. Removal of licensing will result in more and more Veneer mills at the plantation sites and help improve the farmers income, which is reduced significantly because of transportation and other logistics cost. The limited demand results in low pricing for the wood given the fact that there is a big gap in demand and supply of wood and this imbalance is on the rise.

- Arbitrary Phytosanitary requirement on Timber import should be rationalised. Several representations are pending without any outcome. There is a Schedule-III in P&Q Order 2003 which deals with prohibited timber. There are two schedules VI and VII permitting import under specified conditions. The sacrosanct condition is Methyl Bromide fumigation (MB) before export. Most Countries have banned it. There is a 5 times penalty on those who import timber with other fumigants approved in the country of export besides re-fumigation in India. Request is to allow any and all wood which is not on Schedule III by condition of MB fumigation in India without any penalty. Many good quantity species and competitively priced wood cannot be imported because of harsh conditions in P&Q Order 2003.
- Setting aside part of the forest area for commercial high value (species) forestry besides giving tax incentives for capital investment in farm forestry.
- Bringing direct and indirect taxes to zero. Declaring agro-forestry produce as Agro-based produce which enjoy all the tax benefits that is derived by agricultural produces.
- Rationalisation of felling and transit permit regime.

Conclusions

Establishment of plywood and panel industries is the vehicle for the sustainable development of Agro-forestry timber in the country on one hand and creating employment opportunity in the rural India on the other hand besides increasing green/tree cover in the country. Most of these agro-forestry species grown by the farmers are generally harvested at shorter rotation as such it helps in more carbon sequestration. These Agro-Forestry plantations not only increased the Forest / Green Cover, but in a short time also significantly increase the availability of timber for mfg. of Plywood, MDF, PB and other wood based products.

1. To sustain this Agro-Forestry drive, the Government has to make sure that enough processing facilities are set up in the country, so that the increased supply of such short duration timber, is absorbed, and the farmers continue to get remunerative prices for their Agro-Forestry timber.
2. In 2009, China was producing 59 Million CBM of Plywood, which now in 2018 has crossed 195 Million CBM – an increase of 229 %. Similarly, China's production of PB in 2009 was 14 Million CBM, which in 2018 has crossed 33 Million CBM – an increase of 134%. And China's production of MDF which was 33 Million CBM in 2009, has now touched to 50 Million in 2018 – an increase of 50%.
3. From a Net Importer, China has now become the Largest Exporter of these products.
4. Today China boasts of 75% of World's Plywood production, 43% of World's MDF Production and 27% of World's PB Production.
5. As against that, India produces a meagre 4% of World's Plywood. And its share in the production of PB and MDF are not even worth mentioning – less than 1% of World's production. It may be argued that the land mass of China is almost 3 times more than India and so China will have more area for such plantations. However, if you see the topography of China, almost 60 - 65% of its land mass is snow bound and / or non-cultivable, leaving hardly any difference in the area available for cultivation in China and India. And when we also factor in the figures of population of China and India, this negligible difference also vanishes.
6. India, can very well adopt few progressive policies of China, which will soon make India, as the second largest mfg. hub of Agro-Forestry based wood products in the world.
7. Just to cite an example of UP state where a large number of farmers have already adopted Agro-Forestry Plantation, which is supplementing their income from agriculture to a great extent. The SLC approved granting of Provisional Licences to number of applicants. However, on a petition of some NGO(s), NGT had first vide its order dated 10th August, 2019, directed UP State Govt. to review its decision of granting Provisional Licences, and later on vide another order dated 1st October, 2019, directed State Government to maintain "Status Quo" in this matter and finally cancelled all the licenses.
8. However, in absence of adequate Agro-Forestry Timber processing facilities in their vicinity / region, farmers have to cart away a large quantity of their produce to the neighbouring states – Uttarakhand, Haryana and even Punjab, where adequate processing facilities have already come up, and further more are coming up. Close look at the number of trucks carrying Agro-Forestry timber out of UP on a daily basis, will easily substantiate this.
9. Since the farmers themselves are not in a position to cart their produce to these far away places, they are forced to sell it to some middlemen and have to be content with whatever price the middlemen offer to them, which is generally much lower than what the processing industry actually pays.
10. The need of the hour is, that more and more of Agro-Forestry Timber based industries / processing plants come up within the state, and possibly in close vicinity of such plantations.
11. This will in turn ...
 - a. Encourage the farmers to go in for more Agro-Forestry Plantations.
 - b. Increase Forest / Green Cover in the State and thereby in the Country.
 - c. Increase / Supplement and provide Stability in Farm Income.
 - d. Reduce dependence on Govt. for sale of traditional/cash crops (which is already being produced in excess of requirements).
 - e. Provide Employment in Rural areas.
 - f. Reduce migration of people to Urban areas, both within the state as well as outside states, thereby reducing burden / pressure on the infrastructure of urban areas.
 - g. Augment State Revenues - instead of exporting timber or semi-finished products from the state, the state will produce and export Finished / Value Added Products, fetching higher revenues.
 - h. Abundant availability of Plywood, MDF and PB within the state, will pave the way for development of organized Furniture Mfg. Units in the state, which would further enhance revenues and employment opportunities in the state.
12. For the benefit of the plywood and panel industry MOEF&CC has recently issued guidelines, ie "Industries / Processing plants which use "round log / timber from species declared as agro-forestry / agricultural crop and / or exempted from the purview of the felling and transit regime in the concerned state / UT, and procurement from legitimate sources" do not require License." However, for establishing the agro-plantation based industry, they require only registration with forest department as mandated by MOEF.
13. Respecting the "intent" of the guidelines issued by the moef&cc, it is suggested that the licensing requirements for all industries / processing plants (MDF, PB, Plywood, Veneer and Saw Mills), using agro-forestry / agricultural crop, be dispensed with by all the states and union territories in india.
14. In the meantime, government of india should enact a suitable act to promote and facilitate such industries based on supply of timber from agroforestry.□

Demand for **American hardwoods** in India expected to return to 2019 levels this year

Total value of American hardwood lumber and veneer exported was USD 4.2 million in 2020

Demand for American hardwoods in India is expected to return to 2019 levels this year, according to the American Hardwood Export Council (AHEC), the leading international trade association for the American hardwood industry. Statistics compiled from the latest data released by the United States Department of Agriculture (USDA) revealed that the total value of American hardwood lumber and veneer exported to India was USD 4.2 million in 2020, with veneers accounting for USD 2.5 million and lumber making up the

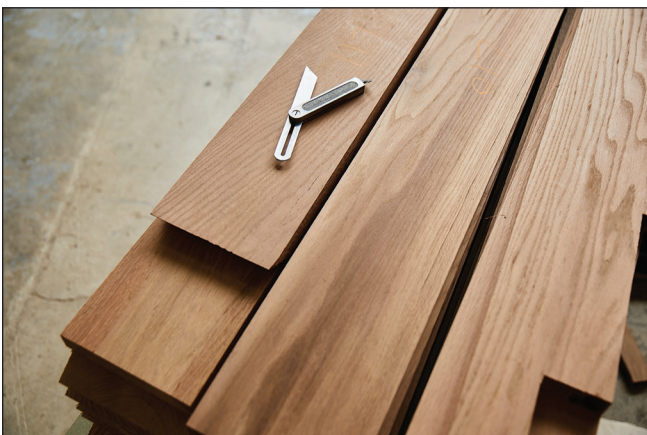
remaining USD 1.7 million. In addition, USD 2.9 million of American hardwood logs were exported to India last year.

A closer look at the numbers for 2020 reveal that total hardwood lumber shipped from the United States to India decreased by 35 percent (in value) and by 28 percent (in volume). At the same time, direct exports of American hardwood veneers to the market also decreased by 40 percent in comparison to 2019. Despite an overall decline, shipments of hickory and white oak lumber to India were up by 11 percent and by 31 percent, respectively, in 2020. According to AHEC, there is increasing interest in white oak and red oak as well from India's designers and furniture manufacturers.

"These falls were inevitable given the extraordinary (and unforeseen) impacts to business and economies across the world as a result of the COVID-19 pandemic. But this decline could have been much greater, had demand collapsed, and perhaps smaller, if supply had been able to keep up with demand, especially in the second half of the year," said Roderick Wiles, AHEC Regional Director. "India, like other markets across the globe, was impacted by the pandemic in the first half of 2020 but showed a remarkable turnaround with two thirds of the total volume exported to India in 2020 taking place during the second half of the year. This uptake has continued into the new year, and we now fully anticipate that demand for U.S. hardwoods this year will reach 2019 levels."

Despite a very difficult year for business in general and for exports of American hardwoods, specifically, one market that has shown tremendous resilience has been India. With India forecast to be the fastest growing major economy in 2021, AHEC is positive that U.S. hardwood exports to India will hit the record levels of 2019. Testament to the maturation of the market, there has been a continued and sustained shift from importing U.S. hardwood logs to importing kiln-dried lumber. In addition, limited domestic hardwood supplies, coupled with strong and sustained growth in the retail furniture, handicraft and hospitality sectors is driving demand for new species, making India an attractive long-term prospective market for U.S. hardwoods.

"The Indian economy has, by and large, weathered the COVID-19 pandemic remarkably well, and we're now seeing signs that India is making positive progress towards fulfilling its potential as a major market for U.S. hardwoods. The first being a genuine desire on the part of end users looking to import directly rather than relying solely on sourcing them from timber importers. The second being a shift away from the sole use of indigenous native hardwoods, particularly by the Indian wooden handicrafts and furniture manufacturing industry. These are certainly exciting developments and the American hardwood industry is committed to servicing growing Indian demand for hardwoods," concluded Wiles. □



Amulya Mica Winter Fest-2021 at Mundaka, New-Delhi - New Warehouse on 6th February 2021



Amulya Mica, Delhi office had organized a Winter Fest 2021- a full day walk-in-event on 6th Feb/2021 at its newly opened warehouse cum Gallery at Mundaka, New-Delhi. The Winter Fest & Amulya Mica Gallery is inaugurated by famous architects Ms. Ruby Singh & Mr. Harsharan Singh of Archi Hives, Delhi. More than 200 people from Delhi NCR, UP, Haryana, Rajasthan & Punjab attended and enjoyed the fest and outlook of Amulya Mica's new Gallery cum experience Centre. Entire Delhi Sales team welcomed and greeted the guests.

Amulya Mica Delhi warehouse is shifted from Patparganj, Delhi to Mundaka, Delhi. The new warehouse is three times larger than old warehouse where every product ranges of Amulya Mica's like Plywood, Laminates, PVC Board & Door, PVC laminates, Cladding etc will be kept in stock in sufficient quantities for quick delivery & to cater and serve the entire



North Zone.

In gallery, 500 full sheets of all product ranges are displayed, particularly Premium ranges (mainly 1.25 mm Five folder-Seven Wonder, Digital Laminate, Synchronized Laminate, PVC Laminate & Exotic Veneer), Plywood, PVC/WPC & Rainbow Colour Board series. At the same time, it showcased new PVC Door Frame "HYGINO" & Cladding folder. Everyone attended

the event appreciated design & style of Amulya Mica.

New catalogue of Amulya PVC 900 Bendable Laminate and Amulya 800 were launched by Amulya Mica's distributor Mr. Sanjay Ji Jain of Chanda Lal Kalyan Mal, Jaipur, Mr. Shyam Ji Goel of Shyam Enterprises, Jaipur, Mr. Harvin Ji Goyal of Shri Radha Plywood, Faridabad, Mr. Sumit Ji Agarwal of Sunshine Plywood, Gurugram & Mr. Rakesh Ji Garg of Agarwal Plywood Company, Delhi.



MD Mr. Rakesh Agarwal with his family attended the fest and greeted the delegates. Speaking on this occasion, he explained the importance of full sheet viewing concept of modern trend in show room .. so that our 'Design Conscious' buyer can view & choose their dream interior with 'Pride & Passion'. Please pay a visit at our new gallery, Mundaka New-Delhi & experience the difference.....

Purbanchal Laminates Pvt. Ltd., "Amulya Mica" Khasra No 67/19/2, Opp. Metro Pillar 550, Mundaka, New-Delhi. □

Greenply launches its new set of TVC campaign ‘Khud Bane Ho Toh, Greenply Banta Hain’

Greenply Industries Limited, One of India’s largest interior eco-friendly infrastructure company with over 30 years of experience in manufacturing a comprehensive range of plywood, decorative veneers, flush doors, and other allied product has launched its new set of TVC campaign ‘Khud bane Ho Toh, Greenply Banta Hain’. The TVC celebrates the resilience of human spirit and highlights the journey of every self-made individuals, from humble beginnings, sobering failures to their path of greatness. The TVCs have been created by Ogilvy India and is directed by Shoojit Sircar.

The tagline “Khud Bane Ho Toh, Greenply Banta Hain” is the underlying thought in the campaign featuring a series of two TVCs highlighting the success path of every self-made individual. For every achievement recorded on evergreen pages of memories, there are stories of disappointment, difficulties and defeat that go unremembered. The first TVC showcases the journey of a writer from humble beginnings, failures to its path of success. The second TVC has been conceptualized as a continuation of #StopSayingWomenCant campaign highlighting the pursuit of greatness of a women carpenter whereby every no turns into yes, every cannot becomes can. The second TVC has been launched to celebrate the spirit of womanhood on the occasion of International Women’s Day.

Self-made individuals are forged in fire. Their achievements bear testament to perseverance in the face of frustrating hardships. They are the objects of our admiration, the subjects of our praise. The stories are an invigorating narrative of hope against hope, against all odds and naysayers. Through the TVCs, Greenply celebrates the untiring pursuit of success of every self-made people. Talking about this campaign, Sanidhya Mittal,

Joint Managing Director, Greenply Industries Ltd said “We at Greenply understands what it takes to make it on one’s own. As our brands philosophy we always appreciate the length to which individuals go to fulfill their dreams. This campaign is a salute to those self-made people and their indomitable spirit.”

“‘Khud Bane Ho Toh, Greenply Banta Hain’ is all about encouraging everyone to express themselves and keep pursuing their dream. The campaign narrative embodies the principals of what Greenply stands as a brand. It celebrates every self-made individuals’ zeal to stop at nothing in achieving greatness. Through this campaign we are looking to establish a deeper connect with our audience.” said Subir Palit, Country Head, Sales and Marketing, Greenply Industries Ltd. “The campaign is a tribute to the undefeated resilience of humanity. The characters are people we can easily relate to. We feel their frustrations because we have all been in their shoes. That’s why their hope is our hope. The mood of the campaign gets succinctly translated into the familiar Tagore song we hear at the end. The message is clear: walk the solitary path even if no one comes to walk with you.” said Sujoy Roy, Executive Creative Director, Ogilvy India.

Since Greenply is a mirror to human endeavours, the campaign reflects the humanity of the brand, the spirit of resilience that it so identifies with. A series of monologues in the voices of characters who represent individuals whose careers have been born out of struggle and indecisions. The monologues, accompanied by a montage of their struggles, culminate into victory. These are individuals who are recalling their past hardships. The message is simple: never give up. Go forth without hesitation. □

Incentives for furniture manufacturing in the works

A new scheme to promote domestic furniture manufacturing is in the works as the government seeks to reduce India’s dependence on imported furniture. The Department for Promotion of Industry and Internal Trade (DPIIT) is in talks with other ministries and states to rollout a scheme to make India self-reliant in furniture manufacturing through incentives such as tax breaks. India imported \$592 million of furniture in the April-November period of FY21, more than half of which came from China. “We have begun an exercise and consultations are on with various stakeholders for the furniture sector,” said an official. However, a production linked incentive scheme or PLI is ruled out for the sector. “We are looking at schemes which states can consider and what benefits they can offer such as tax concessions,” the official added.

The furniture sector is one of the champion sectors for the government. The government is also exploring the idea of furniture clusters, on the line of leather clusters, wherein large scale manufacturing can take place. The move is crucial as besides China, India also imports furniture from Korea and some ASEAN countries with which it has free trade agreements that limits the scope for duty hikes. “Given that furniture imports



have been substantial in the past, any incentive scheme for manufacturing in India will make supplies from these domestic manufacturers, predominantly MSMEs, more competitive not only for local consumption but also in global markets,” said Bipin Sapra, partner at advisory firm EY. □

Century Plyboards to focus on Rs 650 crore cap-ex plan



Keshav Bhajanka, Executive Director, Century Ply

As demand improves in the post-Covid era, Century Plyboards is looking at a Rs 650 crore cap-ex plan, its largest in recent times, over the next two years. The company will add a greenfield plant, an MDF (medium density fiberboard) unit in South India at an estimated cost of Rs 450 crore. The unit is expected to be operational by FY23. Details of the State where the unit would come up and its capacity are yet to be finalised. The other aspect is with regards to the brownfield expansion. The company is ramping up capacities at its MDF plant at Hoshiarpur in Punjab by 67 per cent (from 600 cubic

meters per day to 1000 cubic meters per day) at an estimated cost of Rs 200 crore. Commercial production will start in the next 12 months.

According to Keshav Bhajanka, Executive Director, Century Ply, nearly 80 per cent of capex will be funded through internal accruals; whereas 20 per cent would be through debt.

“We are focusing on the South. Right now transportation cost is a major issue if we are to move offerings from north India units to down south. The new unit will have a positive impact on our bottom-line,” he told. At present, the company’s plywood and laminate units are operating at over 90 per cent capacities; while MDF unit(s) is at 100 per cent. The particle board unit is operating at 110 per cent capacity. Some improvements in the particle board units were made recently, the benefits of which are expected to be visible in Q4 results of Century Ply.

Meanwhile, the company is confident of maintaining EBIDTA margins (earnings before interest, depreciation, tax and amortisation) between 16 and 18 per cent going forward. Demand scenario has improved and volumes are going up. Century Ply has also gained market share. While the unorganised sector continues to be under pressure, the recent inclusion of ‘ViroKill’ – a virus killing technology – across all its offerings have had a positive impact. The company also recorded more sales figures than they did in the regular market, indicating salience for the brand. New projects have also begun and demand is expected to improve further.

“Volumes are going to go up. And if we can maintain the volumes up, then this EBITDA will actually stay. We have taken too many efforts in the market, whether it is go-to-market or advertising. Plant ramp ups and outsourcing pacts (for some mass market brands) are happening,” Bhajanka said.

“We are very bullish on the future. But as I said before, we are committing double digit plus growth. The aspiration would be to do better,” he said during a recent earnings call.

Century Ply has already hikes the prices across categories like plywood and laminates, MDF and particle board on the back of increased raw material costs – timber and chemicals – as well as higher shipping and freight charges. Hikes vary between 2 per cent to 10 per cent (depending on categories). □

Gabon, future world leader in processed tropical wood?

The leading producer of plywood in Africa, Gabon aims to become the world leader in processed tropical wood by 2023. This project is part of the 2021-2023 transformation acceleration plan, with the aim of continuing to diversify its economy. A new development strategy has been drawn up to achieve this. Through an increase in wood production a programme of eucalyptus forest plantations, a limitation of levies on primary forests and a reforms to consolidate the number of loggers, Gabon is doing everything possible to become the world leader in processed tropical wood.

The authorities will constantly monitor compliance with national rules and international certification standards, It should be noted that the production of processed wood was 870,410m³



in September 2020 and a 27% increase in the production of industrial plywood has been noted in the country. □

CalPlant Launches World's First Rice Straw-Based MDF



CalPlant, a Northern California-based company focused on manufacturing sustainably-sourced building products has begun production of the world's first no-added-formaldehyde rice straw-based medium density fibreboard, Eureka MDF. Eureka is manufactured using post-harvest rice straw, an agricultural waste product and is engineered to match the performance of traditional wood-based MDF in machinability, paintability and strength.

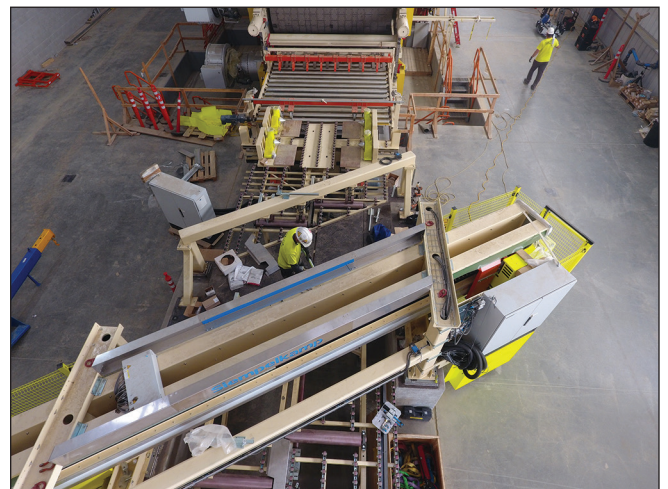
Annually renewable rice straw provides a consistent and abundant pipeline of raw material and because CalPlant has been constructed in proximity to the straw all fiber for Eureka MDF will be procured from Sacramento Valley rice growers within an average 25-mile radius of the plant, significantly reducing transportation impacts. And the annual reclamation of 20% of the available straw will significantly reduce levels of water that would have been diverted from regional waterways to flood rice fields after harvest. Fewer flooded fields also mean lower methane emissions resulting from the straw's decomposition over the winter.

At full capacity, the 276-acre operation will produce more than 150 million sq.ft. annually (3/4"basis) and use 280,000 tons of rice straw.

The plant in Willows, CA, started production in November, with Eureka MDF becoming commercially available this year. The product meets the performance of traditional wood MDF with excellent machinability, paintability and consistency. Its annually renewable fiber source ensures a steady homogenous supply of MDF.

"This is a defining moment for the CalPlant family and the industry as a whole Decades of work have brought us to this day as we launch Eureka," said Jerry Uhland, CalPlant founder and CEO "When the Boyd family and I first set out to find a solution, we never could have imagined it would end in creating the world's first-ever rice straw-based MDF, and in turn a more sustainable future for our planet."

Employing a ContiRoll Generation 9 Siempelkamp continuous press, which is 10 ft. wide and 117 ft. long. CalPlant



will be staffed by 140 full-time employees with as many as 500 part-time jobs created during the annual straw-collection period. The mill will be able to produce MDF thicknesses of 2.0 mm and 32mm(0.080” to 1.25”). the state-of-the-art press is currently the only one of its caliber in the U.S.

When it comes to bringing the product to market, the company plans on using a multiple channel-type sales plan. “There are small plants in Sweden and Canada, and some in the US that we plan on going through,” explained Geri Freeman, VP and Sales, Marketing & Logistics. The biggest panel we make is a 4X4 panel to give to the end users in all the different market segments where MDF is used and a lot of the major cabinet manufacturers. Columbia FP being the largest hardwood plywood manufacturers. Molding and millwork is another big segment. We brought these panels back and let folks use it. Some of them are large enough for us to go direct, like Home Depot, then obviously there are lot of others that will go through distribution.”

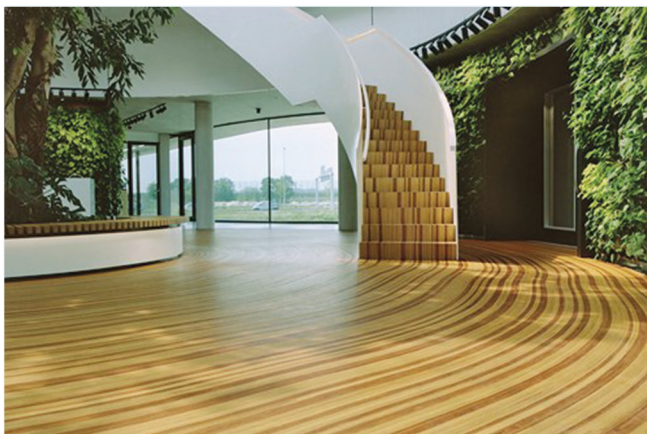
And when it comes to marketing in specific territories, freeman explained that as they start, they’re targeting primarily molding products since they are fairly easy to produce in their plant, and will then launch into thinner-type products. “There is definitely plenty of room for expansion with this product well beyond the western states. Eureka is a game changer. We are able to offer our customers a product that helps them win in the marketplace and improve our environment at the same time.”□

Tripura to use bamboo in building construction



The Advanced Materials and Processes Research Institute (AMPRI) of Bhopal under Council of Scientific and Industrial Research has entered into an agreement with Tripura State Council for Science and Technology for propagating the use of bamboo in the building construction sector. MoU has been signed on 2nd March for a joint venture project for making wood from bamboo promoting its use in construction process. Bamboo is commonly used in Tripura and other north-eastern states to develop house and in other household activities. However this is the first time AMPRI came up with a technology to make wood blocks from bamboo for better durability, finishing of the product, elegance and sustainable substitute of tree wood.□

Growth rings of a tree – but in a floor



BONA products were used to install and finish what’s described as a truly unique wood floor at the HQ of Dutch landscaping firm, Krinkels, in Breda, Netherlands.

The floor was created by Jakko Woudenberg who is part of the Bona Certified Contractor network in the Netherlands and who’s been installing more standard types of wood floors for 20 years. Recently he set up a new company, Dutch Wood Artist, which he says takes him into a different world and allows him to ‘create art with his work’.

He said: ‘At the end of 2018 architect Paul de Ruiter asked me if it was possible to create a wood floor that looked like the annual growth rings of a tree. Almost immediately a picture appeared in my head and I knew how to make it. With no drawing and working totally free hand, we knew we were doing something that had never been done before. At first our pace was very slow, but steadily the rings started growing with us and our

vision became clearer. We were creating something very special, something unique!’

The two floors connected by an Oak staircase, took Jakko and three colleagues six weeks to complete and used 280sq m of underfloor, a pallet of Bona Titan silane-based adhesive and 33km of Oak and Teak 9x9mm strips.

The team used a Bona FlexiSand machine to finely sand the surface, before finishing and protecting it with a neutral version of low VOC Bona Craft Oil.

Jakko added: ‘When we’d completed the two floors, somehow the existing Oak staircase didn’t make sense anymore. So, we asked ourselves if it was possible to extend the annual rings to the stairs. And there was another picture in my head – and a new challenge because the rings on the upper and lower floors were different.’

Jakko rented a building where he could create the stairs flat. He made moulds and took photos of where the floors would meet the stairs so he knew exactly where the new rings would be placed. Matching the risers was also a tricky visual challenge.

When the prefab stairs were taken to site fortunately everything matched perfectly, and the visual effect was exactly what Jakko was looking for.

He said: ‘I installed the connecting steps and checked if our calculations were correct. Fortunately, everything matched perfectly, and the visual effect was exactly what I was looking for. Once the stairs connected the two floors, a true work of art appeared before our eyes.’ The tree and green walls in the reception area were supplied by Krinkels BV themselves. The building is designed by Paul de Ruiter Architects.□

Today to 2026: an overview of the global wood & furniture market

According to a study conducted by market research and consulting firm Global Market Insights (GMI), the global market size of windows and door frames is set to surpass US\$134 billion by 2026. GMI highlights contributing factors behind this growth, the impact of COVID-19 on the wood and furniture industries, and forecasts for the coming years.



The increase in new construction projects, as well as renovation made to existing sites, will contribute to the growth of the furniture market. A rising population will augment the demand for new construction serving residential, commercial and commodity requirements. Commercialisation, improving situation of public finances and public funding in Indonesia, Thailand, India and China will create a huge demand for window and door profiles over the forecast period. The introduction of modern technologies, such as the use of uPVC (unplasticized polyvinyl chloride) and smart windows, will also

support the demand for these systems due to their total recyclability, lower weight, lesser maintenance and good thermal insulation.

The Asia-Pacific region’s windows and doors market was valued at US\$44 billion in 2019 and is projected to surpass US\$60 billion by 2026 on account of massive construction spending scheduled during the forecast timeframe. A paradigm shift in the manufacturing sector from the west to the east, primarily due to availability of abundant raw material suppliers and skilled workforce, will complement industry growth in the region. Globally, the windows and doors market was valued at US\$104 billion in 2019 and is projected to reach US\$134 billion by 2026. Robust spending on home remodeling in the US and Europe, along with increasing commercial infrastructure in Eastern Europe, Latin America and the Middle East, will positively impact the global windows and doors market.

WOOD INDUSTRY

The wood industry is a mature market due to its wide application spectrum across multiple sectors including furniture, energy/fuel, construction material, paper/pulp, and tools/weapons, etc. Wood derivatives, in the form of cellulose, are

majorly used and have indispensable application in various verticals including food, pharmaceuticals and textiles, among others. Hence, strong growth indicators in the above mentioned sectors will subsequently boost the wood market in the coming years.

In 2020, the global wood sector was adversely affected by the COVID-19 pandemic, majorly due to irregular raw material supply, partially due to trade restrictions and the total shutdown of logistics in major economies. However, with the easing of restrictions, the production and consumption of wood pellets for energy production is expected to increase. Moreover, positive growth indicators contributed by “green” buildings are good opportunities for the wood and furniture sector, as the demand for wood will increase due to the expansion of sustainable construction aimed at limiting environmental risks.

For instance, the government of the Russian Federation has approved large-scale incentives for the purchase of wooden houses. The 2018 provision will subsidise mortgage rates to individuals purchasing prefabricated wooden houses from manufacturers.

The wood and furniture sectors are moderately regulated and thus witnesses challenges that may slightly and negatively impact smooth business trade and operations across international borders. The below mentioned trends are some of the challenges prevailing in the wooden sectors:

- China and the US levied customs duties of 25% on imports of wood and wood-based products. Hence, the American timber industry experienced a hard hit, with 60% of its exports going to China. US timber exports to China dropped from US\$1.7 billion to US\$1 billion between 2017 and 2018 primarily due to the decrease in hardwood supply, which accounted for the largest share of US wood exports to China.



- US customs duties on imports of softwood lumber from Canada have had a heavy impact on the Canadian lumber industry, with Canada exporting 70% of its exports of softwood lumber to the US.
- In North America, tariffs will continue to have a negative impact on the wood industry, whether due to trade tensions between the US and China or levied on Canadian timber by the US.
- The complexities around Brexit and the difficulties faced by the construction industry in some countries, such as Great Britain and Italy, are likely to impact the sector in Europe.
- In Latin America, 2019 was a tough year for the industry as production of wood and wood-based products decreased. The developments in the wood industry in Brazil, Mexico and Argentina represent the challenges faced by the sector over the past year. Between January and September 2019, wood product manufacturing in Brazil dropped by 5% compared to the previous year.

Nevertheless, the woodworking sector is likely to exhibit gains of close to 4% compound annual growth rate (CAGR)

between 2020 and 2026 on account of the following factors:

- The wooden furniture market will grow at a CAGR of over 5% and shall exceed revenue generation of US\$525 billion in 2026. Moreover, wood accounts for approximately 65% demand share in the overall furniture market.
- There is an increasing use of paper and board/pulp-based sustainable packaging solutions (eg, corrugated boxes, molded pulp, paper honeycomb, paperboards, etc).
- The cellulose market size was valued at over US\$210 billion in 2019 and is estimated to exhibit 2.9% CAGR from 2020 to 2026. The rising paper production, along with increasing adoption of cellulose fiber in the textile industry in emerging economics, is expected to subsequently drive the wood market.
- Wood has one of the highest recycling rates among all materials that are used in bulk. The global average recycling rate falls in the range of 55% to 60% and some developed regions such as Europe have a recycling rate of more than 70%.

(Source: Panels and Furniture Asia, Jan-Feb 2021). □

Punjab Govt to set up plywood park at Hoshiarpur to support industry: **Sunder Sham Arora**



To further boost up wood industry, Punjab Government would be setting up dedicated Plywood Park between village Bassi Kasson and Bassi Maroof in district Hoshiarpur, which would bring about 100 crores of investment which would not only provide employment to the local youth but will also increase their productivity as well.

Disclosing this, the Industries Minister Sunder Sham Arora said that this project of Plywood Park would be Special Purpose Vehicle (SPV) driven and 30 members of the All India Plywood Manufacturers Association who have registered a Company in the name & style of Hoshiarpur Wood Park Pvt. Ltd., Hoshiarpur under Companies Act, 2013 on 18.10.2018 for implementation of the project.

The SPV has purchased 58.85 acres of land between village Bassi Kasson and Bassi Maroof in district Hoshiarpur on its own for its proposed Plywood Park which will house wood based

industry and is likely to attract investment of about Rs.100 crores, he added.

The proposed park will have units comprising ply board factories, saw mills and chippers etc. The proposed park would not only help in future expansion of the Industry but also help farmers in getting better realization of their produce as the State timber will be utilized within the State. The State Govt. has identified this project of Plywood Park as a project of Key Concern and is according highest priority to it.

The department of Industries & Commerce, Punjab is facilitating the SPV in getting all regulatory clearances and removing hurdles in the way of their proposed project. The SPV has filed Common Application Form (CAF) for availing incentives / benefits under Industrial Policy of the State Govt. on 30.11.2018 and recently, on the request of the SPV, the concerned departments (PWD(B&R) and Punjab Mandi Board) of the State Govt. have also agreed in-principle for widening & strengthening of the existing approach road from Hoshiarpur Dasuya Road to Bassi Kasso up to Bagpur Kantian at an estimated cost of about Rs.2.25 cr. On receipt of 3 acres of land from the SPV, the Punjab Mandi Board will also establish a Lakkar Mandi in the proposed Plywood Park, the spokesperson said.

It is also envisaged to establish a Common Facility Centre (CFC) with GOI assistance up to Rs.20.00 cr. which will provide common facilities to all plywood units located in the proposed Plywood Park. The Directorate of Town and Country Planning, Punjab has also issued the Change of Land Use (CLU) to the SPV on 17.12.2020 for setting up of the their project of Plywood Park. □

Connectivity push in North East is to result in double digit growth: DoNER Minister



Union Minister for Development of North Eastern Region (DoNER), Dr. Jitendra Singh has said that North East (NE) will lead the post COVID India and its economy.

Addressing a webinar organized by CII on “Strengthening Logistics: Challenges and Opportunities for e-commerce in North East, the Minister said that NE means the New Engine of growth for New India which Prime Minister Narendra Modi is trying to usher in as we approach 75th anniversary of India’s Independence in 2022.

“The huge impetus given to connectivity issues in North East by the Prime Minister will not only bring the region at par with developed states of the country but will also result in double digit growth and realisation of a 5 trillion-dollar economy,” he added.

Dr Jitendra Singh said that an E-commerce supply chain is one of the most promising areas which can boost the economy of the region in more ways than one and the pandemic has shown how e-commerce has fuelled the livelihoods of MSMEs and small players.

“With umpteen numbers of talented artisans and craftsmen, e-commerce can provide a strong platform to them for not only creating business opportunities but also creating scope to showcase their unique products to a global marketplace,” he said.

The Minister said that with a view to strengthening the logistics and trade infrastructure and creating a vibrant multi-modal transport sector in the region, the government has initiated phased development strategies and specific sectoral policy interventions along with infrastructure development.

He also said that Indian supply chain companies are fast spreading their operational footprint in the North-East to leverage the potential of the region as a growing logistics destination.

Dr Jitendra Singh said that the present government under the able leadership of Prime Minister, Narendra Modi, has been constantly striving towards the optimisation of the huge latent potential of the region and the “Look East” policy has been rightly transformed into ‘Act East’ policy.

Being the gateway to the growing economies of South East Asian countries, the North Eastern Region holds the potential of contributing heavily to the country’s GDP by virtue of promoting trade and business relations with ASEAN, thus regaining its lost economic prominence, he added. □

Stora Enso launches Wood House Effect

Stora Enso Wood Products, a leading provider of sustainable wood-based solutions, has launched its new digital centre of excellence: the Wood House Effect. The digital hub aims to inspire and drive the construction industry towards a more sustainable and efficient future through greater uptake of engineered timber.

Compiling insights, research and expertise, it will showcase the positive and high-impact benefits of using wood materials such as cross-laminated timber (CLT) and laminated veneer lumber (LVL) in construction.

Today, construction materials account for 11% of global CO2-emissions. To help mitigate the climate crisis, this needs to reduce, but at the same time, global housing demand is expected to double by 2060. The world needs a new approach to materials – and wood is part of the solution, said the company. Grown in sustainably managed forests, engineered wood elements represent a lesser carbon-intensive material than concrete and steel, while also making buildings healthier places to live and work in.

The content hub is underpinned by Stora Enso’s commitment to “talk about the Wood House Effect”, calling for industry



Stora Enso has launched a digital centre of excellence, the Wood House Effect

engagement to promote understanding around the reasons to choose wood as a building material today and in the future.

“It’s important that everyone understands that in this critical

period of history, there is a raw material that can make a genuine difference,” said Lars Völkel, executive vice-president Stora Enso Wood Products.

“Innovative solutions and new technologies allow wood to replace concrete and steel not only in one or two-storey homes but also in multi-storey residential, public and commercial buildings. Today, we can build higher, stronger and lighter than ever before. Compared to the traditional construction processes with concrete and steel, we can reduce up to 75% of CO₂-emissions when building with wood. And by leveraging the opportunities of digital planning and construction tools and increased levels of prefabrication, we can substantially reduce overall construction cycle times and costs whilst achieving higher quality standards, too.” The content hub comes with a new visual style for Stora Enso Wood Products.

“In our industry we often work with architectural drawings,

renderings and BIM models which are used throughout the building process,” said Cathrine Wallenius, senior vice-president, marketing and communications. “But we want to accompany our important messages with real life glimpse of the warmth and comfort that comes with wooden buildings.”

Studies have shown that people in wooden buildings have lower stress levels, increased productivity, and higher creativity. This can be explained by better air quality and acoustics but also from biophilic design – human’s desire to be connected with the natural environment. When nearly 90% of people’s time is spent indoors, choosing the right materials makes a big difference.

“We need to have an industry with net-zero emissions, and we can come a very long way using wood, so it’s important that we get the word out and help others see what can be done. We have many stories to tell – it’s definitely time to talk about the Wood House Effect,” said Mr Völkel. □

We could grow wooden tables in the lab to save forests



Wood is one of the most versatile and useful materials on earth. The trouble, of course, is that our insatiable need for wood is driving deforestation and once a tree is cut another could take decades to grow up in its place. But what if we could grow wooden products in a lab? Or as Luis Fernando Velásquez-García, a researcher at the Massachusetts Institute of Technology, puts it: “If you want a table, then you should just grow a table.”

The MIT researchers have got the idea of growing wooden objects in the lab from ongoing efforts to grow meat in the laboratory instead of raising animals and butchering them. Although it’s still early days for their project, the scientists have managed to grow structures made of wood-like cells from cells extracted from leaves, they report in a new study.

“I wanted to find a more efficient way to use land and resources so that we could let more arable areas remain wild, or to remain lower production but allow for greater biodiversity,” explains Ashley Beckwith, a PhD student in mechanical engineering at MIT who is a key part of the project.

Beckwith and her colleagues extracted live cells from a zinnia plant and started growing wood-like plant tissue indoors with no soil or sunlight by culturing the cells in a liquid growth medium, which allowed it to metabolize and grow. They then transferred the cells into a gel and fine-tuned them, says

Velásquez-García. “Plant cells are similar to stem cells in the sense that they can become anything if they are induced to,” he explains. In the end, the scientists managed to turn the cells into a wood-like structure with a mix of two hormones called auxin and cytokinin, whose use allowed them to control the cells’ production of the organic polymer lignin, which is responsible for the firmness in wood.

By tweaking the lab-grown wood’s firmness, scientists could soon produce ready-made objects by help of 3D printers. “The idea is not only to tailor the properties of the material, but also to tailor the shape from conception,” says Velásquez-García. One day we could even grow a table in the lab, he believes.

When that happens remains to be seen, however. “The question is whether the technology can scale and be competitive on an economic or lifecycle basis,” says David Stern, a plant biologist at Cornell University who was not involved in the project. It’s still far cheaper to chop down a tree and make a table out of it than to grow a table fully formed in the lab. “Agriculture uses the sun’s energy through photosynthesis, and — except in irrigated lands — natural rainfall. It does not require buildings, heat, or artificial light,” Stern warns. However, technological advances and the fine tuning of scalability could one day usher in an era of lab-grown wood products, the MIT researchers believe. □

This laminates manufacturer clocks Rs 500 crores turnover, exports to 65 countries, and feels India can take on China



Ahmedabad-based laminates manufacturer Royale Touche was started in 1978 by Jitendra Patel, Ashwin Patel, Dinesh Patel, Bharat Patel, and Arvind Patel. It now exports to over 65 countries, including Canada, Dubai, the US, Mexico, Thailand, and others.

Brothers Dinesh and Jitendra Patel were fresh out of college when they decided to start a laminate manufacturing business in 1978, along with Dinesh's brother-in-law, Ashwin Patel and two other relatives, Bharat and Arvind Patel. They named the company Royale Touché.

"They started a factory in Ahmedabad with the vision to create extremely high-quality products for the decor industry," Dinesh's son Raj Patel, who joined the company in 2006, told SMBStory.

Raj says his father was extremely passionate about the business. "I am his only child but the business has been my father's first baby," he explains, adding that he never saw a moment's ease in his father's daily life.

"They (father and uncle) would come home around 8 pm, eat dinner, and then go back to the factory again. He would make sure that the trucks were loaded (with the stock) in front of their eyes," he says.

But a lot of things have changed within the business since 1978. Raj points out that when they started out, there were just two or three products in their catalogue. Today, the number of products has increased to more than 1,500 categories. He also adds that the focus has shifted towards making innovative products that reflect the sensibilities of the founders.

Royale Touché started with just one factory in Surendranagar. Two more factories were later started in Ahmedabad and Jamnagar. The company is one of the oldest manufacturers of laminates and has stood the test of time. It now employs around 800 people and clocks a turnover of Rs 500 crore annually. The brand also exports to over 65 countries, including China, Hong Kong, Canada, Dubai, the US, Mexico, Vietnam, and many more places.



Royale Touche has three factories in Surendranagar, Jamnagar, and Ahmedabad.

Creating premium quality products

Raj says that he was always meant to join the business as he "grew up in factories," and the process of seeing how laminates are manufactured was very enlightening for him. When he joined the business in 2012, the majority of his time was spent on the field, marketing and advertising.

After Raj joined the business, marketing activities grew and were taken more seriously as prior to that, the company primarily operated on word of mouth. The Royale Touché team also started focusing on serving customers better.

"We had to work on improving the production processes, and employ a dedicated marketing team. Additionally, one of the biggest changes we brought was to have our own experience showrooms where the right information was provided to the customers," he adds.

Since 2012, the company has grown to 148 experience centres. These showrooms have proper lighting to present a variety of products, thus playing a catalyst in educating the customers unaware of the lamination industry, Raj says.

The company has also set up offices in Europe where stocks are kept and supplied to European countries as and when the demand arises.

Raj explains that making a laminate is a complex job as you cannot replicate a single piece and then mass produce it. He says the brand has been built on several principles that everyone within the company swears by.

First, "we do not compromise on the quality", he says. Second, they provide customers with a vast variety and stock-keeping units (SKUs). The company has over 1,500 SKUs, along with 150 textures in its offering. And third, they source raw materials from across the world, including Italy.

Raj says global trends in the decoration space need to be brought to India as soon as possible.

The brand has also diversified into other segments like modular kitchen, aluminium extrusion, and vitrified tiles. It has some key certifications from Singapore Environment Council, Forest Steward Council certification and Bureau of Indian Standards (ISI).

The company is also riding the direct-to-consumer (D2C) wave by improving its website. Raj says that over the last one year, the traffic has gone up 30 times, “We have almost 30,000 customers visiting our website every day.”



Since 2012, the company has established 148 experience centres across India.

Why India can beat China in this space

According to Research Nester, the Indian laminate industry was valued at \$4.79 billion in 2018, and is slated to reach \$7.32 billion in 2027, growing at a CAGR of 4.83 percent over the forecast period of 2019-2027.

India houses several laminate brands, include well-known players such as Century Plyboard, Greenlam, and Summica, which were founded either around the same time as Royale Touché or much later.

With the push for domestic manufacturing becoming stronger as India adopts the Aatmanirbhar Bharat vision, Raj points out that within the laminate industry, the country is fully capable of competing with China.

He says, “China has strength over production, but what this industry needs is not the volume, but the variety, which India can very well offer. Hence, India is a stronger player in the global landscape.”

He also says that customers are becoming extremely aware and intelligent. “They need variety to make informed decisions,” he adds.

Raj also adds that the laminate industry has a large number of unorganised players. Certain reports suggest that the share of unorganised players in the domestic market (of laminates and allied products) is worth Rs 1,300 crore.

It is because of policies and schemes like the goods and services tax (GST) that the gap is gradually narrowing down. Raj says customers also prefer organised players because of their customer-centric nature.

Running a business in the midst of a pandemic

It is safe to say that COVID-19 has forced businesses to rethink and reboot.

He also recalls the time when the nation was in the pandemic-led lockdown. “There was a complete lockdown but gradually carpenters and other workers started coming back to work again.”

The company recovered to pre-pandemic sales levels in the month of September and is growing at a rate of 30-45 percent month on month.

The Gujarat-based business, which operates on both B2B and B2C models, will become aggressive on the digital front in the coming times.

Raj says 70 percent of the business will happen through digital platforms in the future. However, he is also very clear that the company will not sell on ecommerce websites so as to retain brand exclusivity.

The company plans to open 50 more stores in the next three years, and enter South American markets. □

Researchers examine wood applications for space satellites

Researchers in Japan are reportedly looking at the possibility of satellites being made from wood in the future, according to Nikkei Asia. The news, released by Nikkei Asia on December 24, coincidentally mirrors an unrelated April Fools’ Day news story created by TTJ on April 1, 2008 saying that NASA was testing satellites made from wood as they would do less potential damage on re-entry by completely burning up.

Japanese logging company Sumitomo Forestry and Kyoto University are working on a project to examine several potential benefits of using wood in space, including the fact wood does not block electromagnetic waves or the Earth’s magnetic field, as well as the fact a wooden satellite would completely burn up in the atmosphere on re-entry to lessen any potential debris.

The study will be ongoing for the next four years.

“Wood is being explored for new applications all the time,” said Stephen Powney, editor of the Timber Trades Journal (TTJ). “When we did what was a spoof news story on Aprils Fools’ Day back in 2008 it was against a background of rapidly increasing developments in engineered timber. Of course, there were no NASA scientists working on an engineered oak satellite in our story. But we’re delighted it has in some way proved prophetic, with real research taking place now in Japan for using wood in space.

“Applications for using wood, whether in its natural state or engineered or modified in some way, continue to grow all the time.” □

LIGNA.21 postponed to September 2021



LIGNA.21 goes into autumn, postponing its original event date from May to 27 September to 1 October 2021. Following intensive reflections and discussions, and in view of the current developments in the global incidence of infections in the wake of the COVID-19 pandemic, Deutsche Messe and the German association VDMA have jointly decided to postpone LIGNA by around five months.

“Due to the ongoing pandemic, increasing restrictions and the renewed lockdown, there is great uncertainty in the market. We take this very seriously,” emphasised Dr Andreas Gruchow, Deutsche Messe Managing Board member. “The decision to postpone LIGNA was a very difficult one for us, but it is the only consistent measure to give all those involved planning security and the necessary lead time for preparations. The corresponding hygiene and protection concept is in place, and with the staging of our event now in October, it has also been proven in practice that events in pandemic times can be held safely. At LIGNA, we

have to take into account that entire machine parks are designed, assembled and presented in live operation with a long lead time and at great expense.

This requires trade show planning that takes many months. This can only be achieved in conjunction with a sufficient number of international decision-makers on the visitor side. To ensure that LIGNA, the world’s leading trade show for the sector, can live up to this expectation, suppliers and users alike must be given sufficient planning security for participation – and this is significantly higher for September/October than for May 2021.” As co-organiser of LIGNA, the VDMA also sees the postponement of the event date as the only effective means of successfully staging the world’s most important trade show for the international wood industry in the interests of all participants.

“The postponement of LIGNA is absolutely necessary. It is the world’s most important platform for our companies and the customers of the woodworking and processing industry,” said Dr Bernhard Dirr, Managing Director of the VDMA Woodworking Machinery Association. “The industry needs this marketplace.

With LIGNA in September 2021, we want to send out a signal of new impetus and investment in the global marketplace.”

“We are already looking forward to numerous innovations, particularly in the three focal themes of LIGNA.21: Woodworking Transformation, Prefab Building Processes and Green Material Processing,” added Christian Pfeiffer, Global Director, LIGNA & Woodworking Shows at Deutsche Messe. “In September, LIGNA.21 will be held as a hybrid event for the first time, underscoring its function as a leading industry event and presenting the world’s range of tools, machinery and equipment for woodworking and wood processing.” □

Successful acceptance of the benchmark Siempelkamp plant at Klaipėdos Mediena (VMG), Akmenė

After the grand opening in summer 2020, VMG is now operating the new plant with a production capacity of 2,000 m³ per day. The Akmenė plant supports the expanding furniture and kitchen production of the company, which among other things, produces exclusively for IKEA. All acceptance tests for different board thicknesses between 4 and 30 mm have been completed successfully; the contractually fixed quality and capacity have been achieved. The Siempelkamp plant is considered to be one of the most innovative, economical, and sustainable particleboard plants worldwide: The core component is the Generation 9 ContiRoll® in a 8' x 45.4m format. The gluing technology is geared towards low-formaldehyde or formaldehyde-free glues, and the WESP filter technology meets the highest environmental standards. The Siempelkamp subsidiaries Pallmann and CMC contributed the shredding and front-end technology, Büttner delivered the drum dryer. The grinding and cut-to-size line processes all board formats commonly used in Western and Eastern Europe. For the transport of the knife rings between the knife ring flaker and the sharpening robot, a RoundTrack® system from the Siempelkamp subsidiary Strothmann is used. In addition to the



above-mentioned panel thickness range, the plant is suitable for the production of 3mm panels – a major challenge in the particleboard segment. “We are pleased to support VMG after the successful acceptance to expand its production capacities with an environmentally friendly plant concept. The now third Siempelkamp plant for our customer was built in challenging times; so that this smoothly completed acceptance represents a special milestone,” says Jürgen Philipps, spokesman for the management board of Siempelkamp Maschinen- und Anlagenbau GmbH. □

Cameroon achieves a new milestone in promoting legal wood



Sawn wood transport (Photo: Indra van Gisbergen, Fern NGO)

Cameroon has become one of the first African countries to require the use of legal wood and timber in all its public procurement procedures. From now on, operators engaged in construction or public purchases in connection with wood by-products will have to prove the legal origin of the wood used. The new joint decree was signed on 15 December 2020 by Cameroonian ministers in charge of Forestry, Public Works, and Public Contracts.

The public sector is Cameroon's main wood and furniture buyer, using at least 13,000 cubic metres per year for infrastructure such as schools, hospitals and other public facilities. However, sawn timber from legal sources and supplying the domestic market is estimated at only 27% of the total volume of timber in circulation in the country's main markets, according to a study

by the Center for International Forestry Research. The remaining 73% of wood supplied to the domestic market and its operators is illegal. This situation is expected to soon change following the publication on 15 December 2020 of a new interministerial decree. The text, jointly signed by the ministries of Forests and Fauna, Public Works and Public Markets, introduces a legality clause to all public procurement procedures requiring the use of sawn wood and wood products.

Operators engaged in construction or public procurement in connection with wood by-products will from now on have to prove the legal origin of wood used. The Ministry of Forests will be responsible for ensuring availability of legal wood and compliance with this provision when acquiring equipment and developing infrastructure. The Ministry of Public Procurement must include this provision in tender documents, and the Ministry of Public Works will oversee the implementation of the decree overall.

Through a public communication, the Ministry of Forests stated that "this economic text is a major step in the implementation of the Voluntary Partnership Agreement for the Legal Timber Trade (VPA-FLEGT) in the country. The objective is to limit the impact of informal activities on the economic performance of the forestry sector. The State's objective is also to limit the import of timber products. This will boost the further processing industry that has, for over a decade now, been the weaker point of public policy."

As a result of this initiative, "the State shall no longer contribute to illegal logging through its public procurement practices," stated a representative of the Ministry of Forests. □

Brazil's wood-based product exports up 47% in December 2020



In December 2020, Brazilian exports of wood-based products (except pulp and paper) increased 47% in value compared to December 2019, from US\$222.3 million to US\$327.4 million, reported the International Tropical Timber Organization (ITTO). Pine sawnwood exports increased 53% in value, rising

from US\$ 34.8 million in December 2019 to US\$ 53.2 million in December 2020. In volume terms, exports increased 371% from 213,500 cubic metres to 292,800 cubic metres.

In a reversal of data for November, tropical sawnwood exports in December increased 37% from 33,300 cubic metres in December 2019 to 45,700 cubic metres in December 2020. Exports earnings grew just over 8% from US\$15.4 million to US\$16.7 million.

In December 2020, pine plywood exports continued the upward trend, rising year on year 83% from US\$35.9 million to US\$65.7 million. In volume, exports increased 39% from 168,200 (Dec 2019) cubic metres to 233,900 cubic metres (Dec 2020). Tropical plywood exports continued down dropping 13% in volume from 7,600 cubic metres (US\$2.7 million) in December 2019 to 6,600 cubic metres (US\$2.7 million) in December 2020.

Wooden furniture exports rose once again in December 2020, from US\$43.9 million in December 2019 to US\$59.8 million in December 2020. □

COVID-19 brings good news and bad for sustainable wood production

By Thais Linhares-Juvenal, Senior Forestry Officer at the Food and Agriculture Organization of the United Nations.

Before COVID-19 hit, increasing the production and use of sustainable wood was already a major challenge. Substitute materials, such as plastic, concrete and metal can be – at least on the face of it – cheaper. Consumers still hold a perception of wood production as a driver of environmental damage and inequity. And unfortunately, in some cases, they can be right: unsustainable practices, from production to consumption, may be rife. But actions towards legality and sustainability are prospering, supporting livelihoods across the world and providing a pathway out of extreme poverty to many forest dependent communities.

Wood products from sustainably managed forests, have huge potential to contribute to the Sustainable Development Goals (SDGs). Through their renewability, circularity and cascading properties, sustainable wood products are key to advance the bioeconomy. From employment and economic growth to accessible energy and low carbon fuel, sustainable wood has a vital role to play.

As the COVID-19 has dealt another hard blow to the sector, it has also highlighted opportunities for wood value chains.

The Sustainable Wood for a Sustainable World initiative, formed by the Food and Agriculture Organization of the United Nations (FAO) and partners, conducted a survey of almost 250 people working across wood value chains worldwide.

Alongside inevitable reports of the devastating effects of halts to trade and production, many of the respondents raised concerns about the COVID-19 pandemic significantly decreasing the financial resources available to implement sustainable forest management.

Many noted that COVID-19 has brought risks to forest governance – crucial for investments – with issues around monitoring and enforcement, illegality and tenure rights severely aggravated by the pandemic.

Countries have their work cut out for them if they want to maintain progress made to curb the presence of illegal wood in the markets, encourage investment in sustainable wood and ensure small and medium producers are supported to engage in sustainable trade. Yet there was some good news.

COVID-19 may have improved health standards in the sector, as the private sector increased monitoring and compliance with health and safety guidelines in the face of the pandemic.

Respondents also noted that the sector was adopting digital technologies as part of its recovery strategies. And wood businesses are concentrating on adopting industrial certification, inclusion of workers in social protection and decent employment schemes, health care facilities, increased resource efficiency and labour-saving innovation in their recovery phase. The

wood sector may emerge from the crisis with higher social and operational standards and social measures than before.

What is clear is that the sustainable wood sector must be part of the global strategy to build back better if we are to build on emerging opportunities to reduce poverty and reverse risks to sustainable forestry. Countries need to prioritize providing financial support to small and medium forest enterprises, which require cash transfers and subsidies to stay afloat.

Forestry businesses need to advance the implementation of sustainable practices, certification schemes and, as far as possible, invest in innovation and digitization. They can also work to integrate smallholders, communities and small and medium forest enterprises in more coordinated sustainable supply chains, including horizontal and vertical integration.

And as consumers in the global community, we need to be aware of the availability of sustainable wood products and commit to responsible consumption, particularly at a time when the world is focused on promoting a circular economy and climate change mitigation in the post-COVID-19 environment. □

Century Plyboards India Ltd commissions new veneer unit at Gabon



Century Plyboards (India) Ltd. has announced that the newly set-up veneer manufacturing unit of the Company's wholly owned subsidiary Century Gabon SUARL at Gabon in Africa, has successfully started its commercial production today, i.e. 8th February, 2021. The unit has an operating capacity of peeling 200 cubic meters of timber per day and would be initially manufacturing face veneer and core veneer. □

Jaguar Land Rover unveils the UK's largest engineered timber roof

Jaguar Land Rover's Advanced Product Creation Centre has the largest engineered timber roof in the UK, reflecting the design quality and company values associated with one of Britain's most iconic automotive businesses.



Encompassing 1,512m³ of PEFC-certified glulam beams and 2,674m³ of cross laminated timber (CLT) panels manufactured by Binderholz, the engineered timber roof makes a huge design statement covering an area of over 50,000m². In fact, this award-winning roof structure with outstanding green credentials has already achieved two prestigious Structural Timber Awards for 'Commercial Project of the Year' and 'Solid Wood Project of the Year'.



Construction partners B&K Structures designed, engineered and installed the timber roof to encompass a diverse range of spaces and facilities for Jaguar Land Rover.

The CLT and glulam structure was designed to deliver permanent quality and long-term energy efficiency, requiring

little or no maintenance to meet the sustainability objectives. The engineered timber industrial system was specified as it allows for rapid assembly and offers excellent airtightness through robust cross laminated timber panels.

The solid wood structure met the natural look and feel that Jaguar Land Rover required, together with the low thermal resistance and airtightness that the structure demanded to meet the challenging design brief. The timber roof will require only minimal maintenance during the building's lifetime as the solid timber sections prevent dust getting trapped as it would with steel sections.

The timber structure is designed for 90 minutes of fire resistance. The project represented the largest PEFC-certified CLT roof deck constructed by B&K Structures. The design of the steel to glulam connections were a primary factor in the accuracy of the frame. Adopting a hybrid approach, the structure is designed to be as lean and efficient as possible. Maximising performance in this way has resulted in a roof with the lowest possible amount of embodied carbon. Photo credits: Bennetts Associates/B&K Structures. □

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Gabon aims to be the world champion in processed tropical timber by 2023

Gabon presents its ambitions for the timber industry through the “2021–2023 acceleration plan”.

This plan aims to accelerate the diversification of Gabon’s economy. The country’s objective is to become the world leader in processed tropical wood. “We are already the leading producer of plywood in Africa. We can be by 2023 the leader of processed tropical wood in the world,” said the Prime Minister on January 18, by presenting this development strategy.

According to the Prime Minister Madam Rose Ossouka Raponda, to achieve this, Gabon intends to strengthen wood production by launching a major program of eucalyptus plantations, and by limiting harvesting from its primary forests.

The Gabonese authorities are also planning to make reforms to consolidate the number of forest loggers. The idea is to have fewer companies, better capitalized and respecting national rules and international certification standards. In short, forest operators capable of investing and being socially responsible towards local communities, by developing concessions over larger areas. “We intend to play an important role in this process for the National Timber Company of Gabon (SNBG) to support Gabonese loggers”, underlines the Prime Minister.

According to the newspaper, “Le Nouveau Gabon”, at the end of September 2020, the production of lumber represented 870,410 m³ and the production of plywood units increased by almost 27%, to stand at 37,358 m³ during the same period.



The authorities are staking on the timber industry for the diversification of the country’s economy and the mobilization of budgetary revenues. 50,000 new jobs are expected to be created within five years in this sector, which is already establishing itself as one of the best job providers in the country.

To this end, several collaborations are underway with the World Bank and the African Development Bank to create and rehabilitate technical vocational training centers, whether in Libreville and the GSEZ of Nkok, or within the country. □

TTF survey finds timber industry resilience, but also Brexit trade friction

Difficulties with logistics and trading with Northern Ireland under new Brexit protocols are having impacts on an already tight timber supply chain, a new UK timber Trade Federation (TTF) survey has found. But despite the challenges, the survey found TTF members are coping well overall following the Brexit changes. The survey identified logistics as the most pressing challenge – with a lack of haulage vehicles, inflated costs, and hauliers’ hesitancy to import and export goods in and out of the UK slowing down trade.

Second is the Northern Ireland Protocol. Some 45% of respondents from Great Britain who are trading with Northern Ireland (NI) believe the Protocol is detrimentally impacting their ability to supply the NI market. One respondent stated that it would be “more cost-effective for our business to cease trading with Northern Irish customers”.

Reasons include customs declarations, due diligence under UK Timber Regulation (UKTR), phytosanitary certificates and potentially duty under the Northern Ireland Protocol. This disadvantages GB suppliers compared to their European counterparts, as NI is for practical purposes still in the EU.

However, NI exporters to GB do appear to have largely “unfettered access”, with 55% of respondents reporting that they were not experiencing trade restrictions while moving goods

from NI to GB. Additional administrative procedures, as well as some European companies unwilling or unable to share details of supply chains to help members complete the necessary due diligence under UKTR, is also affecting respondents’ businesses.

Concern also exists about further challenges and uncertainties once the grace period for customs declarations comes to an end in July, and when UKCA marking is enforced next year. “On the whole, this survey shows that our members are coping well with the changes brought about by Brexit,” said David Hopkins, TTF CEO.

“But, the new trade restrictions have come at a time when the market is experiencing unparalleled challenges as a result of the COVID pandemic. “In December we released a market statement warning of tight timber and panel supplies into 2021. Now, the situation is exacerbated by increased administration and slower delivery times as a result of the Brexit trade deal.” “We are working with the Construction Products Association (CPA) to look for practical solutions to this situation.”

Mr Hopkins said TTF members were optimistic for the year ahead, with timber demand “at an all-time high”. The TTF survey gathered 36 member companies’ responses, representing timber importers, merchants, agents, and manufacturers between January 11-February 12. □

Cabinet approves economic cooperation pact between India, Mauritius



The union cabinet has approved the signing of the Comprehensive Economic Cooperation and Partnership Agreement (CECPA) between India and Mauritius, according to an official statement. This agreement will cover trade in goods, rules of origin, trade in services, technical barriers to trade (TBT), sanitary and phytosanitary (SPS) measures, dispute settlement, movement of natural persons, telecom, financial services, customs procedures and cooperation in other areas.

CECPA provides for an institutional mechanism to encourage and improve trade between the two countries. The CECPA between India and Mauritius covers 310 export items for India, including food stuff and beverages (80 lines), agricultural products (25 lines), textile and textile articles (27 lines), base metals and articles thereof (32 lines), electricals and electronic item (13 lines), plastics and chemicals (20 lines), **wood and articles thereof** (15 lines), and others.

Mauritius will benefit from preferential market access into India for its 615 products, including frozen fish, speciality sugar, biscuits, fresh fruits, juices, mineral water, beer, alcoholic drinks, soaps, bags, medical and surgical equipment, and apparel.

As regards trade in services, Indian service providers will have access to around 115 sub-sectors from the 11 broad service sectors such as professional services, computer related services, research & development, other business services, telecommunication, construction, distribution, education, environmental, financial, tourism & travel related, recreational, yoga, audio-visual services, and transport services.

India has offered around 95 sub-sectors from the 11 broad services sectors, including professional services, R&D, other business services, telecommunication, financial, distribution, higher education, environmental, health, tourism and travel related services, recreational services and transport services.

Both sides have also agreed to negotiate an Automatic Trigger Safeguard Mechanism (ATSM) for a limited number of highly sensitive products within two years of the Signing of the Agreement. The Agreement will be signed by the concerned

from both the countries on a mutually convenient date and will come into force from 1st date of the following month India and Mauritius enjoy excellent bilateral relations, sustained by historic cultural affinities, frequent high-level political interactions, development cooperation, defence and maritime partnership, and people to people linkages. The India-Mauritius CECPA will further cement the already deep and special relations between the two countries. □

Amulya Mica's WPC Door Frame - "HYGINO"

Purbanchal Composite Panel (India) Pvt. Ltd., maker of Amulya Mica WPC/PVC Board, is the first company in India to introduce Lead free WPC/PVC Board. It is highly recognized and appreciated by domestic & international market. Now the company is going to introduce Stylish & Durable WPC Door Frame "HYGINO", a health friendly surface & complete substitute to Wooden Door Frame. It is well known to all that Purbanchal Group's Amulya Mica is known for providing innovative products and priceless solutions to its patron. Keeping pace with the market trend and need of the customers, the company has started production WPC Door Frame. It is made from virgin polymer. It is highly durable and can withstand almost anything and everything including water, fire, termite & borers.

Some of the USP's of Amulya WPC Door Frame are:-

- ➔ 100% Waterproof.
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- ➔ Anti-Bacterial
- ➔ Fire Resistant.
- ➔ Ready-to-use
- ➔ Ready-to-paint
- ➔ Warp Resistant
- ➔ 100% Solid Composition.
- ➔ Equally suitable for indoors & Outdoors application.
- ➔ High Screw holding Capacity.
- ➔ Highly Durable.

It is available in different sizes (inches) 2.5x1.5, 3x2, 4x2.5, 5x2.5 & 6x2.5. Length available (feet) 7' / 9' / 12' etc.

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TRY US TO BELIEVE US!! For more detail, please visit our website : www.amulyamica.com or call us at Toll Free No: 1800-233-1468 or mail us at crm@amulyamica.com . We would love to answer. □

China International Wood Working Machinery and Furniture Raw Materials Fair/Interzum Guangzhou 2021



Furniture Fair, the combined exhibition occupied an area of 300,000 square meters and received a total of 145,363 visitors. Some 1,607 exhibitors from 16 countries and regions participated in full force. According to media data, the high end customisation market in China will reach RMB800 billion in 2020. Leading companies are expanding distribution channels, staking new retail spaces at major malls, and acquiring or investing in design and renovation firms. Dedicated to high quality custom furniture suppliers, CIFM / interzum guangzhou 2021 will bring together premium hardware accessories and wood panel brand enterprises at home and abroad to meet various buyer needs.

Unflinching Industry Support

CIFM/interzum guangzhou is poised to feature more smart production equipment and components, as well as raw and auxiliary materials, and continue to promote innovation and inspire the industry. International brands have expressed their anticipation for the 2021 show and jumped on the opportunity to snap up booth spaces. Online visitor pre-registration has kickstarted. Visitors who complete the pre-registration will receive free fast-tracked entry, a show catalogue, a PIAZZA drink voucher and free admission to the happy hour during the event. *To learn more about interzum guangzhou, visit www.interzum-guangzhou.com.* □

Following the rescheduling of last year's event to July 2020 due to the COVID-19 situation, the China International Woodworking Machinery & Furniture Raw Materials Fair (Guangzhou) (CIFM) / interzum guangzhou will be held from 28 to 31 March 2021 and will once again take place at the China Import and Export Fair Complex in Guangzhou, China. The pared down 2020 edition, resulting from travel restrictions imposed by various countries, did not douse the enthusiasm of the furniture production industry and instead registered some heartening results. Co-located with the China International

HOMANIT Orders Complete THDF Line from DIEFFENBACHER

Operating plants in Losheim am See, Germany, and in the Polish cities of Karlino and Krosno Odrzańskie, the HOMANIT Group is a European specialist in the production of thin, high-value-added wood fiberboards. For its new site in Pagirai near the Lithuanian capital of Vilnius, the company has ordered a complete low-emissions THDF plant from DIEFFENBACHER GmbH Maschinen- und Anlagenbau.

DIEFFENBACHER will supply all components, from debarking to stacking. The plant will deploy the latest environmental technology solutions in combination with the fiber dryer and a 50 MW energy plant, ensuring that emissions are minimized. "DIEFFENBACHER has supported us with full commitment in our efforts to operate our new plant with the lowest possible emissions," says HOMANIT Managing Director Ernst Keider. The core of the plant features a state-of-the-art thin board forming and press line based on a CPS+ continuous press and a DIEFFENBACHER PROjet gluing



system. DIEFFENBACHER is responsible for the automation of the new line. The THDF plant is designed to keep emissions to a minimum while producing 1.5 mm to 22 mm thick wood fiberboards of the highest quality. A production volume of 310,000 m³ per year is planned, corresponding roughly to a daily capacity of 950 m³. Assembly is scheduled to start in the fall of 2021, with plant start-up to take place in the summer of 2022. □

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