

• FURNITURE • LAMINATES • BAMBOO

# Indian Wood & Allied Panels

Volume 15 • Issue 4

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

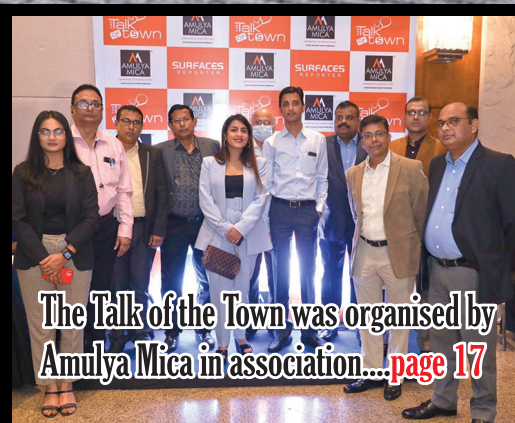
October - December 2021



**India** has potential of taking furniture exports from \$2 to \$20 billion, says expert



**Power Ply** — the industry is finally following a steady growth path....**page 2**



The Talk of the Town was organised by Amulya Mica in association....**page 17**

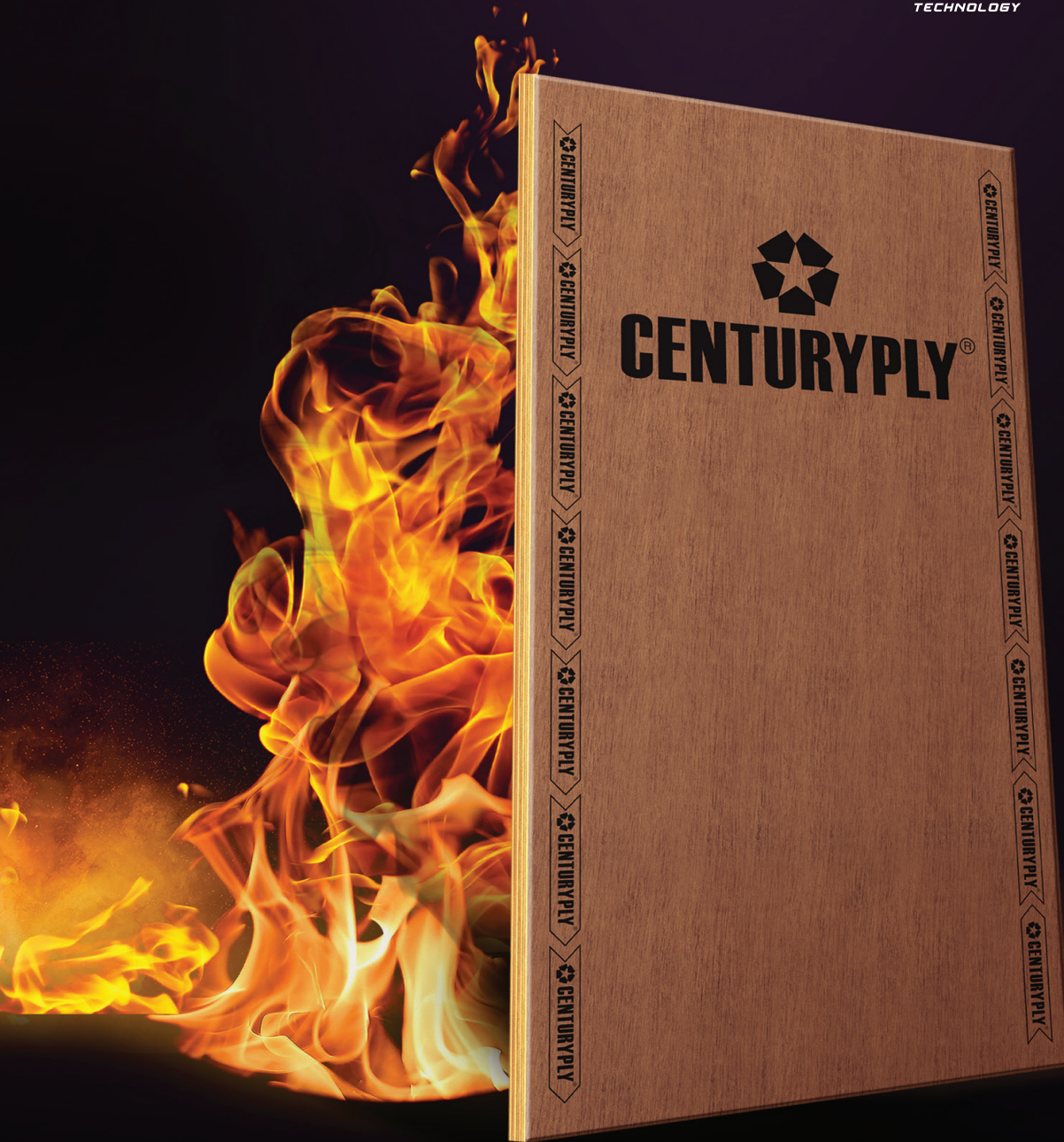


**India's** furniture & home market to reach \$40bn by 2026....**page 23**

# Aag Se Bachaye



Now with



'Aag Se Bachaye' is creatively interpreted from test reports under standard test condition for 19 mm thick ArchitectPly and Club Prime. CenturyPly with FireWall Technology fares much better in containing spread of fire as per 3 standards - IS 5509, BS 476 Part 7 & ASTM E84 - giving you critical time to act in case of fire. Please visit [www.centuryply.com](http://www.centuryply.com) for more details.

**Corporate Office: Century House, P-15/1, Taratala Road, Kolkata - 700088**

+91 33 39403950 1800-5722-122 customerhelpdesk@centuryply.com Century Plyboards India Limited [www.centuryply.com](http://www.centuryply.com)

Century Plyboards (India) Ltd. Century Plyboards India Ltd Century Plyboards (India) Limited Century Plyboards (I) Limited

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

Volume 15 • Issue 4 Oct-Dec 2021

### Editorial Advisory Board

- Mr. A.K. Mukherjee
- Dr. J. Bhattacharyya
- Dr. C.N. Pandey
- Mr. Sajjan Bhajanka
- Mr. P.G. Mukundan
- Mr. Ajoy Kumar

### Editor

Jaydeep Chitlangia

### Hony. Country Editors/Representatives

Mr. Olman Serrano, FAO - Rome

### Indian Correspondents

Dr. A. Panda

### Advertising/Business Development

Anthony Fernandes

### Graphic Design & Layout

Sushil Kumar

### Editorial & Publisher's Office

#### Federation of Indian Plywood & Panel Industry (FIPPI)

404, Vikrant Tower, 4 Rajendra Place,  
New Delhi-110 008, India  
Tel: +91-11-25755649,  
Fax: +91-11-25768639  
E-mail: fippi@fippi.org,  
Website: www.fippi.org

The views expressed in this issue are not the views of the Publisher or Editor.

No part of this magazine may be reproduced in part or in full without the permission of FIPPI.

### SUBSCRIPTION

“Indian Wood & Allied Panels” is published four times a year.

### Mode of Payment:

Demand Draft /Cheque to be issued in favour of “Federation of Indian Plywood & Panel Industry”, payable at New Delhi.

Subscription Charges	India INR	Overseas US\$
One Year	350	40
Five Year	1500	180

Printed & Published by Anthony Fernandes, on behalf of Federation of Indian Plywood & Panel Industry.

# C O N T E N T S

6

Green hydrogen where wood stands



14

A Circular Future for Timber



21

“Double limit and double control”, what is the impact of the timber industry?



27

PEFC's statement on COP26: World leaders to recognise importance of forest certification



Power Ply – the industry is finally following a steady growth path	2
Century Plyboards to hive off logistics business	4
IPIRTI Develops Technology to Produce MDF Boards from Wheat Straw	8
DOUSSIE - Exotic Tropical Timber	10
Gabon: timber from the Nkok SEZ now exportable to Europe via the Tracer system	11
Dalmia Cement wants 2 million ha of wastelands to plant bamboo	12
AP Govt clears 5 new industry investments worth ₹2,134 crores	
Better realisations, demand to aid margin improvement: Greenply	13
Container shortage threatens India's wood exports	
Five years of demonetisation: How over 800 tonnes of shredded notes ended up in South....	15
U.S. home building Dips as Material Shortages Worsen	16
Action urged to promote wood as a sustainable construction material	
The Talk of the Town was organised by Amulya Mica in association with Surface Reporter....	17
Laminate industry approaches NITI Aayog, DPIIT for inclusion in PLI scheme	18
Amulya Mica brand has been recognized as one of the Most Promising Brand of India 2021...	19
Certification for Indian ‘Trees Outside Forests’	
India has potential of taking furniture exports from \$2 to \$20 billion, says expert	20
Greenply launches its short film ‘The Table’ as a part of its festive campaign	21
Amulya Mica had organized qawwali night for Delhi dealers at the Oberoi, Gurugram on ....	22
India's furniture & home market to reach \$40bn by 2026	23
Seeking more room, Japanese condo buyers ask for ‘doma’ spaces	24
Making a killing out of pre-loved furniture	25
Too little to late – Emission Reduction	
Stora Enso and Lendlease launch global timber partnership	26
Indiawood aims to drive the South Asian Woodworking Industry	
Naaz Trading Cameroon obtains environmental compliance certificate for wood-processing...	27
Calendar of Events 2022	28

## Power Ply – the industry is finally following a steady growth path



After a year of economic slump, the plywood industry is rising like a phoenix from the ashes — stronger, smarter and more powerful. The gradual easing of Covid restrictions and a fast-paced vaccination drive are helping businesses buffer the effects of the pandemic on the supply chain and resume normal production.

The second wave may have disrupted the momentum in the first quarter of the current fiscal, but the industry is finally following a steady growth path, courtesy high real estate sales.



Manoj Tulsian, CEO & Joint MD of Greenply Industries, listed the macro-economic factors behind the significant turnaround. “The pandemic-induced home ownership sentiment, the work-from-home culture, a rapid growth in the IT sector and the record-low home loan rates have come together to boost the residential realty sector. Mortgage rates also continue to trend at their lowest in 15 years, leading to reduced EMIs and better affordability. All these positive macro-economic factors are acting like catalysts in the performance of the plywood industry in general,” he said.

For Greenply, the net sale was up 96.7% in the first quarter of FY22. The national player raked in Rs 260.1 crore in Q1 of FY22 compared to Rs 132.2 crore in Q1 of FY21. In the second quarter of FY22, the business growth was 46.2%, with the net sale at Rs 430.8 crore against Rs 294.6 crore in Q2 of FY21.

In the fourth quarter of FY21, the company had recorded

sales worth Rs 396 crore. “We are optimistic that the numbers will be better in Q4 of FY22, as the country has crossed the 100-crore vaccination milestone while logistics and transportation issues are gradually getting resolved,” Tulsian said. He added that the waterproof/marine grade plywood with ‘Virashield’ protection, which met zero-emission norms, had recorded the highest sales since the pandemic hit because consumer preference saw a paradigm shift towards home interiors that took care of their health too.

The market size of the plywood industry is approximately Rs 22,500 crore, in which the unorganised sector has a share of 75%. In stark contrast to the organised sector, the margin has been minimal for the unorganised sector owing to consumer affinity for durable and branded products. An increase in the cost of raw materials further worsened the situation.

According to Akhilesh Chitlangia, the President and third-generation promoter of Duroply Industries, the current upward trajectory in the plywood industry is expected to continue for the next four-five years because of the pandemic-induced housing market boom and the government’s push for growth of infrastructure in the country.



For DURO (the brand name for the company’s range of plywood), sales in Q1 and Q2 of FY22 were approximately 70% higher as compared to the corresponding period in FY21. The demand in Q3 of FY22 has been 30% higher against Q3 of FY21.

“We expect Q4 to be better; by around 20% over last year,” Chitlangia said, adding that the premium plywood category was recording the highest sales since Covid because consumers were no longer willing to compromise on the quality of materials for their homes. Duroply Industries has launched a bunch of new products, including fire-resistant plywood and a 10ft variety, following a survey.

Director of Kitply Industries Sandip Sawalka believes the plywood sector hit the recovery road in July 2021. However, having faced zero-revenue months and constant pressure to meet fixed/overhead expenses, he concedes that the biggest challenge for the industry is to maintain regular cash flow. “To meet monthly expenses such as salaries, rent, etc., we are trying to work with associates/channel partners whose payments are faster,” Sawalka said.



LAMINATES | PLYWOOD | WPC  
GHAR SAJAYE SAATH NIBHAYE

**imperial**  
COLLECTION

**QUALITY BY HABIT**



Experience  
the grand launch of  
Imperial  
Laminate Collection  
by **Harbhajan Singh**



[www.amulyamica.com](http://www.amulyamica.com)  
[crm@amulyamica.com](mailto:crm@amulyamica.com)  
Toll-Free no - 1800 233 1468

Kitply is the only lumber company in India to have forestry of its own, developed on a wasteland. It has been awarded the highest corporate honour — the Indira Gandhi Vrikshamitra Puraskar — by the Indian government in recognition of its pioneering role in wasteland development and contribution to forest conservation.



In Q2 of FY22, Century Plyboards India (CPIL) saw the highest-ever volume and revenue in the company's history.

While plywood revenue in Q1 of FY22 grew 126% year-on-year (YoY), revenue in Q2 was up 66% YoY. "The true barometer is that Q2 of FY22 is already at 10% growth compared to Q4 of FY21, which recorded a plywood revenue to the tune of Rs 399 crore," said Nikita Bansal, CPIL's Executive Director. "Despite the high base, we expect it to grow in double digits in Q4 of FY22," she added.

According to Bansal, the company's fast recovery can be attributed to its innovations in the plywood segment since the pandemic started. "We have embedded three new technologies into our plywood products to drive strong volume growth in times to come. These are 'Virokill', a nanotechnology-driven feature to kill surface viruses; 'Firewall' to provide a three-ring protection from fire in compliance with Indian, British and American standards; and 'Century Promise', an app that allows customers to scan QR codes and verify a product's authenticity," she said.

For CPIL, two of its major products — Club Prime and Sainik 710 — have contributed to more than 60% of the company's overall sales since the Covid outbreak. While Club Prime is waterproof plywood that comes with 25 years of warranty against termites, Sainik 710 is an in-house manufactured waterproof plywood that offers eight years of warranty and is priced at the range of unbranded plywood to shift consumer preference. □

## **Century Plyboards to hive off logistics business**

**T**he company may seek collaboration for the divested freight station business, and the slump sale of the business to a subsidiary opens the opportunity. "We have a CFS division that we are now hiving off to a subsidiary because it is an unrelated business. While freight station has opportunities in the domestic market, it is not our core competence. We shall align with some like minded people or some leading players," Sajjan Bhajanka, Chairman and Managing Director, Century Plyboards (India) Limited, said at an earnings call.

In a communication to the stock exchanges, Century Ply has said it expects to receive Rs 52 crore from the slump sale as a going concern.

The logistics business contributed around 3 per cent to the company's revenue from operations as of September 30, 2021.

Century Ply had clocked a turnover of Rs 2,113 crore in 2021-22 and the management expects a 19 per cent compounded annual growth rate over the next five years.

The company is expecting double-digit growth in the wood panel industry over the next five years across MDF



(medium density fibre-board), plywood, laminate and particle board business. □

*Readers are invited to send views, comments and suggestions if any, addressed to Editorial board  
We also invite your valuable Advertisement and Article to be published in the Journal.*

## **"INDIAN WOOD & ALLIED PANELS" Quarterly Journal - FIPPI**

404, Vikrant Tower, 4, Rajendra Place, New Delhi-110008, India

Tel.: +91-11-25755649 (Direct), 25862301 • Fax: +91-11-25768639 • E-mail: [fippi@fippi.org](mailto:fippi@fippi.org) • Website: [www.fippi.org](http://www.fippi.org)

# REVOLUTION IN DOOR INDUSTRY

# TESA HDHMR DOOR

## AVAILABLE IN

### LENGTH (FEET)

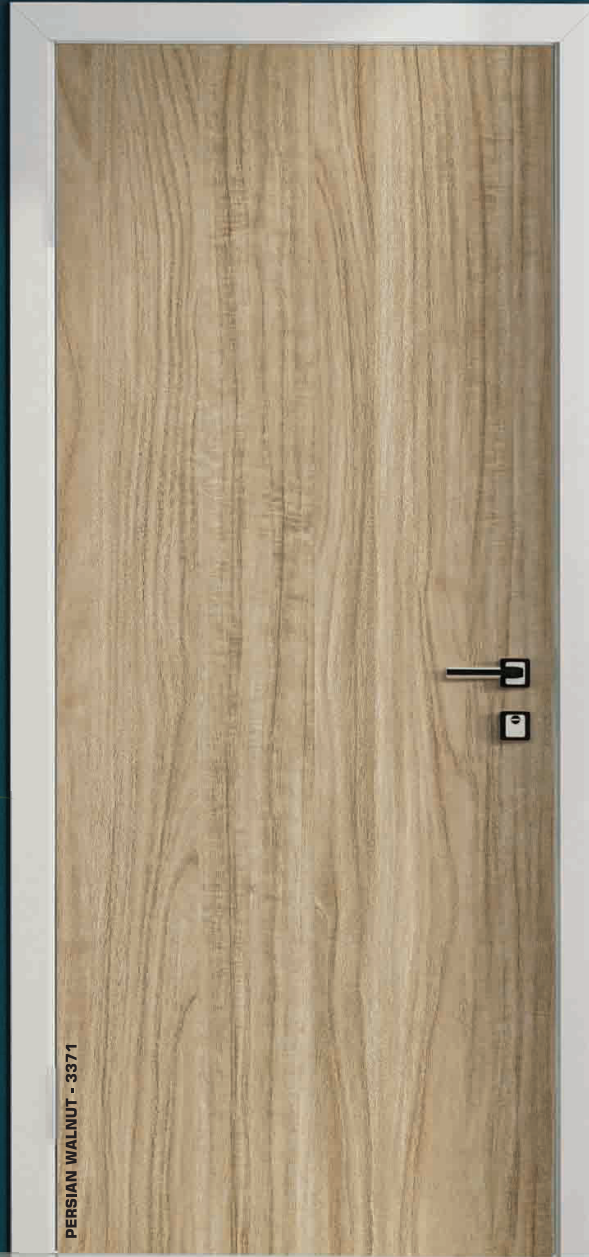
6.5, 6.75, 7 & 8

### WIDTH (INCH)

27, 30, 33, 36, 39,  
42 & 45

### THICKNESS

30MM, 32MM & 35MM



PERSIAN WALNUT - 3371

- Ready To Use Doors
- Best Finishing, Unique and Rich Look
- Solid Structure, No Core Gap
- Smooth Surface, Zero Bubble Finish
- All Season Product & Dimensionally Stable
- Cost Effective
- Easy Locking System

 <b>HIGHER DENSITY</b>	 <b>TOUGHER THAN PLYWOOD</b>	 <b>NOMINAL COST</b>	 <b>HIGHLY WATER RESISTANCE</b>	 <b>BORER RESISTANCE</b>	 <b>MULTIDIMENSIONAL BONDING TECHNOLOGY</b>	 <b>HIGHER SCREW HOLDING STRENGTH IN CORE</b>	 <b>ZERO BUBBLE FINISH</b>	 <b>IDEAL ROUTABLE SUBSTRATE</b>
---	--	--	---	--	---	---	--	--



**BALAJI ACTION BUILDWELL:**

**Customer Care Service:** 011-41120018, 41120098

cce2@actiontesa.com, cce3@actiontesa.com

**PRODUCT RANGE :** •Pre-Laminated & Plain Particle Board, MDF & HDHMR Board  
•HDHMR Door •HDF Laminated Flooring •Embossed HDF Board •UV Coated Board  
•High Gloss Acrylic Board •Door Skins



## Green hydrogen where wood stands



When the Indian Prime Minister Mr. Narendra Modi announced that India is about to set a hydrogen hub, it arose different discourses and discussions around the world on the much talked about resource: Hydrogen. With the increasing price of the fossil fuels, alternate and renewable energy resources are much sought after issue. Scientists hitting the alarm button every now and then, for the scarcity of fossil fuel all the countries are trying to get their hold on the carbon footprint to curb the global warming process and come up with alternative energy resources.

Energy demand is exponentially increasing alongside policy, industrial and societal pressure to reduce emissions. There is a call for a clean and abundant energy vector to meet growing demand as renewables costs drop and carbon pricing shifts the burden.

Hydrogen gas is a promising zero-carbon fuel. It can be burnt or chemically combined with oxygen, to release energy and water. It's expected to replace fossil fuels in the production of lower-carbon steel as well as powering off-road vehicles. According to the Hydrogen Council, there could be a tenfold increase in global demand for hydrogen by 2050. This will primarily be driven by the need for cleaner fuel options and increased use of hydrogen as an energy vector. Another relatively new initiative has been opted of biohydrogen. Biohydrogen is produced from liquid biofeed stocks, such as vegetable oils.



Industry already manufactures plenty of hydrogen gas to create chemicals including methanol and fertiliser – though this is typically from natural gas. In 2019, domestic chemical production from natural gas released 1.8 million tonnes of greenhouse emissions into the atmosphere. At the moment, the lowest-carbon way to make hydrogen is by using electricity to split water. However, hydrogen facilities must build additional renewable generation, such as wind farms, or risk increasing the amount of coal and gas burned to create power. The process would also capture lots of carbon dioxide, which could be used in plant nurseries, fertiliser factories and chemical plants instead of fossil fuels.



Developed at Canterbury University this process creates a mixture of gases, including hydrogen, carbon dioxide, carbon monoxide and methane. First, wood is chemically processed in a large machine then, steam is added and the process converts, purifies and separates this gas mixture into hydrogen in one chamber and carbon dioxide in another.



Water molecules have two atoms of hydrogen, so by adding steam to the mix, the team is able to extract more hydrogen than is just contained within the wood. For every kilogram of wood, the process extracts about 70 grams of hydrogen.

### Biomass and energy:

“Bioenergy has an important role in the transition away from fossil fuels and to move the global energy system towards carbon neutrality”, remarked Ir. Luc Pelkmans Technical Coordinator of IEA Bioenergy TCP. The forestry sector produces approximately 3 million tonnes of wood leftovers, such as unwanted branches, each year. Often this is left behind in plantation forests. The researchers see this material as an opportunity to create two products: climate-friendly hydrogen gas and carbon dioxide. Mountains of wood waste could be broken down into hydrogen and carbon dioxide gas to reduce fossil fuel consumption,



INTRODUCING  
VIR LAMINATE  
**1MM**  
CATALOGUE  
**2021-22**

## VIR LAMINATE

We believe in combining the classic with the unexpected, the casual with the luxurious, 'the something familiar with something charming'. VIR Laminate offers a wide range of designs and textures in a myriad range of colors and hues to make sure your home or work space will be just as beautiful as you want it to be.

Available in 500 plus designs, 50 plus textures and finishes, crafted from distinctively selected decorative papers and absorbent kraft paper that can take on the wear and tear of time.

## VIR LAMINATE PRODUCT RANGE :

1 mm Master Series | Compact | Ext-Lam | Digital Layer | Unicolor | Sync Series | MAR Resistance Grade | Post Forming | Primelam (0.8 mm) | High Gloss | Door Skin | Lab Grade | FR Grade Chalk/Marker Grade | Sleek

University of Canterbury researchers say. However, despite being the blue-eyed boy to the statesmen around the globe, this process is not beyond doubt of the environmentalists. Debate has been raging about the virtues of different hydrogen production methods. To certain experts producing hydrogen from anything other than renewable energy sources is a waste of time.

Some of the experts argue that burning wood to make hydrogen comes with its own problems, not the least of which are the emissions produced by the process. To them “burning biomass is not carbon neutral.” The debate has taken on new relevance with several new proposals for bioenergy based hydrogen production facilities in regional parts of Australia.

Proper management of forests needs to overcome the problem of wood waste utilisation - it can be used directly as a source of heat of some household but it pollutes environment shifting greenhouse effect. Therefore, it is necessary to project a new way of wood waste management, more friendly to the environment. On the other hand, the best strategy of utilisation of waste is to transfer it for renewable source of energy or efficient raw material of green chemistry.

A number of projects have emerged that would see hydrogen produced using biomass – some sourced from the leftovers of native forest logging – that proponents claim could provide a ‘zero emissions’ source of low cost hydrogen.

While proponents argue that there is no harm in using waste wood from the harvesting of native forest – as the waste would otherwise be left to decompose – environmentalists have long



argued that allowing native forest wood waste to be defined as a ‘renewable’ source of energy was misleading, and could ultimately lead to the increased destruction of native forests.

### Trending:

During LIGNA. Innovation Network, Uniconfort showcased biomass plants and CHP systems which can be applied to industrial processes. This type of plants can be heat production plants or cogeneration plants, they include boilers for the production of heat in the form of steam, hot water, superheated water or thermal oil. The plants use processing waste and/or biomass to contribute towards Circular Economy to maximize the value of waste, to reduce the costs of waste disposal and at the same time to produce clean energy.

Source: Wood & Panel-Europe. □

## IPIRTI Develops Technology to Produce MDF Boards from Wheat Straw

The demand for Medium Density Fiber Board (MDF) in the country is 1600-1800 cbm per day. Since wood raw material is scarce, there is a need to source raw material from other natural material. In India huge quantity of agricultural residue is generated every year and this can be used to replace wood in MDF manufacture and save valuable trees in forest.

On the other side, absence of assured returns, farmers find burning is a way of managing agro waste. Burning of straw emits gases like carbon dioxide, methane, carbon monoxide, nitrogen oxide, sulphur oxide which adversely affect human health and environment. Production of MDF from agricultural waste is not new but constrains in straw characteristics, with limited technical knowledge in the manufacture of MDF has led to this investigation. Wheat straw contains 4-6 % of silica which varies depending on the source of wheat grown. Wheat straw with alkali treatment (0.1 & 0.3 %) on the weight of wheat straw was studied for the manufacturing of MDF. Refining parameters for the manufacture of fibres was optimised with a disc gap of 0.2 mm, 6 bar pressure with a retention time of 3-4 minutes for the manufacture of Panel from wheat straw species.

MDF panels of size 0.3 m x 0.3 m x 6 mm were made using (10 & 12 %) Urea formaldehyde resin, phenol formaldehyde resin and Melamine urea formaldehyde resin and tested as per IS 12406-2003 “Specification for MDF for General Purpose”. Chemical and physical characteristics of alkali treated and untreated wheat straw fibres investigations revealed that, ash



content decreased with the removal of dust and increased alkali treatment. Decrease in ash content drastically reduced thickness swelling of 2 hrs in 0.1 -0.3 % alkali treated fibres for UF bonded boards. However, increase in alkali treatment reduced mechanical properties of UF bonded MDF boards. PF bonded MDF boards gave excellent results with 0.1 % alkali treated fibres. Wheat straw fibre board without alkali treatment can be successfully made using MUF resin and with 0.1% alkali treated using PF resin. Results showed that all physical & mechanical properties of the panels were above minimum requirements for MDF as specified in IS-12406-2003 standards for PF and MUF bonded boards. The complete details are available in IPIRTI Research Report No. 201, “Development of Medium Density Fiber Board–Wheat Straw” by Mamatha B. S. and Co-workers.

Source: Ply Reporter. □



DECORATIVE LAMINATE

# Introducing the New Collection of Decorative Laminates

QR CODE



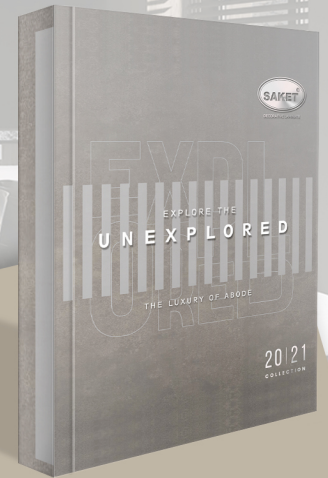
SCAN & SWIPE  
Saket PVC



QR CODE



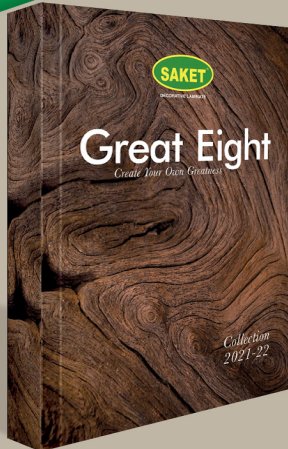
SCAN & SWIPE  
Saket 1mm



QR CODE



SCAN & SWIPE  
0.8 mm



QR CODE



SCAN & SWIPE  
Saket Liner



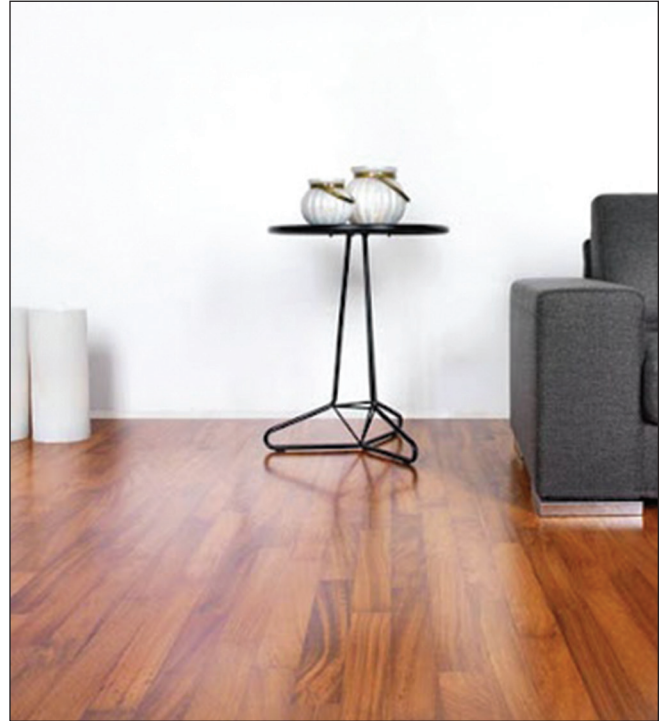
## Scan the QR CODE to get in touch with us.



+91 97264 15610

crm@saketmica.com | 1800 233 1467 | www.saketmica.com

## DOUSSIE - Exotic Tropical Timber



**D**oussie wood is often compared with Teak owing to its several similarities with the species. However, the finewood Doussie, or also known as Afzelia has been used for durability and stability in the woodworking and manufacturing industry. The hardness of the wood matches to that of oak, and the look resembles iroko. The wood largely comes from Asia and Africa. Afzelia trees are found in the forests of West and Central Africa, from Liberia in the north to Angola in the south, and to the Great Lakes region in the east.

Doussie is an appealing orange-brown wood generally preferred for exotic hardwood flooring for its rich and bright appearance. It is one of the most common wood species that is exported from Europe. The wood species is also identified as a sacred and healing lumber in Central and West Africa. Essential oils have calming effect on human body. Doussie is identified as a stable wood in the woodworking and manufacturing industry.

With approximately over 12 species and distributed all over the tropical regions in Africa and Asia, Doussie or Afzelia generally grows to a medium height. Generally the trees have impressive dimensional stability.

### Characteristics:

- Heartwood of Doussie / Afzelia is golden to reddish brown
- Sapwood is pale yellowish white
- Colour darkens with age
- Grain is interlocked
- Moderately resistant to termite
- Wood has a medium luster
- Wood remains smooth under friction
- Wood texture is between coarse
- Afzelia wood is hard and strong

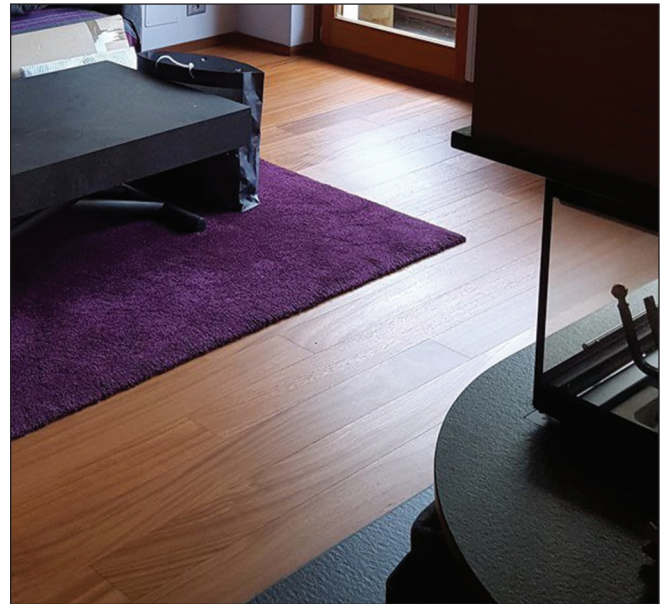
### Workability:

While the wood produces firm furniture finish, the material is difficult to work with. However, furniture manufacturers obtain smooth surfaces as the wood allows easy machining and gluing work. The nailing and screwing properties are satisfactory, but pre-boring is recommended to avoid splitting. Gluing usually does not cause problems. The wood paints and varnishes well. Sliced veneer of good quality can be produced, but the wood is not suitable for peeling. The wood has a good reputation for its resistance to acids and alkalines.

The Doussie/ Afzelia wood is often identified as one of those woods that is difficult to work with. Afzelia wood has interlocked grain. Afzelia also has a pronounced dulling effect on cutters. Gluing and finishing can be variable, and some species contain water-soluble yellow deposits in the pores which can pose challenges in staining or finishing with water-based products.

### Common uses:

Doussie / Afzelia wood species is commonly used in making several furniture, flooring, docks, veneer, boatbuilding, exterior millwork, turned objects, construction, inlays and other specialty wood items. The wood is perfect for making different types of furniture, decks, stair rails, fine flooring work and even in construction. The results are smooth and the texture is known for offering perfectly smooth surfaces. Furniture makers have also mentioned that the wood supports nailing and screwing work properly, however, some recommends pre-boring to attain better finish and avoid splitting. Gluing on this wood usually does not cause problems. Sliced veneer of good quality can be produced, but the wood is not suitable for peeling. Wood quality is also known for its unique feature, that is absolute resistance to acids as well as alkalies.



Afzelia is preferred to make impressive planks and beautiful parquet flooring. Wood from the tree darkens considerably after it is cut and varies widely in colour from a golden-brown to a reddish brown. Interesting hardwood flooring looks can be achieved by teaming various colours together. The Afzelia wood is one of the most valuable exotic hardwood species that require solidity, stability and durability thanks to its characteristics.

The wood is generally used for making furniture, however, it is also known for having medicinal value and some species were used for curing and treatment purposes. The timber is most commonly traded under the collective name “doussie”, as well as under name “afzelia”. The highly figured wood of the Asian species, Afzelia xylocarpa, is sold as Afzelia xylay. □

## Gabon: timber from the Nkok SEZ now exportable to Europe via the Tracer system



The wood processed in the Special Economic Zone (SEZ) of Nkok can now be exported directly to the European market, through the due diligence system Tracer-DR, recognized on September 24 by the European Commission, in partnership with the Gabonese NGO Brainforest.

The recognition of FRM engineering by the European Commission as a control organization in the Timber Regulation regime of the European Union (EUTR), in France, confirms the recognition of the Due Diligence System Tracer-DR used by its FRM-Gabon Subsidiary, to the implementation of the log supply procedure for the Nkok Special Economic Zone (SEZ).

The direct consequence is that the DR certificates issued by Tracer to “Bois du Gabon” exporters in the Nkok SEZ and

the Congo Basin can now be used by their European importing customers (or even beyond), to justify their payment. compliance with the EUTR of their supplies from said suppliers as part of their risk analysis. This is a real breakthrough insofar as Tracer’s DR-certificates previously raised questions in the timber industry in Europe, where the system was not yet known and recognized.

“This decision crowns the arduous and passionate work of all the partners associated with this project, and opens a new era for commercial relations between the industrial wood processing units of the Nkok SEZ and their customers in Europe”, indicates a press release from GZES.

The specificity of the Tracer-DR Due Diligence System is that it is implemented as close as possible to the actors of the Congo Basin timber sectors, through the local subsidiaries of FRM Ingénierie.

Thanks to this initiative wanted by GSEZ for more than 3 years, it is the value of Gabonese wood products that is reinforced. The EUTR aimed at removing timber and derived products from illegal harvesting from the Community market.

For industrialists in the Nkok SEZ, obtaining the Tracer DR-certificate for their timber exports to Europe, as soon as all their log supplies are already controlled by Tracer, will be done by supplementing annual audit carried out by Tracer. This audit will focus on the traceability of these supplies in the factory and on the risk of mixing with wood of uncontrolled origin in their process of processing and shipping the wood. □

# Dalmia Cement wants 2 million ha of wastelands to plant bamboo



## Carbon offsets

Singhi said that Dalmia Cement is in talks with two companies — Carbon Clean Solutions of the UK and Aler Solutions of Norway — for technology for ‘carbon capture and utilisation’. In August the ADB, after a study, had reported that the company’s plan to implement a 5 lakh tonne per annum CCU project at its plant in Ariyalur, Tamil Nadu, was viable. Dalmia Cement is in talks with some companies, including Unilever, to utilise the carbon dioxide from its plants, Singhi said. The company is seeking carbon offsets for its green measures, as its CCU programme would call for investments of Rs.3,000-crore (not included in the Rs.10,000-crore expansion outlay). “CCU is the climate vaccine,” he said.

## Green cement production

Singhi said that the company was already the “world’s greenest cement producer” with an unmatched carbon footprint of 492 kg per tonne of cement produced compared with the global average of 750–800 kg. In the last two years, the company was able to reduce its fossil fuel consumption by 16 percent, he added. Dalmia Cement is a member of the recently-formed First Movers Coalition, a group of companies that have agreed to by low-carbon products, even if they are more expensive. These products could be anything from electric vehicles to low carbon steel. It has adopted ‘science-based targets’ (alignment of its greening measures with the global warming limiting targets), is part of RE100 (companies that have avowed to use 100 per cent renewable energy by a self-specified date) and practices ‘internal carbon pricing’ (adding the price of carbon emitted as one of the items of cost). □

Speaking to BusinessLine on the sidelines of the COP26 climate conference here today, Singhi said that Dalmia Cement would invest Rs.10,000 crore in capacity expansion, taking the capacity from 33 million tonnes to 50 million tonnes by 2023-24. By 2031, 100 per cent of the cement it would produce would be “low carbon cement”. The bamboo plantation is to aid this transition, he said.

# AP Govt clears 5 new industry investments worth ₹2,134 crores

Andhra Pradesh State Investment Promotion Board (SIPB) cleared investment proposals of five industries with an investment of Rs.2,134 crore. The proposed investment is expected to provide direct employment to 7,683. The five companies include, Aditya Birla Fashion and Retail Ltd which would invest ₹110 crore in a garments factory for blouses and trousers at Pulivendula in Kadapa district creating employment opportunities for 2,112 people. Century Plyboards India will set up a plywood unit at Badvel with ₹956 crore providing direct employment to 2,266 people. The unit would benefit farmers immensely as the company came forward to purchase the eucalyptus trees grown in an extent of 22,500 acres that would fetch the farmers about ₹315 crore.

The SIPB meeting, Chaired by Chief Minister Y S Jagan Mohan Reddy in Amaravati on Tuesday, also given green signal for manufacturing industrial chemicals factory in East Godavari district. Grasim Industries will be taking up the project with an investment of ₹861 crore and employment generation of 405. The Board has given nod only after it withdrew the plan for setting up of thermal power unit which was opposed by locals.

In Koppurthi EMC, AIL Dixon Technologies Pvt Ltd has come forward to set up a camera manufacturing unit with an



Chief Minister YS Jagan Mohan Reddy

investment of ₹127 crore providing direct employment to 1,800 people. The same company will establish another unit that manufactures computers and tablets at an investment of ₹80 crore and employment generation of 1,100, according to a release. □

## Better realisations, demand to aid margin improvement: **Greenply**



The EBITDA margins, which were at 12 per cent in Q2FY22 (quarter ending September 30, 2021) — a y-o-y improvement of 64 basis points — is expected to be in the 13-14 per cent range over the next four-to-six quarters.

Half yearly EBITDA stood at 9.7 per cent, an improvement of 248 basis points, y-o-y.

According to Manoj Tulsian, Joint MD and CEO, Greenply Industries, despite the cost pressure on raw materials over the last 12 -15 months, price hikes have been “accepted across the market”. Demand conditions have improved, with recoveries witnessed across the real estate sector. Market share gains have happened at the cost of unorganised players, who have found the going tough because of working capital constraints.

“If the current trend of recoveries continues, then the margin guidance (EBITDA) is around 13-14 per cent over the next 12-18 month period; that would be around 100-150-odd basis point improvement over what we had in Q2FY22,” he told BusinessLine.

Elaborating on the demand recoveries, Tulsian said, the working capital cycle has seen a reduction — from 42 days to 38 — indicating faster churn in the market. Supply disruptions are not an issue either in recent times.

For H1FY22 (April to September) the company reported consolidated gross revenues of Rs.691 crore with a net profit of Rs.36 crore. The EBITDA for the period stood at Rs.67 crore.

### Margins to improve

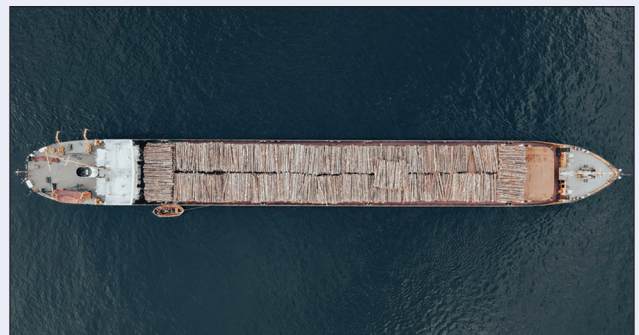
Margins are expected to witness a further improvement with the proposed MDF (medium density fibre) boards unit at Vadodara coming on-stream around Q4FY23.

The greenfield manufacturing plant, with a capacity of 800 CBM per day, will come-up at Vadodara in Gujarat at a likely cost of Rs.550 crore. Land has been acquired, plant and machinery ordered and construction activities have already begun at Vadodara. Discussions are on with banks to raise a debt of around 70 per cent of the proposed cap-ex (around Rs.450-480 crore).

“Blended margins (plywood plus MDF businesses put together) will be higher. MDF is not just a capex intensive business, but has higher margins too,” Tulsian said. The business is expected to add Rs.600-650 crore every year to the company’s top-line.

Greenply is also investing nearly Rs.115 crore in a plywood unit at Lucknow. The unit is expected to come on-stream by Q4 of this fiscal. Total capacity, post the unit beginning commercial operations, will be at 48.40 million sq metre per annum, up from 34.90 million square metre per annum. The annual turnover boost is expected to be in the range of Rs.200-250-crore. □

## Container shortage threatens India’s wood exports



A report by Lakshmi Ajay in Indian Transport & Logistics News discusses the acute global container shortage, which is having a profound impact on trade. According to Ajay, sea freight rates from Cochin to Melbourne was US\$650 for a 20ft container and \$800 for a 40ft container in March 2020, before the pandemic hit. Now, these rates have climbed by 700% for 20ft containers to \$5,200, and by 1000% for 40ft containers to \$8800. Similarly, freight rates from Mundra port in Gujarat to New York was \$1,300 for 20ft and \$1,600 for 40ft containers in March 2020, but have leapt by 592% for 20ft containers to \$9,000, and by 650% for 40ft containers to US\$12,000. According to Ajay, the global shipping crisis is crippling Indian exporters, who face multiple challenges from runaway sea freight rates to transit delays, congestion in leading ports, an acute shortage of containers, and policy constraints. (Source: ITTO). □

## A Circular Future for Timber



**MWIA's proactive stance stems from its objective of pushing its members to move forward with technological and manufacturing changes by enhancing research and development activities.**

Malaysia's timber players are taking the lead to bring about positive change in not only driving sustainability, but also moving the industry towards the circular economy. Malaysian Wood Industries Association (MWIA), for instance, has embarked on its latest project called Life Cycle Assessment (LCA) for Malaysian timber products, a tool that helps evaluate the environmental impact of processes and products over their entire life cycle, said its president Goh Chee Yew.

Established in 1957, MWIA's proactive stance stems from its objective of pushing its members to move forward with technological and manufacturing changes by enhancing research and development activities, in cooperation with local and international peers.

"Besides day-to-day problem solving or engaging with all parties concerned when new regulations arise, we engage a lot when it comes to R&D projects on how we can help develop or improve the industry," he said.

He added that the association is constantly involved in product development with local experts – such as Forest Research Institute Malaysia (FRIM) and the Forestry Department – on products that can increase and maximise the optimal consumption and adding more value for local timber, which is where LCA comes into play in the move towards zero waste and the circular economy.

The LCA tool calculates the carbon dioxide emission from 'cradle to grave' and covers the extraction and processing of raw materials; manufacturing, transportation and distribution; usage, re-use and maintenance, as well as recycling and disposal at the end of the life cycle.

"This has been used as a marketing tool by many countries and is increasingly recognised for its better long-term value, as well as being more sustainable. With this tool, we feel this is an added selling point to help strengthen our position further," he said. He added that the association is also actively involved in drafting standards for timber and timber products, such as its auditing of the production of laminated scantlings, which has gained recognition by the international certifying body IFT Rosenheim GmbH.



**The LCA tool that MWIA is working on with FRIM is another step towards sustainability with relation to ESG considerations, said Goh.**

For this project, MWIA is working together with FRIM to verify all figures and data arising from the LCA project it collects. He shared, "This breakthrough hasn't ever been done in Malaysia thus far and is a tool that can help drive the industry forward, in terms of optimising the chain of processes to reduce environmental impact and improving buyer confidence, among other benefits.

"We believe the only way to remain competitive is to prove our claims with hard facts and data, rather than something abstract, or we will be left far behind. Working with FRIM is essential, as the recognition and verification of our data is very important for global certification and recognition." Noting that LCA marks good progress towards the sustainability agenda, he said there is increasing demand for sustainable timber and timber-related products among medium to corporate-sized customers from developed countries, who hold environmental, social and governance (ESG) considerations as their benchmark.

"Malaysia started the journey more than a decade ago (notably with the Malaysian Timber Certification Council's Malaysian Timber Certification Scheme for sustainable management), but we're actively ramping it up now with LCA.

"Members who wish to continue progressing and doing business with these discerning parties must definitely comply and ensure the source of their raw materials are legal and sustainable, in addition to committing to social governance, due to changing consumer behaviour," he opined.

Another current project that the association is collaborating with the Guangxi Forestry Research Institute China in researching the Eucalyptus species for the creation of forest plantations, which has been heavily undertaken in China. The move is to address the pressing pain point of steady raw material supply for local timber players. Alongside taking a forward-looking proactive approach to capacity building in human resources, he said, “We are in close collaboration to ensure that the techniques of planting, as well as other facilitative aspects such as research to develop fast-growing trees and hybrids that are suitable for our climate and ecology, can be replicated in Malaysia and modified to better adapt to local conditions. We’ve seen good results thus far.

“Tree planting in forest plantations is a key area that we should develop in light of long-term raw material planning. We have also set up the Plant Diseases Network Unit, which does R&D on possible causes of diseases for any crops we plant.”

At the moment, aside from tackling work standard operating procedures (SOPs) due to the ongoing Covid-19 pandemic, Goh said that industry players face a host of persisting issues.

For instance, he cites the monsoon season as a tough hurdle, as harvesting of the allotted volume of raw material cannot be achieved due to rainy days, leading to lack of supply to meet demand.

Aside from managing cash flow and ensuring a sufficient workforce, Goh said the most immediate focus for most industry players is to get business back to optimal operational levels, followed by regaining overseas buyer confidence.

“Customers will resort to sourcing from alternatives when their supply is disrupted and will continue to do so. We need to be strongly engaged with them to boost confidence and regain our lost market share. The main concern would be the export market and whether the customers will be open to sourcing from us again.

“At the end of the day, for business to survive, it comes down to restructuring in terms of complying to SOPs, ensuring proper cash flow management and workforce maintenance, securing steady supplies and finally, re-engaging and winning back customers post-Covid-19,” he said. □

## Five years of demonetisation: How over 800 tonnes of shredded notes ended up in South Africa



One portion of it - more than 800 tonnes, according to our source - after being verified, sorted, shredded and recycled was sent to a factory in the North Malabar region of Kerala, where it was pressed into pulp to produce hard boards. Guess where the hard boards were then sent? All the way to South Africa.

The journey of the hard boards to the land that played a crucial role in the making of our Father of the Nation Mahatma Gandhi, whose face incidentally adorned the Rs 500 and Rs 1000 notes that were demonetised, was triggered by a brainwave at the Reserve Bank of India’s Thiruvananthapuram office. This was one among the 27 shredding offices opened by India’s central bank.

A tender issued to Western India Plywood Limited (WIPL) one month prior to demonetisation went on to prove prescient and helped the bank when it came to disposing of the heaps of Rs 500 and Rs 1000 bundles that had suddenly landed at their doorstep. The bank promptly entrusted WIPL, situated over 450 km away in Kannur district, with the task of dealing with the shredded Rs 500 and Rs 1000 notes. WIPL was only too happy to employ them in their daily production of hard boards and soft

boards. 800 tonnes of shredded notes were dealt with in this fashion over a period of one year.

“Our association with the RBI began before the note ban. We decided to experiment with currency notes and applied for a tender with the bank. We had our first load in October 2016, even before demonetisation,” a spokesperson of WIPL had told newindianexpress.com. Due to the high quality of paper with which they are made, the demonetised currency notes, like all currency notes in circulation, were generally thick. The shredded notes were first handed to recycling dealers who converted them into ‘briquettes’ before returning them to the RBI. Briquette is the general term used to describe a compressed block of any combustible biomass material, mostly cylindrical in shape. The currency briquettes were then transported to the yards of WIPL at the expense of the bank.

Generally, wood chips are pressed to pulp for the production of factory hard boards, and currency briquettes are added to provide further strength. Because of the same reason, only a small proportion of the briquettes can be used in the production or else the pulp will get ruined.

Made from compressed wood fibre, hard boards are largely used in the construction and furniture industries. Though plywood is the major product of WIPL, they also have a separate section for hard boards and soft boards.

Compared to the wooden raw materials, the soiled notes take more time to get compressed. While the technical details were not revealed, it was confirmed that no additional equipment was needed for processing the demonetised currency notes.

Established in 1945, Western India Plywood Limited is one of the biggest wood-based industrial integrated complexes in South-East Asia with an employee strength of 1200. It continues to receive soiled notes from the RBI even now which it continues to use in making hard boards exported to many countries. □

# U.S. home building Dips as Material Shortages Worsen

U.S. single family homebuilding tumbled in October while the number of houses authorized for construction but not yet started jumped to a 15-year high, underscoring the disruption to the housing market from an ongoing shortage of materials and labor. Though the report from the Commerce Department showed an increase in permits for future homebuilding, the rise was concentrated in the volatile multi-family housing segment. This will do little to alleviate an acute shortage of houses on the market, which has led to record annual gains in home prices.

“Residential housing construction activity continues to flounder,” said Christopher Rupkey, chief economist at FWDBONDS in New York. “There are zoning problems, higher land costs, a lack of labor, and inflation has inflated the cost of raw building materials.”

Single-family housing starts, which account for the largest share of the housing market, dropped 3.9% to a seasonally adjusted annual rate of 1.039 million units last month. The fourth-straight monthly decline pushed starts to the lowest level since August 2020. Homebuilding fell in all four regions, with large decreases in the Northeast, Midwest and West. The densely populated South, where the bulk of homebuilding occurs, reported a 1.8% drop in single-family starts. Homebuilding has essentially been treading water this year as builders battle shortages and higher prices of raw materials. A survey from the National Association of Home Builders showed confidence



among single family homebuilders rose for the third straight month in November, but noted that “supply-side challenges, including building material bottlenecks and lot and labor shortages, remain stubbornly persistent.”

Lumber, which is used for framing, remains expensive and prices for copper, another essential material in homebuilding, are high. In addition, there were about 333,000 job openings in the construction industry as of the end of September. Construction costs jumped a record 12.3% year-on-year in October, according to producer price data published last week. The materials squeeze could ease during winter, a typically slow season for homebuilding in the Northeast and Midwest. Slowing demand for houses because of reduced affordability could also help to lessen the pressure on supply. □

## Action urged to promote wood as a sustainable construction material

Increasing the use of wood in building sustainable housing can help combat climate change and support the global transition towards a sustainable and circular bioeconomy, a webinar held recently. Jointly organized by FAO and its Advisory Committee on Sustainable Forest-based Industries (ACSFI), the webinar, entitled Reconstructing our climate: Using wood as the building material to promote sustainable housing, analysed the opportunities and challenges of using wood as a sustainable construction material.

“Forests and the products that they provide are one of the most important tools we have available to address the climate and biodiversity crisis,” said Mette Løyche Wilkie, Director of FAO’s Forestry Division, in her opening remarks. The sustainable forest-based industries will play a critical role in providing the renewable wood-based products that the world needs to decarbonize the building sector, said Hans Joachim Schellnhuber, Director Emeritus of the Potsdam Institute for Climate Impact Research, in his keynote speech.

“To meet the world’s ambitious and urgent environmental goals, we will need to turbo-charge policy change that recognizes the benefits of timber and fibre products”, said Ross Hampton, ACSFI Chair. Eva Müller, Director General for Forests, Sustainability and Renewable Resources at the German Federal Ministry for Food and Agriculture, underlined that the world cannot wait until we are able to produce cement or other non-renewable construction materials in a climate-neutral



way. Wood as a renewable construction material can help us to achieve the double objective of climate protection and resource conservation, Müller said.

With future demand in construction materials expected to increase due to urbanization and the expansion of cities, especially in Africa and Asia, it is important that the use of sustainably sourced wood is promoted. It is an affordable and healthy construction material that stores carbon and contributes to the Sustainable Development Goals, webinar participants agreed. To further enhance the use of wood as sustainable construction material, actions required include a clear narrative on the role of wood in society, the removal of regulatory and other obstacles, and the implementation of incentives, the webinar concluded. □

# The Talk of the Town was organised by **Amulya Mica** in association with Surface Reporter in Kolkata at Hotel Hyatt, Kolkata on 13th November 2021



**A**mulya Mica had organised The Talk of the Town for Architects & Interior Designers at Hotel Hyatt, Kolkata on 13th Nov/2021 in association with Surface Reporter. The function was inaugurated by Architect Mr. Vivek Ji Rathod, Mr. Ajit Ji Jain & Amulya Mica's Marketing Director Ms. Shailja Agarwal. From Surface Reporter, Mrs. Vertika Dwewedi Editor-in-Chief & Mr G.L. Dokhanian, Director of the company.

The meeting was inaugurated by Mr Ajit Jain, he gave a brief insight on the changing design and trend of Kolkata market. Amulya Mica's Marketing Director, Ms. Shailja Agarwal in her speech mentioned about the focus of the company on innovation and providing quality products. She explained about the USP's of the Imperial Premium Laminates, specially synchronised laminates. She also spoke about the introduction of new products like WPC Door frame and textured cladding. She mentioned about the various awards and accolades received by the company like Most promising brand of the year. Lastly, she concluded her speech by saying that we are always there to provide every support to the architects and are known in the industry for our quality.

Followed by her speech, there were two panel discussions. The topics for the discussion were very interesting such as Architecture and Culture and the other topic was Design Shifts Post Pandemic: East Region. The panel discussion was graced

by renowned names like Mrs. Rupende Shah, Mr. J.P. Agarwal, Mr. Kalyan Chakroborty, Mrs Pooja Bihani, Mr. Aditya Goswami. Mr. Anjan Gupta, Ms Monica Khosla and Ms. Shailja Agarwal. The discussion gave an insight on the diverse opinions of everyone.



After the Panel discussions, Mr. Neeraj Khandelwal, Zonal Manager, Mr Niloy, Deputy Branch Manager, and Mr Palit, Project Head presented the company's corporate video which showcased the journey of Amulya Mica and they explained in detail about the different products that the company has to offer like PVC Laminates, Cladding, Plywood, Imperial Laminates, WPC boards and WPC Door frames. They also answered the questions raised by few members.

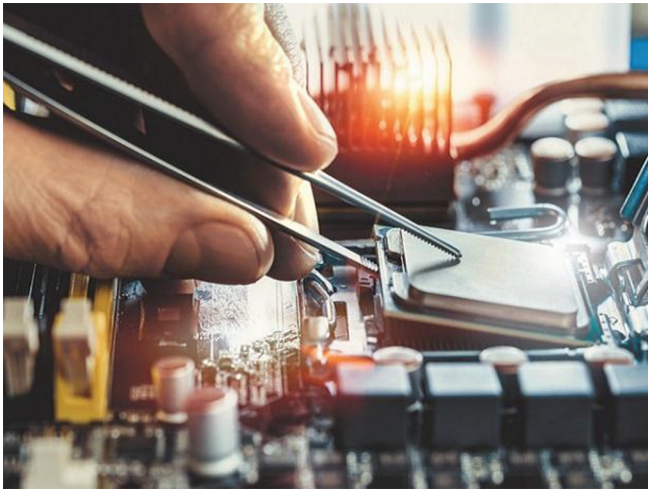
The event was a huge success and it was graced by over 140 interiors and architects from Kolkata, Ranchi and Orissa. Everyone enjoyed the event and appreciated the initiative taken by Amulya Mica.

Mr. Prosenjit thanked all the delegates for attending the event and support Amulya Mica's product.

The event was ended with a band performance for everyone's entertainment. All the delegates thoroughly enjoyed the events and appreciated Amulya Mica style of presentation. □



# Laminate industry approaches NITI Aayog, DPIIT for inclusion in PLI scheme



**The representation made by the Indian Laminate Manufacturers' Association (ILMA) said the PLI Scheme has announced practical but attractive benefits for the manufacturing sector with a clear intention to boost industrial development.**

**T**he Rs 8,000-crore laminate industry has approached the NITI Aayog and the Department for Promotion of Industry and Internal Trade (DPIIT) for its inclusion in the the Production Linked Incentive (PLI) scheme.

In a representation to the government think tank and the DPIIT, laminate manufacturers said they are one sector where India is at the forefront, but pressures from countries such as China present the need to maintain aggressive export pricing without compromising much on margins.

The representation made by the Indian Laminate Manufacturers' Association (ILMA) said the PLI Scheme has announced practical but attractive benefits for the manufacturing sector with a clear intention to boost industrial development.

Providing benefits to the laminate sector will not only cement its position in the world market, but also expand its horizon to newer shores, said Rashmi Deshpande (partner at Khaitan & Co), who assisted ILMA in its representation.

"Besides, this additional incentive is likely to give impetus to further R&D in the sector," Deshpande said.

Until recently, the sector benefited from general export promotion schemes such as the Merchandise Exports from India Scheme (MEIS). However, upon withdrawal of MEIS with effect from January 1, 2021, the sector no longer enjoys any benefit. The recently announced Remission of Duties and Taxes on Export Products (RoDTEP) scheme does not sufficiently incentivise investment-led incremental production and capacity building, the association said in its representation.

India is one of the top five laminate exporters in the world. In fact, laminate manufacturing is one of the few sectors where Indian players have the potential to move ahead of their Chinese counterparts. A PLI boost will go a long way in ensuring its continuous rise, it said.

The combined sector revenue stood at Rs 8,000 crore, 25

per cent of which accrued from exports to over 100 countries, during 2020-21.

The global furniture market, for which laminate is a major raw material, is valued in the range of \$580-620 billion, 35-40 per cent of which is catered to by global retail trade. China, Vietnam, and Malaysia are the three major Asian exporters of furniture products.

As leading multinationals explore options to shift their operations outside China, India is aiming to achieve a sizable share of global furniture manufacturing and export over the next 4-5 years.

"Given its current strength, if backed by the PLI Scheme, the laminate industry is confident to become the world's manufacturing hub and gain market share globally" said Saurabh Mittal, Managing Director & CEO of Greenlam Industries Limited and founding member of ILMA.

According to industry analysts, the laminate sector faces stiff competition from emerging countries such as Thailand, Malaysia, Indonesia and Vietnam. China, which is already an established competitor, has easy access to new and emerging Asian markets owing to the ASEAN-China Free Trade Agreement, which has the effect of making available Chinese goods into these markets duty-free.

This acts as a major hindrance for Indian-manufactured products, which attract import duties in the range of 10-25% in these markets. India faces a similar problem owing to China's favorable trade terms with countries in Latin America. This, coupled with removal of India's status by the USA from its Generalized System of Preferences (GSP) programme has put further pressure on the country's exporters.

Moreover, Indian imports attract a higher duty rate in North America vis-à-vis imports from the European Union which is yet another region having a sizable laminate manufacturing industry, the association said.

The government has already announced a PLI scheme for 13 sectors, including electronic products, medical devices, pharmaceuticals drugs, telecom and networking products, food products, ACs, LED, automobiles & auto components, textile products and speciality steel. □

## Indian Wood & Allied Panels

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

**READ!**

**SUBSCRIBE!**

**ADVERTISE!**

For more details:  
Tel.: +91-9891788269, +91-11-25755649  
E-mail: [fippi@fippi.org](mailto:fippi@fippi.org)

## Amulya Mica brand has been recognized as one of the Most Promising Brand of India 2021 by The Economic Times Edge



**A**mulya Mica has been recognised as one of the Most Promising Brand 2021 by The Economic Times Edge at virtual event on 29th Sep/2021. The Economic Times conducted an extensive survey of brands of India and shortlisted 200 top brands after considering the parameters of innovation, brand value, brand recall, consumer satisfaction, customer service & quality. Et Edge besides the presentation of certificate & Plaque to the winner also showcase the journey of the achiever

brand in the Coffee Table Book published by ET Edge.

Speaking on this great achievement, MD Shri Rakesh Agarwal thanked The Economic Times Edge, the Times of India group for this prestigious recognition of Amulya Mica brand as the most promising brand of India 2021 and said, we, Amulya Mica Group, will continue to work for innovation and our top priority is to give customer satisfaction and value for money. □

## Certification for Indian ‘Trees Outside Forests’

**A**fter developing the national standard in line with PEFC (Programme for the Endorsement of Forest Certification) requirements, the Network for Certification and Conservation of Forests (NCCF) has now submitted it to PEFC for endorsement. The standard is currently undergoing the PEFC assessment process, carried out by an independent PEFC-registered assessor. It must pass this process and be approved by the PEFC general assembly before it can achieve endorsement.

This is the first time NCCF, the PEFC national member for India, has applied for PEFC endorsement of its national Trees outside Forests (ToF) certification standard. ToF certification was one of the innovative developments of the 2018 PEFC Sustainable Forest Management standard.

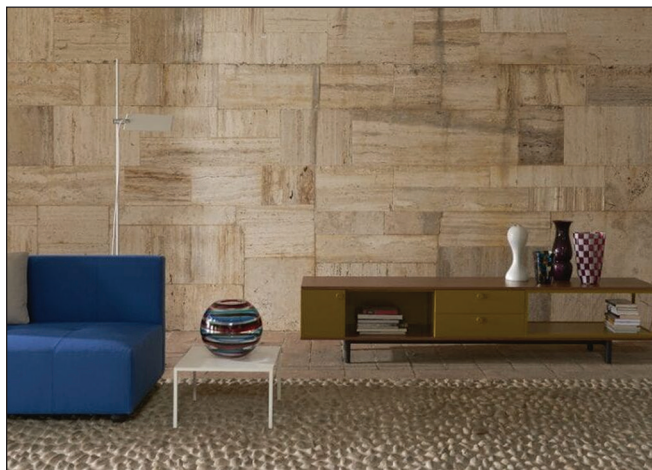
An important aspect of the assessment process is public consultation. Over the 60-day consultation, stakeholders from around the world can give their comments and provide feedback on any aspect of the standard. The registered assessor will use the

information received from this consultation in their assessment of the standard.

The NCCF joined the PEFC alliance in 2015, and achieved PEFC endorsement of the country's national forest certification system in 2019. Within a year of endorsement, there was already PEFC-certified forest area in India, reaching 4,50,000 hectares by June 2020. With a significant percentage of India's trees found outside forests, the development of their ToF certification standard is a vital step for the country.

Following the approval of the 2018 PEFC Sustainable Forests Management standard, it is now possible for national forest certification systems to develop national standards for the certification of trees outside forests. With the ability to certify trees outside forests, this will open up PEFC certification to the millions of farmers and small land-holders that do not own or manage forests, but rather trees on agricultural or settlement land that are currently outside the scope of certification. □

# India has potential of taking furniture exports from \$2 to \$20 billion, says expert



A report by Pricewaterhouse in collaboration with IKEA shows that the furniture boom has been driven by four factors: Increasing urbanisation rates, a large share of the younger population, rising levels of disposable income and a middle class, as well as a strong tourism and hospitality industry.

As the Indian economy recovers from the impact of COVID-19, India's furniture market is looking up. The industry clocked compounded annual growth rate of 9.4 percent in the last five years, rising to \$12.6 billion in financial year 2019.

A report by Pricewaterhouse in collaboration with IKEA shows that this inordinate success was driven by four factors: Increasing urbanisation rates, a large share of the younger population, rising levels of disposable income and a middle class, as well as a strong tourism and hospitality industry.

However, the report also points out that to help the industry realise its multi-fold growth potential in a post COVID world, core limitations need to be addressed urgently. It has suggested specific interventions to tackle the cost disabilities of India so that the furniture industry becomes an enabler to expand the reach of Make in India goods across the globe.

To discuss the outlook for India's furniture sector and the suggested policy interventions, CNBC-TV18 spoke to Kavitha Rao, Country Commercial Manager, IKEA India; Rudra Chatterjee, Head, FICCI Furniture Committee; Madhusudan Lohia, Director, Merino Industries; and Anil Mathur, CEO, Godrej and Boyce.

The economy is on the mend but we have seen several changes, work from home being one, and we have seen a big lift as far in the home improvement sector. When asked about the impact of COVID on business, Rao said the last 18 months have been quite challenging for both consumers and businesses.

For the home furnishing industry, what has been the silver lining is the fact that all of us have been spending so much time home. This has meant that home furnishing has really become central to our lives. We are clearly seeing consumers realise that home furnishing can make a meaningful contribution to their everyday life at home, she said.

In the backdrop of that you're seeing some good numbers from both in terms of physical as well as online retailing, really confirming the Omnichannel growth that we have had in the market. It is a very exciting time and interesting for us to see what the post-pandemic holds in store for us, Rao said.

Mathur said the last 18 months there have been some ups and downs in the business because of the lockdown but the sentiments are very positive because the consumers have started placing more emphasis on their home, especially with respect to furniture and furnishing. They are not just looking at the functional aspects, but also at the emotional quotient.

"We have seen a tremendous growth coming in. If I take last year, which was a pandemic year, we are about 50 percent more than last year for the corresponding period and close to about 10 percent positive over 2019-20. The best part is that the consumers have now started looking at their homes from a different angle and we are all gearing up to provide to the change in consumer behaviour, their needs, their thought processes. We are providing them with more of functional multi-usage products, products which are also taking care of their wellness and health care and also taking into account the sustainability factor," Mathur said.

When asked about the growth potential that can be realised over the next few years and if we are seeing the formalisation of the industry, Chatterjee said the opportunity for the furniture industry is massive. India is a very small global player when it comes to furniture, but with growth in demand, and also, with a capacity bottleneck in Vietnam, reduced dependence on China, India can take the business of furniture exports from \$2 billion to \$20 billion. What's needed are furniture hubs, a timber policy which allows for sustainable timber, logistics, and many changes that are being driven by the government.

"Furniture is an industry ... is great for farmers because of the timber policy. Growing sustainable timber is great for employment, and it is a massive export driver. So, the potential is there, it requires formalisation in the sense that we need to move to furniture hubs, we need to be big-scale players and companies like IKEA and big international buyers would be the mainstay for this growth," said Chatterjee.

When asked what should be the prioritised model from here on, Lohia said we have seen a growth over the last three months across the business lines which have been very good -- both domestically and in exports.

"Some of these companies which are involved in furniture manufacturing should see certain integrations take place -- integrated facilities or furniture hubs which can allow for the raw materials being very close to furniture manufacturing," said Lohia, adding that it would help if the government promoted the rather unorganised segment of furniture manufacturing in India. More than 80 percent of India's furniture manufactured is in unorganised sector. The more it formalises we will see a virtuous cycle of a whole lot of other raw materials coming into play. Big customers like IKEA and others can also play a critical role. □

# “Double limit and double control”, what is the impact of the timber industry?

*Under the dual control, what impact will it have on the timber industry?*

**W**ood processing industry: For the wood processing industry, it is itself restricted by the environmental impact assessment. This double control will further affect the progress of processing; this may force enterprises to transform and upgrade, which will have a certain impact on processing costs and investment. The final result is transmission to the terminal price increase.

**Construction formwork industry:** The recent price increase of construction formwork is mainly caused by the skyrocketing of chemical raw materials. Chemical raw materials under the dual control policy are the key “care” objects, and the output will be further reduced, which will cause the price of construction formwork to rise again.

**Wood chip, pulp and paper industry:** Recently, there have been frequent news of paper companies’ production cuts. The reduction of production by paper companies may have been a “stoppable measure” for seeking price increases, but with the advancement of the dual control policy, there are strengthening expectations. In September, in the context of dual control of energy consumption, paper companies significantly strengthened their efforts to reduce production, making prices again expected to rise.



The environmental impact assessment, three red lines, double limits and double controls, each policy is transforming the domestic manufacturing industry, and the timber industry in it has to face this challenge again and again. A phoenix will emerge from Nirvana, and the Timberman can only be invincible if he changes in time!

*(Source of the article: Picking Wood Net, Invasion and Deletion). □*

## Greenply launches its short film ‘The Table’ as a part of its festive campaign



**G**reenply Industries Limited, 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 a short film ‘The Table’ as a part of its festive campaign. The film revolves around the emotional connect of a mother with a table at her home and how the table becomes the fulcrum of a family reunion during a festive occasion. The short film stars Dhritiman Chatterjee and Zarina Wahab in the lead. The hashtag of the campaign is #YahanRishteBasteHain.

The film centres around the emotions of a mother and her relationship with a dining table which is there in her family for

years. The table has witnessed the growth of their family from a couple to a family to now grandparents. The table symbolizes the feelings of a mother. The mother keeps reminiscing about the moments. How the table slowly becomes ‘full’ of their expanding family. She rues the fact that how for the last many years the table remains empty as the children have left the nest. Her anguish comes in the form of her demand to her husband to sell off the table as its big in size and their family now is limited to just two of them. Her husband understands the underlying emotion and knows that it’s just an expression of her sadness and she doesn’t mean it. The story revolves around this emotional connect of the mother with the table and how the table again becomes the fulcrum of a family reunion on the festive occasion.

Talking about this campaign, Mr Sanidhya Mittal, Joint Managing Director, Greenply Industries Ltd said “Greenply is a brand that has care at its core. The brand acts as a fulcrum of activities in a family. With its durability and quality as core promise, the brand remains with the family for the longest period and slowly becomes the part of a family than just a piece of a furniture. Through this campaign we want to connect emotionally with our audience and bring out the role which our brand plays in the consumers’ life.”

The promotions of the campaign will be led through the digital platforms. Through this campaign Greenply is looking to establish a deeper connect with the audience. □

# Amulya Mica had organized qawwali night for Delhi dealers at the Oberoi, Gurugram on 27 September 2021

Amulya Mica had organized Qawwali Night for Delhi Dealers & for their families at The Oberoi, Gurugram on 27 September 2021. The function was inaugurated by lighting the lamp followed by Ganesh Vandana & National Anthem. The event was organized to rejuvenate & cheer up the business partners & redemption of Foreign Tour scheme of Seoul.

The company's Regional Head Mr. Sanjeev Sharma, WPC/PVC Head Mr. Sourav Pandey, Business Partner Mr. Ankur Maheshwari & Mr. Amit Maheshwari & entire Delhi team had welcomed more than 100 dealers & their families of Delhi, Gurugram & NCR region as per maintaining Covid guideline.

MD Mr. Rakesh Agarwal and Marketing Director Ms. Shailja Agarwal were themselves present to greet the guests. The company missed the presence of Shri Hari Babu due to his health issues.

In the meeting Ms. Shailja Agarwal had given short speech mentioning new development in Delhi Depo & New Delhi Gallery and Shop-in-Shop concept. Mr. Sourav Pandey in his presentation explained WPC/PVC new Wooden Door Frame "Hygino" & its features. It is a healthy friendly surface & complete substitute to Wooden Door Frame. It is 100% Water Proof, Termite & Borer Proof, Anti-Bacterial, Fire Resistance & high screw holding capacity. It is highly durable & can withstand





dealers and had given Gold Coins. MD Mr. Rakesh Agarwal in his speech thanked all delegates for long bonding with Amulya Mica group. He spoke about Amulya Mica's growth & expansion project in hand, at the same time some new launches such as Exotic veneer, WPC/PVC Door Frame "Hygino" and about quality certificates like SGS certificate – a rare in panel trade. He also informed Amulya Mica's award & recognition, its CSR activities during Covid period how it helped the people and contributed a substantial amount in PM & Gujarat CM relief fund and TREE Plantation drive. Till to date the company has planted 85000 trees in the different part of India and plan to cross 1 lacs within a year or two.

anything & everything including water, fire, termite & borer.

Mr. Sanjeev Sharma spoke Amulya Mica's product, newly introduced Edge Branding and its USP which differentiates with others. Foreign tour scheme "Seoul" redeemed to qualified

At last The NiaziNizami Brothers spell-binding "Qawwali Night" started: a night filled with culture and rich poetry. Some of famous Qawwalis of Bollywood films including Rockstar & BajrangiBhaijaan had sang and audience had started to dance with song. The rest in air music & music only. The event was ended by following Gala Dinner, music, dance & gift presentation. □

## India's furniture & home market to reach \$40bn by 2026

Driven by pent-up and deferred demand, India's online furniture and home market is geared up to reach \$40 billion in the next five years, a new report showed. Over the next five years, online furniture and home sales are expected to be growing at a strong 39 per cent CAGR. The online home category includes home decor, furnishings, mattresses and lighting. The online furniture category will foresee 3X growth in shoppers in the next five years with a 1.8x jump in annual spending per shopper.

This will enable 5x GMV (gross merchandise value) growth for the category over FY21-26, according to data provided by Bengaluru-based market research firm ResSeer.

The online furniture category is seeing a steep growth with more and more shoppers putting trust in online for-high ticket furniture purchases. "Similarly, the online home category is expected to see a growth of 2.5x in shoppers in the next 5 years with a 1.3 jump in the annual spending per shopper to indicate 4x GMV growth," the report forecast.

Within the furniture category, verticals have crafted a niche for themselves. Verticals dominate the premium "Solid Wood" market whereas horizontals dominate the budget "plastic/metal and engineered wood" market. "The average selling price (ASP)



on verticals is 10x higher for furniture and 2x higher for decor than horizontals, indicating the difference in target customer base," said the report. It added that verticals are focused on a set of customers who are experience conscious, look for choices and quality of the product rather than just price, and willingness to pay and for the online channels is high. "Verticals with superior omni-channel presence, customer experience, product innovation, specialised supply chain, and technology capabilities are well-positioned to scale," the findings showed. □

# Seeking more room, Japanese condo buyers ask for 'doma' spaces



A “doma” space within a housing complex sold by Nomura Real Estate Development Co. in Ashiya, Hyogo Prefecture, can be used for various purposes, such as keeping a bicycle and fishing gear, in line with the residents’ lifestyle. (Provided by Nomura Real Estate Development Co.) Many Japanese abodes in 2021 are returning to the roots of traditional residences and adding an earthen floor entryway or incorporating modern variants of the space. Japanese homes already have a small “genkan” entrance area for people to store their shoes before going inside.

Now, more apartment buyers are asking for a larger “doma” traditional earthen-floored space, in which they can walk around while wearing footwear and store items for outdoor use. The demand for doma appears to be related to the boom in people engaging in more outdoor leisure activities amid the COVID-19 pandemic and increased consumer desire to maintain cleanliness in the home by separating spaces. Daiwa House Industry Co. started selling doma-equipped apartments in Kobe in September.

Unlike traditional doma, the floor of Daiwa House’s special space, dubbed a Doma Hall, is covered with shiny, white tiles. The 4.45-square-meter doma sits beside the entrance and is connected directly to the restroom and the balcony, allowing residents to wash dirty clothes without bringing them into the living room.

Having a doma also makes it easy to dry clothes indoors because a laundry pole can be set up in the space, so leaving laundry hanging for many hours won’t infringe on daily life. The space can also be used to store sports equipment that children use for school club activities. Another doma bonus is that the shelves in the space can be used for even more storage. Though Daiwa House previously pitched houses with doma, it is the first time for the company to offer these spaces in apartment housing complexes.

Daiwa House said it expects that due to sanitary concerns amid the pandemic, the design of having doma linked directly to the restroom enabling occupants to store items that have become dirty in the space will make apartments with doma much more sought-after. Four of the five condominiums that the company put up for sale earlier on a trial basis have already been snapped up, underlining their “especially high popularity among young families,” according to a Daiwa House public relations representative. Nomura Real Estate Development Co. in 2017 released apartments with doma in response to requests

from buyers who required “a bit wider entrance” or wanted to “store a stroller indoors.” Like Daiwa’s layout, Nomura’s doma has a tile floor and is next to the restroom. Units with doma have been marketed in three residence complexes in the Kanto region around Tokyo, all of which sold out.

Seventeen of the 19 apartments featuring doma put on sale in 2019 in an upscale residential district in Ashiya, Hyogo Prefecture, have been bought up, proving more popular than regular apartments.

Both Daiwa House and Nomura Real Estate Development used the traditional name doma to refer to the specialized space in their newly built condominiums adorned with various modern fittings and display the word “doma” on their floor plans.

“The name is easy to understand and familiar to everyone in Japan,” a Daiwa House representative explained. The number of people who want to install doma in existing apartments started increasing more than five years ago, according to Hankyu Hanshin Properties Corp. Doma floors in the units consist of tiles, concrete and various other materials.

Hankyu Hanshin Properties said demand is on the increase for doma, as more individuals hope to put in the space camping goods that are difficult to keep elsewhere as well as luxury bicycles that might be stolen from communal parking lots of apartment complexes. The company says its sales have been constant and unaffected by the pandemic. “Our impression is that doma is becoming a standard accessory, and it is not the case that the demand has surged in the coronavirus crisis,” a Hankyu Hanshin Properties representative said. □

## Demand rise and market share gain boost Pidilite’s growth



While the company beat Street estimates in Q2 comfortably, even on a two-year basis, it posted the fastest growth across consumer majors on the revenue and the operating profit metrics. Aided by a rebound in construction activity, higher pent-up demand, and market share gains, the company posted a 40 per cent YoY growth in revenues at Rs2,626 crore. This was over 12 per cent higher than consensus estimates. □

# Making a killing out of pre-loved furniture



The sale of pre-used furniture made up of Indian teak, which is illegal to procure today, is booming in the secondhand business market. “The African teak is the most common teak available in the market now, but it is not as good as the Indian one. People who know it are our customers,” Hyder Ali, who runs a second-hand furniture store at Langer Houz in the city, says. Most of the wood collected in Hyder Ali’s store is over five decades old. Some of it, he says, is older than a century. “Rain or sun, storm or ice, it withstands it all.

Also, it is naturally termite-resistant,” Ali says. “My father collected furniture from wooden houses that got demolished in Siddembazar, Hussaini Alam and other parts of the Old City in the last two-three decades. Now, we are segregating all the pieces, repairing, refurbishing and restoring so that these can find a new home,” he says. Also, some of these pieces are a rare and real gem.

According to the seller, there are still pieces of functional furniture which was built without a nail or screw in it, using precise wooden joinery techniques. Jaya Tulsi Ramashetty, a photographer and media and communication professional based out of Hyderabad, has recently started refurbishing and selling pre-used wooden furniture pieces. “Half a billion trees are cut every year and more than 20 per cent of these are used to make new furniture.

Brown and Teal (her brand) aims to encourage people to re-use furniture that is refurbished. A piece of furniture is as strong as a tree that’s alive if restored well. It is a brand where antique aesthetics, sustainability and contemporary style meets,” says Jaya, who is currently working on a teak cabinet. She likes working alone. “For me, restoration is like meditation.” Her idea was to find new homes for the pieces of furniture, to find a new love for these intricate and beautiful pieces.

For this, she recently started an Instagram page, brownandteal. “These are the pieces that have stood the test of time and are treasure troves of memories passed down from one generation to another. They are strong sturdy and have been restored to their previous glory,” Tulasi writes on her Instagram page. Intiaz Ahmed, a resident of Tolichowki and who owns a hardware store, also loves antiques.

“The 50-year-old house built by my father has now been demolished, but I have kept all the pieces of furniture, including the doors and windows. I have decided to restore them and will be using these pieces in the new building,” he says.

## Reviving hidden gems

The sale of pre-used furniture made up of Indian teak,

which is illegal to procure today, is booming in the second-hand business market. Antique refurbishers like Hyder Ali and Jaya Tulsi Ramashetty have been collecting wooden furniture which are over decades old. Also, some of these pieces are pretty rare.

According to Hyder, there are still pieces of functional furniture which was built without a nail or screw in it, using precise wooden joinery techniques. □

## Too little to late – Emission Reduction

When it comes to emission reductions, some countries aim high but miss the mark while others reject big commitments but still receive good marks for their greenhouse gas records. Which countries are hitting their goals?

Most nations often miss their goals of limiting global warming to a maximum of 2° Celsius. Scientists believe that a global warming of 2° Celsius in total would raise sea levels by 56 cm, increase heat days by 25% and threaten drought periods of four months. And if limiting it to that number is virtually impossible, imagine what that could mean for even more heightened global warming: disruptions of ecosystems, food production, weather patterns, and possibly even limit the habitable zones on the planet. It’s a real issue.

### Which Countries Are Meeting Their Paris Agreement Goals?

Selected national emission reduction goals and projected achievements by 2030, by associated limit on global warming

	Target	Projected achievement
Saudi Arabia	+ >4°C	+ >4°C
Indonesia	+ >4°C	+3°C
India	+ >4°C	+2°C
Kenya	+ >4°C	+1.5°C
Russia	+4°C	+4°C
Brazil	+4°C	+3°C
Argentina	+3°C	+4°C
Mexico	+3°C	+4°C
Australia	+3°C	+3°C
China	+3°C	+3°C
Canada	+2°C	+4°C
Japan	+2°C	+3°C
U.S.	+2°C	+3°C
European Union	+2°C	+2°C
Nigeria	+2°C	+1.5°C
UK	+1.5°C	+2°C

Source: Climate Action Tracker



According to The Climate Action Tracker, India and Kenya are two countries which have rejected the accountability associated with climate goals but are still on track to achieve the goal of limiting global warming. Meanwhile, Canada pledged to the goal but is headed towards a 4° Celsius warming. Many of the larger, industrialized countries are missing the mark—will there be a way to fix this? □

## Stora Enso and Lendlease launch global timber partnership



A new partnership between international real estate group Lendlease, and international supplier of sustainable timber Stora Enso is set to supercharge the use of environmentally friendly construction products in some cities.

Launched on 1 Oct 2021 in Milan, Italy, where Lendlease has AU\$7.9 billion in urbanisation projects underway, the new partnership will focus on three key areas: Research & Development into sustainable timber products including cross-laminated timber (CLT); new ways these products can be used in construction; and their accessibility in the global market.

Lendlease also announced the establishment of a dedicated studio in Milan to facilitate the creation of new sustainable timber products and increased use of sustainable timber across its \$52 billion portfolio of European development projects. Named Podium MX, the new Milan studio will be based at the company's \$3.6 billion Milan Innovation District (MIND), the former 2015 World Expo site, and will complement a similar facility established in Silicon Valley earlier in September 2021.

In addition, Stora Enso's product catalogue will be fully digitised through Lendlease's end-to-end digital platform,

Podium, making it easier for the company to design and build with sustainable timber in the future.

The announcement further cements the already strong relationship between Lendlease and Stora Enso. In the past decade, the two companies have worked together to deliver eight sustainable timber buildings in cities including London, Sydney and Brisbane. For example, the use of sustainable timber instead of conventional reinforced concrete at Lendlease's 25 King office project in Brisbane, Australia reduced carbon emissions by 74%, or 5,000 tonnes of carbon.

Given the built environment currently contributes about 40% of greenhouse gas emissions globally, sustainable timber products represent a compelling opportunity for the construction industry to lighten its environmental footprint. Strong, lightweight and resilient to fire and shocks, sustainable timber contains much less embodied carbon than traditional building materials such as steel and cement.

"This global partnership between Lendlease and Stora Enso represents a natural evolution of a relationship stretching back more than a decade between our two companies," said Tony Lombardo, global CEO and managing director of Lendlease. "Stora Enso is an undisputed world leader in the development of products that have a lighter environmental footprint. This is particularly relevant for Lendlease, given we've set ourselves the challenge of achieving the most aggressive emissions reduction targets for the real estate sector globally – net zero carbon emissions by 2025 and absolute zero by 2040."

Lars Völkel, Executive Vice President of Stora Enso Wood Products division, also commented: "We are delighted to strengthen our partnership with Lendlease, a true frontrunner in sustainable building solutions. Together we will lead the transition towards more circular, innovative and digitalised solutions to help speed up the construction industry's transformation." □

## Indiawood aims to drive the South Asian Woodworking Industry

Indiawood, the one trade show scheduled to happen physically in India, post pandemic hiatus, is slated between February 24 and 28, 2022 at Bangalore. One of the leading exhibitions for the furniture manufacturing and the woodworking industry, the 12th edition of Indiawood will offer, once again, its audience a comprehensive overview of the prevailing technological innovations and the latest manufacturing trends in furniture manufacturing, woodworking technologies, tools, fittings, accessories and raw materials.

The exhibition trio of IndiaWood, DelhiWood and MumbaiWood has cemented its position as India's largest sourcing platform for furniture manufacturers, wood-based handicraft manufacturers, saw millers, carpenters, craftsmen, architects and interior designers in the region, over the last few years. The rising local demand, scope for furniture manufacturers to expand their facilities and attract new investments, and the current favorable position of India within the global supply chain, are some of the factors, which have contributed to this growth.

The Industry itself is undergoing a massive transformational shift when it comes to supply chain management, adherence to latest technological advancements in line with Industry 4.0 and the rise of new regions within the context of demand and supply.

As per Industry reports, the domestic furniture market is expected to grow at a CAGR of 12.91% during the period of 2020- 2024, while the global furniture market is estimated at USD 1.1 Trillion. The Indian market size has a huge growth potential as apart from the domestic furniture market, the potential for furniture exports also shows great promise, with several countries looking to diversify their manufacturing bases in the post Covid- 19 era.

NürnbergMesse India will continue working with the industry and emphasise the need for carpentry, skilling, innovation, automation and digitalisation with the aim to drive Indian furniture manufacturing and woodworking industry and establish India as one of the top manufacturing destinations in the region. □

## PEFC's statement on COP26: World leaders to recognise importance of forest certification

In a statement by the Programme for the Endorsement of Forest Certification (PEFC), the organisation has called on world leaders in COP26 to recognise how forest and forest products can help mitigate climate change and achieve the goals set out in the Paris Agreement, such as limiting global temperature rises to 1.5°C. The COP26 meeting in Glasgow ended earlier in 12 Nov 2021, with new goals and actions set out to combat climate change.

PEFC's statement also mentioned that according to the Intergovernmental Panel on Climate Change (IPCC) Special Report on Climate Change and Land, forests have an important role in providing renewable resources that can replace fossil fuel intensive materials. The report goes on to highlight how sustainable forest management is key to maintaining "forest carbon stocks" and "carbon sinks", as well as for harvesting wood products which can "store carbon over the long-term and can substitute for emissions-intensive materials reducing emissions in other sectors".

PEFC hence emphasised their own pivotal role in certifying sustainable forests and forest management. "PEFC, as the world's leading forest certification system, is therefore an important part in the toolbox needed to fight climate change, by promoting the sustainable management of the world's forests and the use of wood products as a renewable raw material," said Ben Gunneberg, CEO of PEFC International.

PEFC's objective is to increase forests' capacity to address societal challenges, such as climate change, effectively



and adaptively, while simultaneously promoting the use of sustainably sourced wood products, which can help the world to substantially accelerate the transition to low-carbon economies.

Gunneberg further stressed: "Nature-based solutions such as those provided by sustainable forest management are powerful allies in addressing societal challenges like climate change, delivering benefits for both the environment and human well-being."

"COP26 must recognise the vital role of forests and forest products in climate change mitigation and adaptation to achieve the objectives of the Paris Agreement, including limiting global temperature rise to 1.5°C. Leaders must also recognise the crucial contribution that non-state actors such as PEFC are already providing in ensuring their sustainable management." □

## Naaz Trading Cameroon obtains environmental compliance certificate for wood-processing complex project Ciblo



Naaz Trading Cameroon, subsidiary of Dubai-based trading company Naaz Trading DMC, recently obtained the environmental compliance certificate for the integrated industrial wood processing complex (Ciblo) of Lomié. This project has been on hold for the past seven years. "Naaz Trading complied with the environmental and social impact study regulations (...). This environmental compliance certificate is issued in view of the environmental and social management plan laid out in the aforementioned study," reads the document signed by Nana Aboubakar Djalloh, Cameroon's

Minister Delegate to the Minister of Environment. According to Gerard Lomié, mayor of the eponymous town (located in the Eastern region), now that Naaz Trading has this certificate, it can request necessary authorizations and start works in coming weeks.

"Ultimately, the Ciblo will allow local craftsmen and carpenters to get legal and quality dried wood. This will reduce delivery times and reduce the importation of furniture from Asian countries. The Ciblo could also benefit countries like Congo and the Central African Republic as they will be able to send their raw timber for processing since the raw log export ban will officially become effective in 2023 in the Congo Basin," the town official explained when public hearings were being convened in the framework of the environmental and social impact assessment. Overall, Naaz plans to invest XAF50 billion CFA francs in the Lomié complex. Next year, it will invest "XAF2.5 billion for the construction of the primary processing line, a large capacity dryer, and a solid wood panel manufacturing unit. The construction of the first processing line is expected to start in January 2022," Gerard Lomié informed. In the meantime, Lomié already has a 59-hectare area for the construction of Ciblo, we learn. □

# Calendar of Events 2022

**January 13-16, 2022**

**Domotex**  
Hannover, Germany  
Deutsche Messe AG  
[www.domotex.de](http://www.domotex.de)

\*\*\*\*\*

**January 17-19, 2022**

**WoodTech**  
Algiers, Algeria  
CGCom Events  
<https://algeriawood.com/>

\*\*\*\*\*

**February 10-12, 2022**

**ForWood**  
Prague, Czech Republic  
PVA Expo Praha  
<https://for-wood.cz/>

\*\*\*\*\*

**February 24-28, 2022**

**IndiaWood**  
Bengaluru, India  
Nurnberg Messe  
[www.indiawood.com](http://www.indiawood.com)

\*\*\*\*\*

**March 02-05, 2022**

**Bifa Wood Vietnam**  
WTC Binh Duong  
New City Expo  
Binh Duong, Vietnam  
[www.bifawoodvietnam.com](http://www.bifawoodvietnam.com)

\*\*\*\*\*

**March 08-11, 2022**

**MIFF Timber Mart**  
Kuala Lumpur, Malaysia  
informa markets  
[https://2021.miff.com. my/miff-timber-mart](https://2021.miff.com.my/miff-timber-mart)

\*\*\*\*\*

**March 15-17, 2022**

**Dubai WoodShow**  
Dubai, UAE  
Strategic Exhibitions & Conferences  
[www.woodshowglobal.com/dubai](http://www.woodshowglobal.com/dubai)

\*\*\*\*\*

**March 28-31, 2022**

**Interzum Guangzhou**  
Guangzhou, China  
Koelnmesse GmbH  
<http://www.interzum-guangzhou.com/>

\*\*\*\*\*

**March 29- April 1, 2022**

**Fimma Maderalia**  
Valencia, Spain  
Feria Valencia  
<https://fimma-maderalia.feriavalencia.com/>

\*\*\*\*\*

**April 01-04, 2022**

**Medwood**  
Athens, Greece  
Metropolitan Expo  
<https://www.medwood.gr/en/home-3/>

\*\*\*\*\*

**April 06-09, 2022**

**UMIDS**  
Krasnodar, Russia  
International Exhibition Company  
<https://www.umids.ru/en-GB/>

\*\*\*\*\*

**May 12-14, 2022**

**AfriWood 2021**  
<https://www.expogr.com/afriwood/>

\*\*\*\*\*

**May 25 – 27, 2022**

**Wood Tech Expo**  
Warsaw, Poland  
Ptak Warsaw Expo  
<https://warsawexpo.eu/en/fair-calendar/wood-tech-expo/>

\*\*\*\*\*

**May 25-27, 2022**

**Domotex asia/China Floor**  
NECC, Shanghai  
China  
<https://www.domotexasiachinafloor.com/>

\*\*\*\*\*

**May 26-28, 2022**

**Hanoi Wood 2022**  
International Centre of Exhibition (I.C.E),  
Hanoi, Vietnam  
[www.hanoiwoodexhibition.com](http://www.hanoiwoodexhibition.com)

\*\*\*\*\*

**June 27-29, 2022**

**Sylvawood 2022**  
Shanghai, China  
Asia Specialised Wood Materials & Wood Product Trade Show  
[www.sylvawoodexpo.com](http://www.sylvawoodexpo.com)

\*\*\*\*\*

# DURO<sup>TM</sup>

60 years of quality  
and innovation.  
For generations of  
happy customers



LIFETIME  
GUARANTEE FROM  
INSECT INFESTATION



LOW EMISSION  
CONFORMING  
TO E1 GRADE



DOUBLE  
CALIBRATED  
TECHNOLOGY



TRIPLE  
HEAT  
TREATED



Duroply Industries Limited

BLOCK BOARD · PLYWOOD · VENEERS · DOORS

Toll Free: 1800-345-3876 (DURO) | Website: [www.duroply.in](http://www.duroply.in)

E-Mail: [corp@duroply.com](mailto:corp@duroply.com) | Find us on:     

# PLYWOOD KE ANDAR KE KHATRE SE BACHHO

Green  
Greenply

INDIA'S FIRST  
ZERO EMISSION PLYWOOD



KHULKE SAANS LO



Plywood furniture may often emit harmful formaldehyde emissions that can cause serious health issues. We at Greenply are proud to bring you the country's first **Zero Emission plywood range**, making it safer for all homes to breathe easy.