



**Canadian
Wood**



Sustainable by nature,
versatile by design







Where Sustainability Meets Craftsmanship

Canadian-grown wood species from the province of British Columbia (B.C.) provide Vietnam's furniture manufacturers with high-quality materials to craft exceptional products that reflect the highest standards of quality and environmental care.



About Us



About Canadian Wood Vietnam

Canadian Wood Vietnam, a subsidiary of Forestry Innovation Investment (FII), operates from a local office in Ho Chi Minh City. As a non-commercial organization, it is committed to promoting B.C. and Canada as leading suppliers of high-quality, environmentally responsible wood products from sustainably managed forests.

What We Do



A Trusted Resource

Canadian Wood connects furniture manufacturers, trading companies, importers, wholesalers, and global retailers with leading softwood suppliers in B.C., giving them a chance to approach high-quality wood that is both legally sourced and sustainably managed. In Vietnam, Canadian Wood furthers this mission through targeted training programs, technical seminars, industry collaborations, and active participation in key trade events.



Team of Experts

Canadian Wood Vietnam brings together experienced technical specialists, furniture engineers, sourcing experts, and wood professionals with decades of hands-on expertise in retail, production, and quality control. Leveraging valuable insights into Vietnam's rapidly growing industry, Canadian Wood Vietnam is dedicated to supporting furniture manufacturers with close collaboration and consultation throughout their material exploration journey.



Canadian Wood Trial Program

The Canadian Wood Trial Program is a key initiative designed to support manufacturers in exploring B.C. softwoods. In addition to offering small amounts of lumber for trial at no cost, Canadian Wood Vietnam provides technical support and expert guidance on incorporating Canadian softwood species into furniture collections. The program also connects participants with trusted B.C. suppliers, assisting access to sustainable wood for their production needs.



Industry Development Initiatives

To contribute to Vietnam's wood industry growth, Canadian Wood Vietnam offers value-added activities that enhance innovation, product quality, and collaboration. These include working with coating companies on finishes, connecting factories with buyers, and partnering with designers to create innovative furniture collections. Additional initiatives are underway to support long-term industry development.

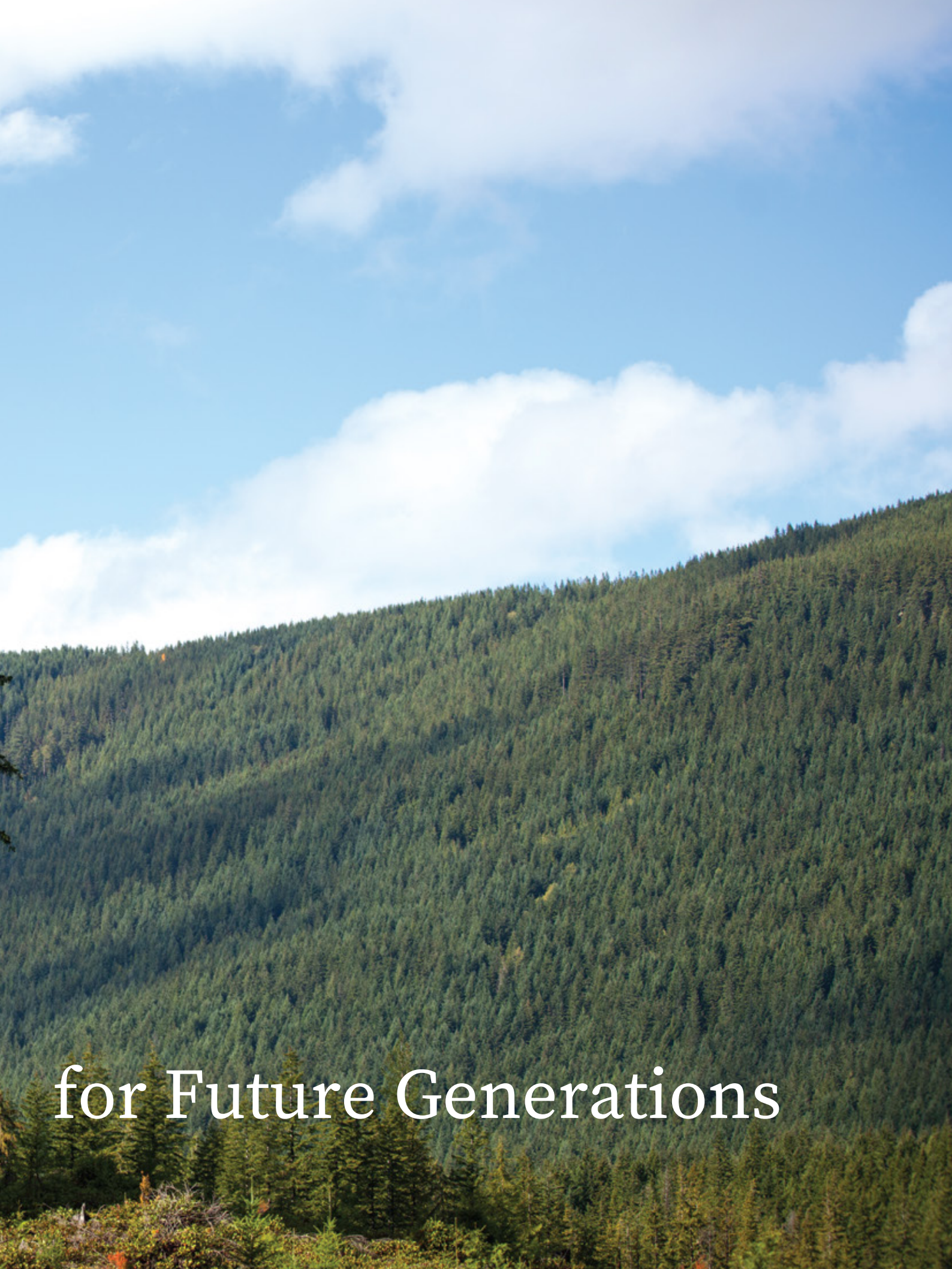
About Forestry Innovation Investment (FII)

Forestry Innovation Investment (FII) is a Crown Corporation of the British Columbia Government, serving as a market development agency for forest products. FII's focus is on expanding opportunities for the province's forest sector by developing and diversifying global markets for wood products from B.C.



A photograph of a dense forest of tall, slender evergreen trees, likely spruce or fir, reaching towards a blue sky with scattered white clouds. The trees are closely packed, and their dark green needles are visible. The foreground shows some lower vegetation and the base of the trees.

Sustainable Forestry: Managing Today's Forests



for Future Generations

A Global Leader in Sustainable Forest Management



British Columbia's Forests

Canada, the second-largest country by land area, is home to 9% of the world's forests and is a leading global supplier of forest products. British Columbia (B.C.), Canada's westernmost province, is a global leader in sustainable forest management practices and a go-to source for a variety of wood species that meets the world's highest environmental standards.

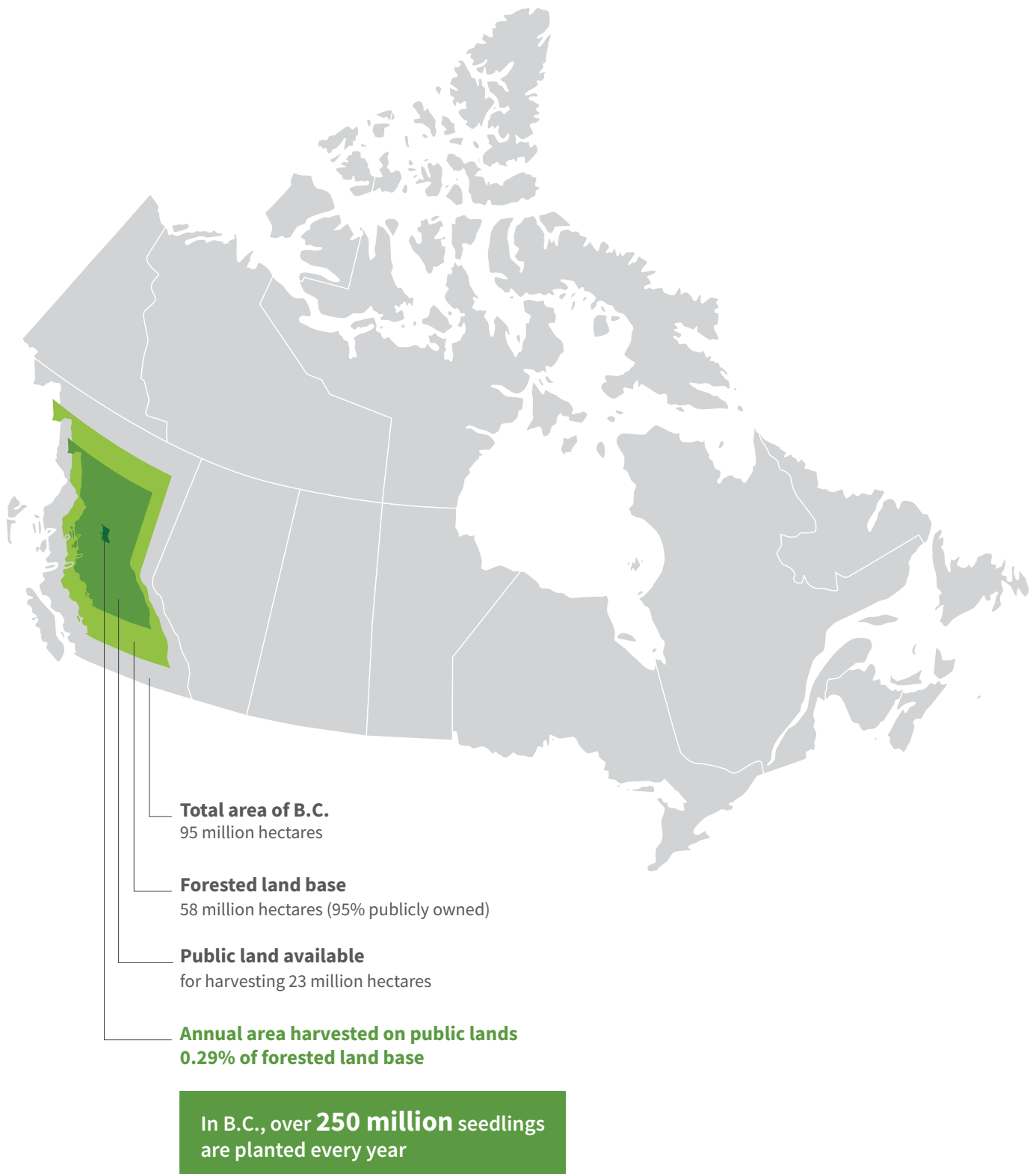
B.C. is renowned for its temperate climate and ecologically diverse landscapes, with forests spanning two distinct regions—the Pacific Coast and the province's interior, harboring over 40 native tree species. Covering 16.5 million hectares, the coastal forests feature a variety of commercially valuable conifers. Canadian Wood focuses on the five species mostly grown on the coast: Western Hemlock, Douglas-Fir, Western Red Cedar, Yellow Cedar, and Spruce-Pine-Fir (SPF).

These species combine unique qualities: strength, durability, versatility, and aesthetic properties, making them ideal for a wide range of applications.



Stringent Forest Practices in British Columbia

Canada is known for having some of the most rigorous forest practices, with British Columbia (B.C.) gaining a global reputation for its leading role in sustainable and responsible forestry. The province's sustainable forest management practices focus on responsibly managing forests, protecting biodiversity, and securing long-term, renewable wood resources for generations to come.



Certified Forests of British Columbia and Canada



9%

of the world's forests
are in Canada



41%

of the world's certified
forests are in Canada



162M

hectares of certified
forests in Canada



43M

hectares of certified
forests in B.C.

Forest certification is a voluntary process run by an independent third party. It checks if a company's forest management is sustainable and meets rigorous environmental standards.

Globally, certification programs are endorsed and overseen by one of two independent non-profit organizations: Programme for the Endorsement of Forest Certification (PEFC) and Forest Stewardship Council (FSC).

This provides assurance to environmentally conscious consumers that the wood products they purchase are legally sourced, sustainably harvested, and fully compliant with Canada and B.C.'s strict forest regulations.





Discover

A stylized, geometric evergreen tree graphic in a lighter shade of green, positioned on the right side of the image. The tree is composed of several triangular and quadrilateral shapes that form its branches and needles.

the best of
Canadian wood



The Distinct Advantages of Canadian Species

B.C. species, highly sought after for their flexible design capabilities and unique characteristics, are the ideal choice for manufacturers, designers, wholesalers, and retailers looking to elevate the quality of their furniture collections.

High Performance

High-quality, certified softwoods from B.C. are prized for their strength, durability, and versatility, making them ideal for both indoor and outdoor furniture. With a high strength-to-weight ratio, and excellent workability, these softwoods deliver reliable performance for manufacturers looking to produce and export lightweight, high-quality furniture.

Mature Wood

Canadian wood is unique for its maturity, providing fine-grained, stable lumber. Sourced from natural forests, it is rarely harvested under 80 years of age, depending on the species, ensuring exceptional quality and lasting durability.

Diverse Finishes

B.C. softwood species are renowned for their strength, resilience, and aesthetic versatility, making them ideal for a wide range of styles and designs, from dark to light finishes and modern to classic looks. With the diverse options in Canadian wood species, sizes, and grades, designers can easily achieve their desired look.

Competitive Price

B.C. lumber offers a cost-effective alternative to certain traditional hardwoods, often at a more competitive price than comparable materials.

Sustainably Sourced

B.C. stands out globally for its sustainable forest management practices and certification, ensuring that wood sourced from the province is both legal and sustainably managed. Supported by third-party certifications such as PEFC and FSC, B.C.'s wood products offer Vietnamese customers assurance in their strong environmental credentials.

Wood Species

B.C. is home to a diverse range of native tree species, offering a rich and varied selection of high-quality wood. In the Vietnam market, Canadian Wood focuses on five softwood species that are particularly well-suited for furniture manufacturing, offering an ideal balance of versatility, strength, and workability for high-quality craftsmanship.

Western Hemlock



Douglas-Fir



Yellow Cedar



Western Red Cedar



Spruce-Pine-Fir
(SPF)





Western Hemlock

Western Hemlock offers an impressive strength-to-weight ratio, excellent machining characteristics, and strong nail and screw-holding properties. It planes and sands to a smooth, even finish, while its naturally attractive grain and fine carving properties make it a popular choice among furniture manufacturers. As a non-resinous species, Western Hemlock readily accepts a wide range of stains and polishes, resulting in a lustrous finish. With its variety of natural colors, Western Hemlock offers exceptional versatility for achieving diverse aesthetic outcomes.

Notable characteristics:

- **Fine, uniform grain with a bright tone** – delivering excellent machining and finishing, with superior color versatility.
- **Highly stable** – resisting cracking for long-term performance.
- **Resin-free** – supporting smooth and even coating.
- **Strong yet light-weight (MOR of over 80 Mpa)** – durable yet workable for various applications.

Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)
- STANDARD & BTR

Common sizes:

- Rough 1 x 4 & wider, 2 x 4 & wider



Vertical grain



Flat grain





Douglas-Fir

Douglas-Fir is renowned for its strength-to-weight ratio and exceptional durability. It is hard and resistant to abrasion, making it ideal for uses where wear is a factor. With excellent machining properties, it can be easily sawn, planed, and shaped. The tight, attractive grain sands to a smooth finish and is highly valued for its refined look. Although slightly resinous, it absorbs stains and finishes beautifully, offering a rich, natural appearance. Its hardness and sturdiness make this Canadian species a top choice for indoor furniture and cabinetry.

Notable characteristics:

- **Strong and high-density (540 kg/m³)** – offering exceptional durability.
- **High stiffness (MOE of over 13,400 Mpa)** – reaching structural performance comparable to Teak.
- **Naturally resilient** – ensuring long-lasting performance.
- **Unique wood grain characteristic of mature softwood** – enhancing aesthetic appeal.

Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)
- STANDARD & BTR

Common sizes:

- Rough 1 x 4 & wider, 2 x 4 & wider



Vertical grain



Flat grain





Western Red Cedar

Western Red Cedar is renowned for its longevity and natural resilience, making it an excellent choice for furniture that must withstand the elements. Its lightweight yet durable properties make it easy to work with, offering flexibility in both indoor and outdoor designs. With rich, warm tones and exceptional resistance to warping, it ensures long-lasting beauty and stability in indoor pieces. Its use in saunas, where heat and humidity are constant, also demonstrates its versatility. Outdoors, its sturdiness and natural oils provide superior protection against rot and insects. The toughness and stability of Western Red Cedar make it a trusted and elegant choice for any furniture project.

Notable characteristics:

- **Low radial and tangential shrinkage** – providing excellent dimensional stability, reducing warping and cracking.
- **Natural durability** – resisting decay, termites, and moisture, suitable for outdoor use.
- **Good thermal insulation** – helping regulate indoor temperatures in fit-outs.
- **Pleasant natural scent** – enhancing the user's sensory experience in interior spaces.

Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)
- FACTORY FLITCH / SHOP FLITCH

Common sizes:

- Rough 7/4 x 4 & wider, 4 x 4 & wider



Vertical grain



Flat grain





Yellow Cedar

Yellow Cedar, a highly regarded Canadian species, is prized for its exceptional resilience and strength, making it an ideal choice for both indoor and outdoor furniture. Its fine, uniform grain offers a smooth finish, perfect for sophisticated indoor designs. With remarkable toughness and durability, Yellow Cedar naturally resists decay and insects, ensuring long-lasting performance in outdoor environments. Its light, inviting color absorbs stains and finishes beautifully, offering versatile design possibilities. The wood's hardness and strength make it well-suited for intricate carvings, while its sturdiness ensures furniture that will stand the test of time, in any setting.

Notable characteristics:

- **Fine, straight grain with consistent color** – offering a clean, elegant look for versatile design applications.
- **Uniform density** – allowing smooth planing and shaping, ideal for detailed work.
- **Natural durability** – resisting decay, termites, and moisture, suitable for outdoor use.
- **Pleasant natural scent** – enhancing the user's sensory experience in interior spaces.

Common furniture appearance grades:

- 85/15 CLEAR (equiv. FAS)
- #2 SHOP & BTR (equiv. 1COM)

Common sizes:

- Rough 1 x 4 & wider, 2 x 4 & wider

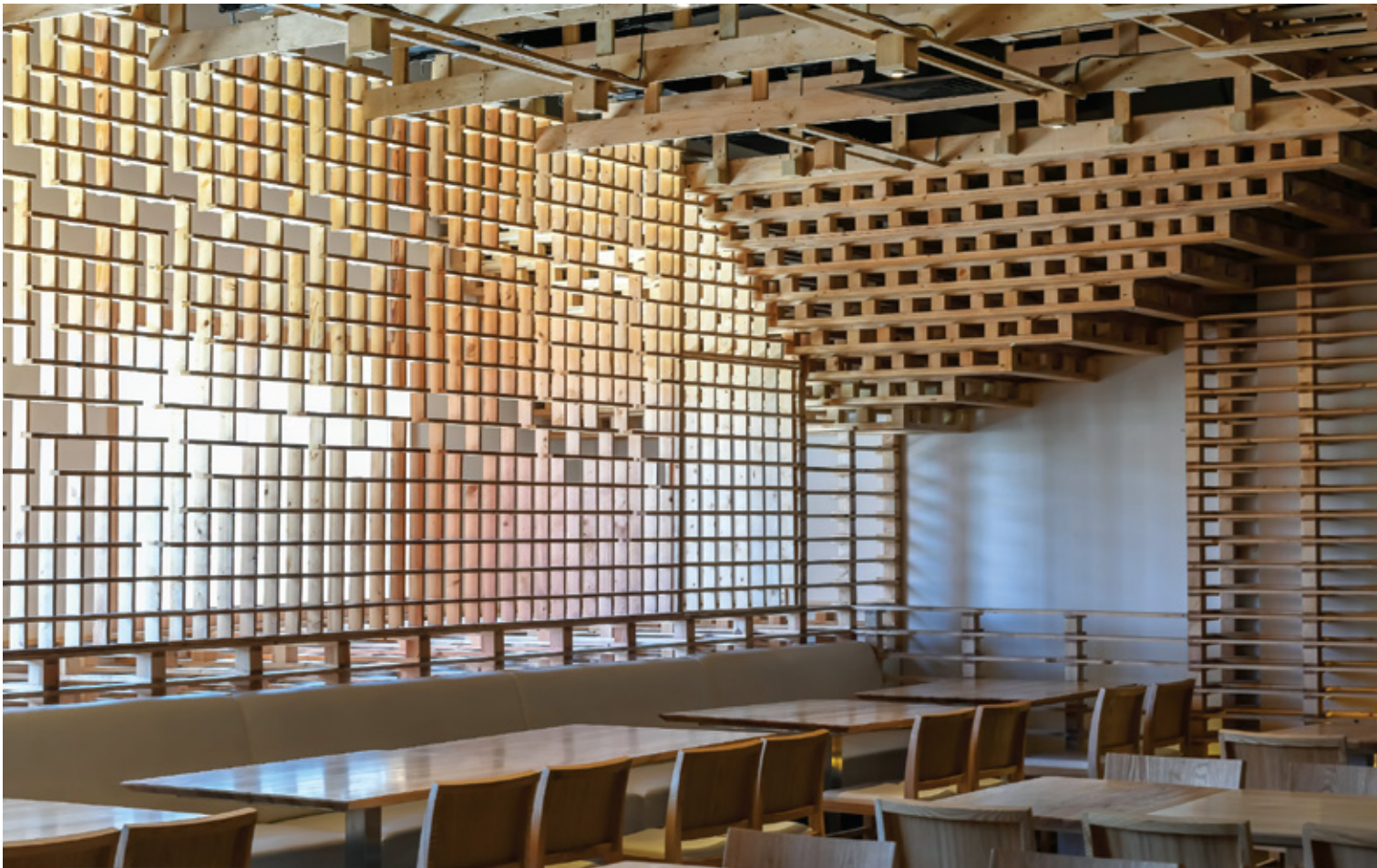


Vertical grain



Flat grain





Spruce – Pine – Fir (SPF)

SPF (Spruce, Pine, and Fir) is a preferred choice for furniture framing due to its lightweight, ease of handling, and excellent working properties. Known for its strength, stability, and superior gluing and screw-holding capabilities, SPF delivers reliable performance in both construction and furniture applications. Widely available and particularly popular for rustic finishes, it offers a cost-effective solution without compromising quality.

Notable characteristics:

- **Strong & stable** – providing reliable strength and excellent dimensional stability.
- **Secure fastening** – ensuring excellent nail- and screw-holding with minimal splitting.
- **Cost-effective** – offering an economical choice for structural furniture parts.
- **Mature & reliable** – being more mature than other pine species, delivering better performance.

Common furniture appearance grades:

- J-GRADE
- #2 STRUCTURAL

Common sizes:

- S4S 19mm & 38mm



Vertical grain



Flat grain



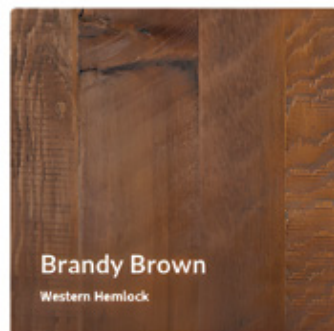
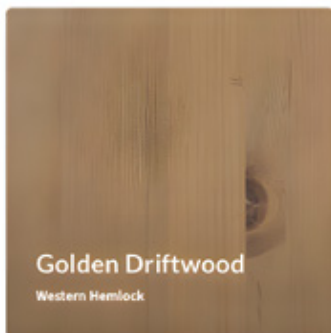
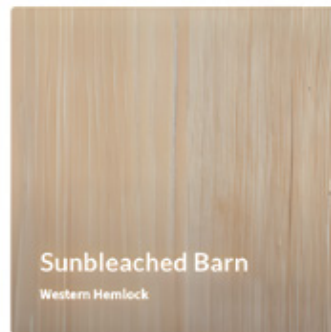
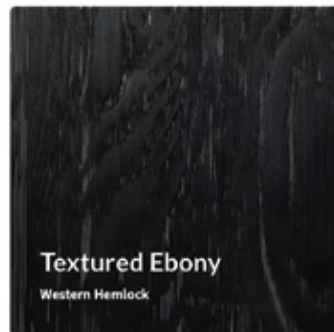
Stains and Finishes

- Serving as a finishes library, showcasing how Canadian wood can be transformed into a stunning range of rich and beautiful finishes.
- Acting as a guide for each finishing stage and a reference for consistent results.
- Featuring Western Hemlock and Douglas-Fir, the neutral palette highlights their versatility in color, texture, and treatments.

**Interested in learning more?
We would be pleased to discuss further.**

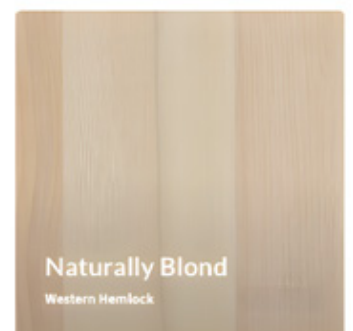
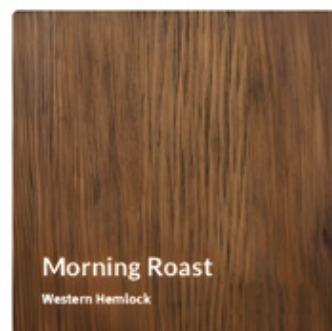
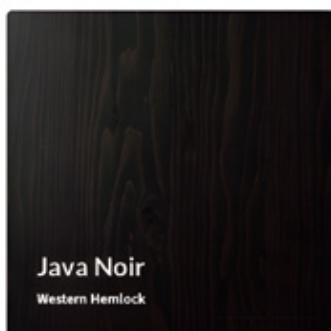
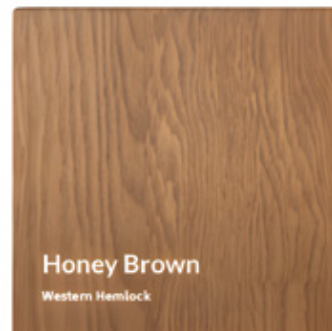
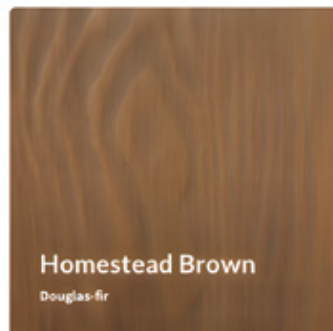
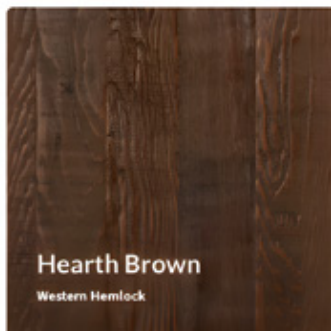
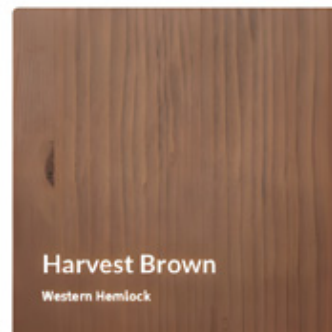
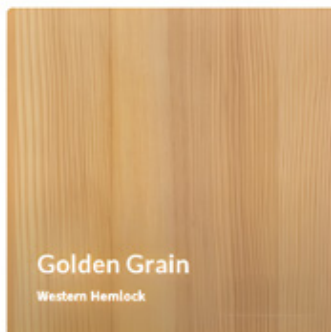
Please contact us at:

info@canadianwood.com.vn



Explore the possibilities

Get inspired by Canadian wood's stunning range of colors, textures, and finishes – where beauty meets versatility.





Discover, create, and innovate
with Canadian wood



Canadian wood is celebrated for its strength, durability, and exceptional versatility, making it the ideal choice for a wide range of furniture designs. Whether for contemporary styles or timeless classics, its natural beauty and workability allow for endless creative possibilities.









Canadian Wood Trial Program



Canadian Wood Trial Program

The Canadian Wood Trial Program is an initiative designed to introduce knowledge and best practices for adapting high-quality, sustainable softwood from British Columbia (B.C.) into the production of furniture for manufacturers, wholesalers, trading companies, and importers in Vietnam.

What We Offer

Through the program, Canadian Wood supports furniture manufacturers by providing a sufficient amount of wood at no cost for trial use, enabling the development of new collections. This hands-on experience helps manufacturers gain a deeper understanding of the unique properties and workability of five B.C. wood species, supported by expert technical guidance from the initial stages through to completion.

Canadian Wood also serves as a strategic partner in R&D and material sourcing, assisting manufacturers in exploring and adopting new materials. In addition, the program connects participants with B.C. wood suppliers, helping expand their networks and fostering future business opportunities.



The Benefits



Expert Knowledge

Deepen understanding of sustainable softwood species from B.C.



Stronger Networks

Build valuable connections with B.C. wood suppliers, paving the way for long-term business growth.



Reliable Alternatives

Gain access to stable, high-quality wood products, elevating the aesthetic appeal and versatility of furniture collections.



Ongoing Support

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

Top Reasons to Join

The program provides manufacturers with the opportunity to conduct hands-on trials and gain a deeper understanding before making a purchase. Throughout this engaging process, manufacturers receive comprehensive technical support from the Canadian Wood Vietnam team to maximize the success rate of each trial.

New Materials

Traditionally, rubberwood and acacia have been widely used in the Vietnam market. However, thanks to the program, manufacturers are increasingly open to experiencing the proven performance of B.C. species and benefiting from their qualities. This opens up opportunities to discover high-quality, sustainable wood types that offer key advantages such as versatility and strength for production.

Competitive Cost

Canadian softwood is a cost-effective alternative, often less expensive than comparable hardwoods. By reducing material costs, manufacturers can optimize production and offer more competitive pricing to global furniture retailers.

Sustainable Choice

Canada is well respected for its world-class responsible forest management practices and accounts for almost 41% of the world's total certified forests. Canadian wood products offer the assurance of legal sourcing and strict compliance with forest management regulations, holding internationally recognized certifications such as PEFC and FSC.

Join

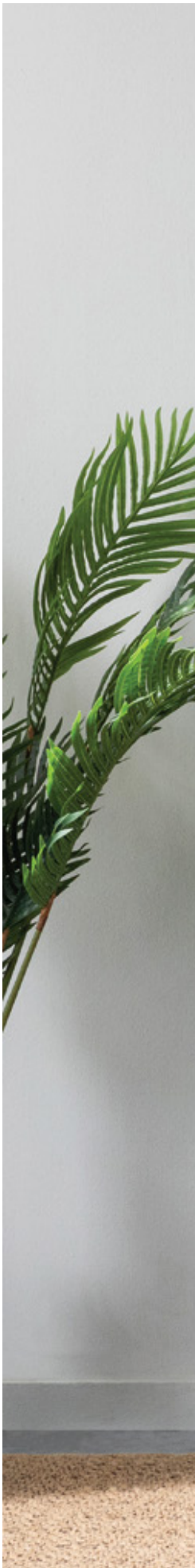
Our Canadian Wood Trial Program

[Learn more](#)

[Scan here to register](#)

CANADIAN WOOD TRIAL PROGRAM

at canadianwood.com.vn





Success Stories

Innovation begins with exploration. Through the Canadian Wood Trial Program, manufacturers have unlocked the potential of B.C. softwoods, turning challenges into opportunities. These success stories showcase how testing new materials has driven cost savings, market expansion, and breakthrough product lines, proving that this program is a valuable step toward redefining possibilities.

Turning trials into triumphs

A leading furniture manufacturer in Vietnam joined the Canadian Wood Trial Program to explore new wood species. Previously reliant on hardwoods like Oak, Walnut, or Birch, they discovered sustainable softwoods through the program, leading to a breakthrough. They tested and chose Douglas-Fir for their new collections, achieving great success with large-scale orders. Canadian species became a key material in their designs, and they have further expanded their use of B.C. softwoods.

Since integrating the new material, their collections have set new industry trends, positioning them as pioneers in adopting innovative materials. Their forward-thinking approach has not only enhanced their product offerings, but also inspired other manufacturers to explore sustainable alternatives.

Smarter material, better pricing

A mid-sized Vietnamese ODM, specializing in original designs for U.S. exports, had long relied on Walnut. However, declining demand and rising price pressures made it increasingly difficult to manage costs with traditional materials. After testing Douglas-Fir through the Canadian Wood Trial Program for their table frames, they found it to be a cost-effective alternative to Walnut and confidently recommended it to clients. The switch lowered costs without compromising quality and received positive feedback from their client.

Building on this success and with support from Canadian Wood Vietnam's experts, they tested Western Hemlock, Douglas-Fir, SPF, and expanded their use of B.C. wood species for future collections. This strategic shift strengthened their competitive edge and resulted in orders from U.S. buyers, highlighting the value of Canadian softwood in their production.

Bridging demand, shaping innovations

A reputable Vietnamese manufacturer joined the Canadian Wood Trial Program to explore Western Red Cedar as an alternative to Teak. This highly sought-after species was chosen in response to their client's request for an outdoor furniture collection. The program provides a valuable opportunity to evaluate its unique properties and assess its suitability for production. With expert guidance from Canadian Wood Vietnam, the manufacturer explored the properties of this species and applied design refinements to enhance strength and highlight the wood's natural qualities. Eventually, they achieved the successful commercialization of the collection, which was later exported to Europe.

Western Red Cedar was also featured in a studio project for another furniture brand, where it outperformed expectations in both aesthetics and durability. This initiative not only provided stable access to a highly sought-after material but also created new business opportunities, enabling the manufacturer to meet client demands with confidence and strengthen their market position.





**Canadian
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