

# WOODNEWS

Furniture and Manufacturing Technologies

JUL - AUG | 2013 | Bi-monthly | Vol.23 · No.2 | ₹100



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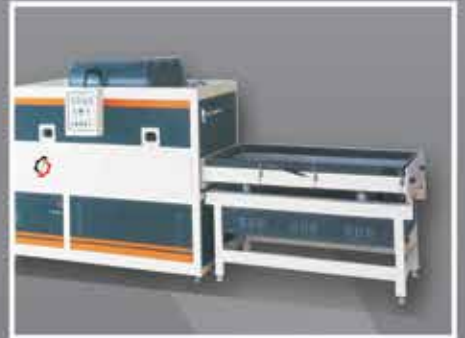
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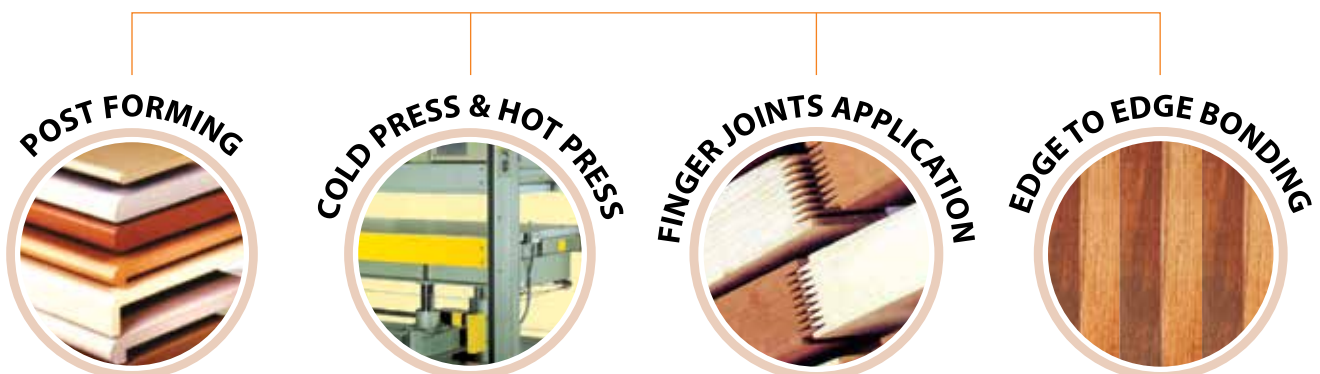
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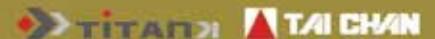


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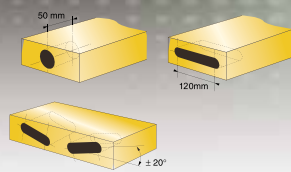


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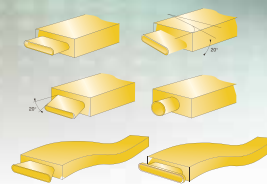
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# contents

WOODNEWS

July - August 2013

## FOCUS ON DOORS

16 | **Dream Merchant**  
‘Doors&More’, near Coimbatore, lures its customers through a live feel for its products

20 | **Perceiving Quality**  
Sobha Developers’ backward integration has helped it stay on top of the market

22 | **Business Strategy**  
Good design in any wood product defines space and reflects the user’s personality

## COVER STORY

32 | **Turkish Power**  
India opens new doors to upcoming Turkish manufacturer, Kastamonu Integrated

## INTERVIEW

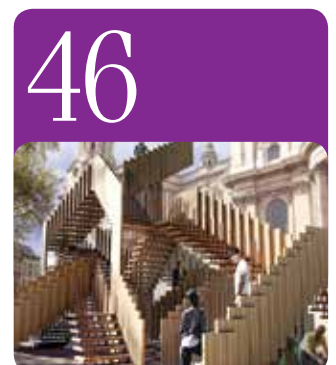
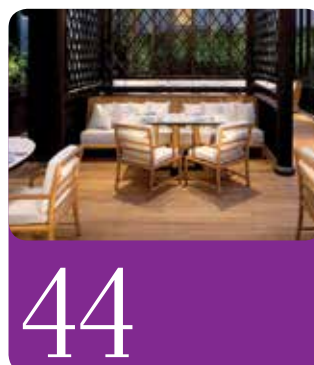
40 | **Sleek Kitchen MD, Rajesh Ahuja,** talks of the “marriage” with Asian Paints

42 | **WPC crusader Hardik Panchal** on the growing popularity of alternate woodworking material

## DESIGN & FINISHING

44 | **Race on for Commercial Interior Design awards, Dubai**

46 | **‘Endless Stair’ to feature at London Festival in September**



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# contents

WOODNEWS

July - August 2013

## SPECIAL SUPPLEMENT

49

### Sleeping Solutions

The first of a series of articles aimed at creating awareness of the mattress industry in India

49



62

### PRODUCTS & PROCESSES

Associate, XYZ, Biesse, Mapin, SreeUmiya, Schelling, TopSolid, Wemhomer, WestWood...



74

74

### NOTES & NEWS

Deutsche Messe, DS Doors, Ponsse, Siempelkamp, Xylexpo...



62

78

### EVENTS PREVIEW

Mumbaiwood-2013 earns support and endorsements from govt, woodworking industry associations

78

### Chalo Mumbai!



81

### EVENTS REVIEW

Open House at Biesse's Nelamangala plant

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# eeditorial

## Dear Readers,

The beauty of a woman must be seen from her eyes, because that is the doorway to her heart, the place where love resides. Much the same could be said of our homes, offices and places of industry, education, worship and recreation. That is how we at *WoodNews* see the doors and windows segment of the woodworking industry. Doors and windows can be said to represent the eyes and ears of the places we build for ourselves to work, play, study, exercise, relax and recuperate. The current issue of the magazine focuses on this segment, perhaps the largest in terms of annual volumes and financial turnover. When I chose to visit the factories of AVTWood and Sobha Interiors in Coimbatore and Bangalore respectively, it was as examples of business enterprise, not necessarily representative of the entire woodworking industry in the country. There will be more occasions to cover similar endeavors in the rest of India in later issues of the magazine. Stay tuned!

Although the world has taken notice of the European Union's strict new regulatory mechanism for the trade of timber, India seems unconcerned so far. It is not even considering entering into a voluntary partnership agreement, largely because India has prohibited the export of timber in the form of unprocessed logs. But the EU is a major market for India's value-added timber products, including handicrafts, pulp and paper, plywood, veneer and wooden furniture. Do we need reminding that we are one of the world's largest consumers of wood products and a major importer of timber from other countries in Asia, Africa, Europe and the Americas? The size of India's domestic market is also attracting investors from around the globe, and the EU is one of the biggest. Several European companies – among them IKEA and Tetra Pak – have announced plans to invest in the retail sector. What are we waiting for? Read on for the details.

In our effort to introduce some 'Wow!' factor in the magazine, we introduced a Design Corner, which was very well received: we shall pick up the thread shortly. This issue features a design-related article and an event, which I hope will whet the appetites of woodworking aesthetes. I look forward to featuring more such work from India itself – both traditional and contemporary. Any takers? Interior designers, architects, artisans and carpenters, email me the details. We will feature the worthies!

Last, but not least, there is a special section on the mattress industry. We at PDA Trade Media and Trade Fairs feel that there is a strong connect between the woodworking world and the burgeoning mattress and furniture upholstery industries. Proof, if required, comes from the numerous visitors from the mattress and upholstery segments to our signature woodworking trade fair, IndiaWood! We, obviously, are looking at makers, sellers and buyers of mattress and upholstery manufacturing machinery and raw or semi-finished materials. The factories we chose to visit – Soba Mattresses and Peps Industries in Bangalore and Coimbatore respectively – are again not wholly representative, but just the awakening of our curiosity. Watch out for more in our future issues! Don't forget to keep me informed about your views and suggestions through the business reply envelope at the end of this magazine. Or email me at [editor@woodnews.in](mailto:editor@woodnews.in)

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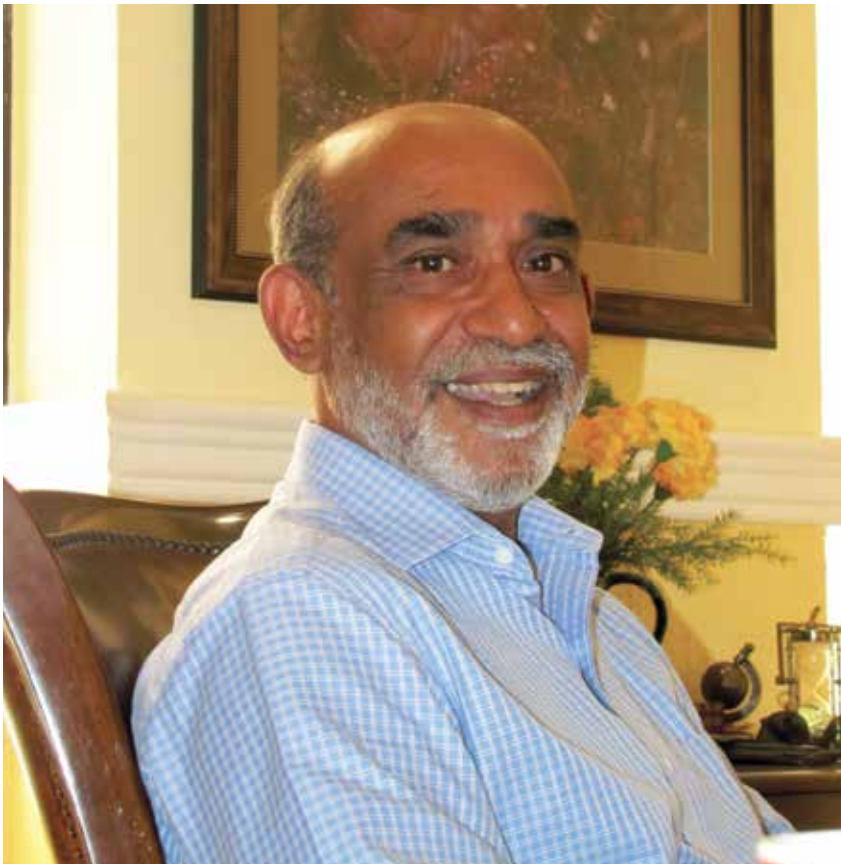
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Doors and More MD, Mr. Joshua John.

When the 80-year-old AV Thomas Group, a US\$ 250-million enterprise based in Kerala, decided to revive its defunct timber processing unit, it set up a modern woodworking plant near Coimbatore (Tamil Nadu), aptly named Doors&More.

With the motto 'Conserving Nature through technology' in mind, the Managing Director of Doors&More, Joshua John, took it upon himself to employ the best of material, technology, machinery and manufacturing

processes in all its products.

Starting out in 2009, the state-of-the-art manufacturing facility of AVT Wood Products Pvt. Ltd. has been designing its own doors and architraves. Soon it will foray into wood-based decorative clocks, for a beginning.

Cracking the market in wood-based doors meant selecting the best of renewable plantation material from India and abroad, chiefly Europe. Doors&More sources mainly treated rubber wood, teak, Spruce, steam Beech and white Oak, along with red Meranti and Padouk.

It manufactures engineered solid wood doors, veneered composite wood and molded panel doors, besides door frames and architraves. For hassle-free installation it also sells door sets, complete with frames, shutters and architraves.

Production and revenue in the second year (2011-12) after launch saw a healthy 17% growth, followed by a 33% increase in the following fiscal.

Solid wood doors derive their strength from finger-jointed and edge-laminated hardwood, and can be glazed, painted or fitted with louver panels. Doors&More also offers a 2-year warranty on such doors. Some others can be designed and

# Dream Merchant

The affable MD of Doors&More, near Coimbatore, lures his customers through a live feel for his products, writes Dhananjay Sardeshpande

engineered to accommodate decorative glass.

Doors made from composite panels are wrapped in exotic wood veneers and are lacquer-finished. Tubular chipboard or honey comb filling is used for molded panel doors, their dimensional stability coming from kiln-dried components and internal solid wood frames. The pre-primed doors can be factory-painted to any color.

Kiln-seasoned timbers and imported tubular chipboard go into the making of flush doors, which can be finished with natural veneers or laminates, or both. They are also fire-rated for up to 2 hours.

According to Mr. Joshua, the glue joints conform to JAS and DIN standards, and all doors are tested under the parameters required for IS: 4020 certification. The adhesives used for wood bonding come from Henkel Corporation, a global leader in natural and synthetic polymers.

Efforts such as these have won the company innumerable and prestigious projects. Among its client's list are the likes of Jain Housing, Concord, Nithesh Estates, Purvankara Projects, DLF, Mantri Housing, Skyline Builders and Ramcoms Engineering. There are scores of prestigious hotel projects



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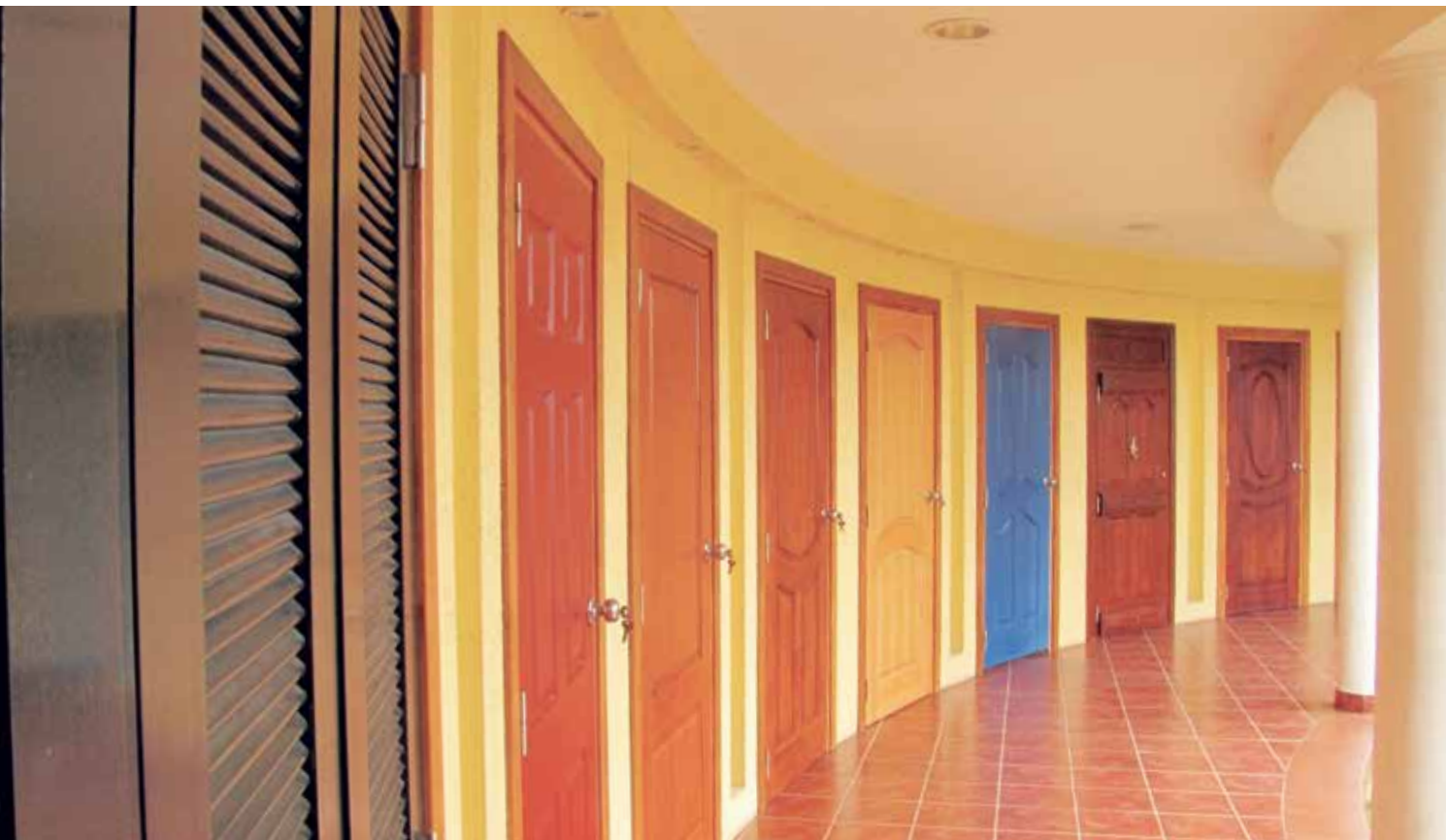
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Part view of the 'Pantheon of doors' adjoining the factory.

that Doors & More has catered to; and the company exports its door sets to builders in Bhutan and the Maldives.

How did a new entrant break through the clutter in the market? Mr. Joshua, a veteran advertising professional in Mumbai till he migrated abroad, had a trick up his sleeve: Instead of sending out an army of sales professionals, he built a "gallery" of doors on the new factory premises and asked his marketing team to lure construction company heads to visit!

Adjoining the gallery is his own tastefully decorated office, where he and his team can win over clients on the basis of aesthetics, utility, durability, dependability and sustainability of his products.

The gallery is like a pantheon of doors in various designs and finishes. Partly open to the sky, it offers a 360-degree view of various door types made in the factory nearby: veneered, painted, door skin, louvered, glass-decorated, solid wood, carved, stained...

"I just ask my team to ensure that potential customers get to visit the gallery. Thereafter, we hardly have much talking to do to convince them," says Mr. Joshua, with a twinkle in his eye.



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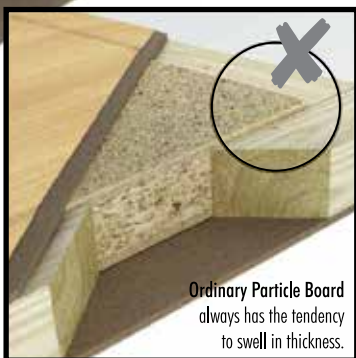
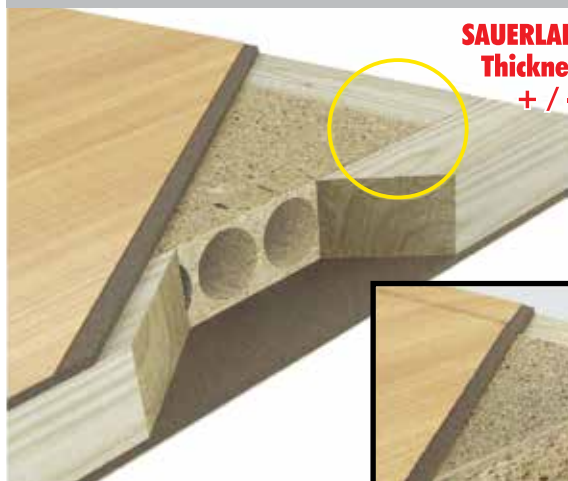
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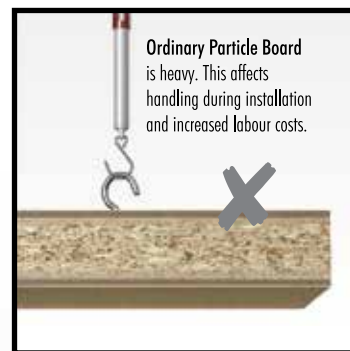
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About 50 %  
weight reduction



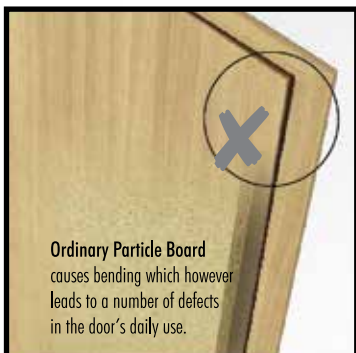
Ordinary Particle Board  
is heavy. This affects  
handling during installation  
and increased labour costs.



## Doors that close properly

**SAUERLAND Tubular Board**  
is the ideal core to prevent doors  
from bending. We proved that  
compared to other infills the  
bending effect can be reduced  
significantly.

**SAUERLAND Guarantee**  
No bending

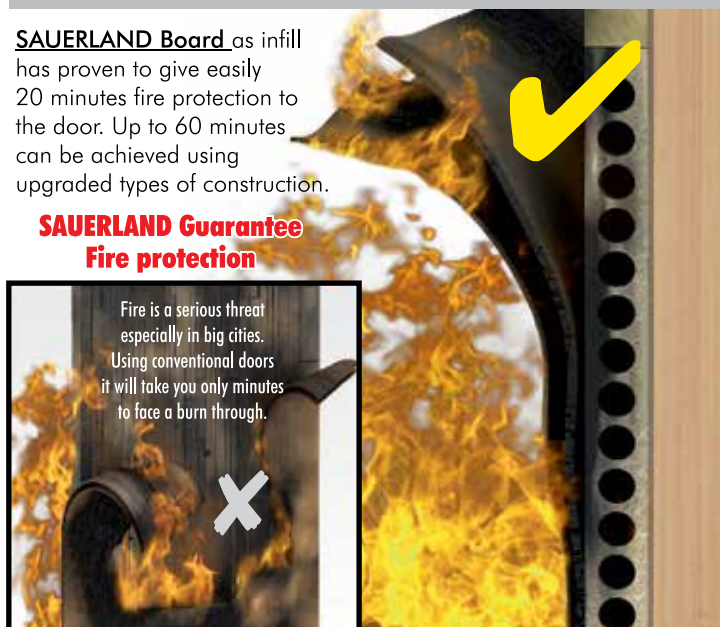


Ordinary Particle Board  
causes bending which however  
leads to a number of defects  
in the door's daily use.

## Doors protecting from fire

**SAUERLAND Board** as infill  
has proven to give easily  
20 minutes fire protection to  
the door. Up to 60 minutes  
can be achieved using  
upgraded types of construction.

**SAUERLAND Guarantee**  
Fire protection



Fire is a serious threat  
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Using conventional doors  
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# Perceiving Quality, Consistency

Sobha Developers' backward integration has helped it stay on top of the market



By Dhananjay Sardeshpande

When the Chairman of Sobha Developers Ltd, Mr. P.N.C. Menon, ventured into the construction industry in India in 1995, he was sure about one thing: transforming the way people perceive 'quality'. So he set about backward integration to ensure quality and consistency in all the products his venture required. And so were born the divisions manufacturing products for interiors, glazed metal and glass, mattresses, furniture and concrete blocks.

His initial tie-up with IT giant Infosys – and later HCL Technologies, Hewlett Packard, Bosch and Biocon – paid off well, helping him set up India's largest woodworking facility (3,75,000 square feet) near Bangalore and importing world-class machines from Germany, Spain and Italy. The doors segment alone fetched Rs 40 crore in business in fiscal 2011-12.

Mr. Harish Babu, Chief Executive Officer of Sobha Interiors, spelt out the key

differentiators of his division:

- Best industrial practices followed to achieve highest quality standards and attain maximum efficiency
- State-of-the-art machines with latest available technology
- Workforce proficient in modern woodworking technology
- In-house detail design studio
- Multi-level inspection and stringent quality assurance protocols at all stages of production
- In-house computerized kiln-drying and wood seasoning plant
- Fully automated polishing line to attain highest level of finishes.

Sobha's quickly rising reputation has already won institutional (corporate and hospitality sectors) and builders' approval, and enviable confirmed orders for 12,000 doors in the current fiscal. After securing its turf in Bangalore, Mysore, Chennai and Pune, it is now seeking to extend its footprint to Hyderabad and Mumbai.

Sobha Interiors Vice-President for Operations, Mr. Rajesh Nair, recalls how the "marriage" with Infosys in 1998 led to turnkey projects: right from soil excavation,



Sobha Interiors' assembly line near Bangalore.



Various prototypes of doors greet visitors to the assembly line.

construction, interior designing and execution to furnishing and handover. From corporate offices to board rooms, from hostels and kitchens to work spaces and food courts, Sobha executed them all. "We have built more than 15,000 guest rooms of international standard on various Infosys campuses so far," he adds.

These capabilities led Sobha Interiors to high-quality, mass production to exacting specifications of door systems, wardrobes, modular kitchens and furniture. "The quest for consistency made it imperative to import wood: it comes chemically treated, kiln-dried and certified for quality," says Mr. Aiyappa Alemada, the Deputy General Manager for Business Development. "We also use some local wood, but that generally goes into our mockup or model apartment at the project sites."

He notes that Sobha Interiors enters the scene at a project's design stage itself. "We inspect the plans, visit the site, then finalize the door specifications. The gestation period for our projects can take up to 3 years. We set up mockups for training and displays, and provide our clients with prototypes of doors. Since our ready-to-install door systems are factory-made, it is essential that our specifications are adhered to."

The plant near Bangalore has a capacity to churn out 50,000 door systems annually. Of this the major demand is for Masonite skin doors, solid wood doors with veneers and others. Scale of operations for the automated factory is of primary importance, but there are special orders too – such as a 100-villa project with 54 openings each executed last year; or an upcoming site with 200 villas.

And what about windows? "That is a different ball game," says Mr. Alemada, "It requires a lot more engineering. Moreover, these days all windows are in metal and glass. There are exceptions though, some rare and high-end elite construction projects; but those windows are custom-made."

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# Good design makes good business strategy



*A custom-made wood product defines space and reflects the user's personality*

*By Sandeep Mukherjee*

Design is a much maligned word in the woodworking industry. Perceptions vary from 'beautifying a product superficially' to 'unnecessary expense for a useless activity'. Unfortunately, all these definitions and descriptions do a huge amount of injustice to the word.

One cannot blame everyone about the misconceptions as the word has been hijacked by a lot of people claiming to be the sole interpreters of what is design. To be true to its core meaning, we need to look at design as a 'problem solving process'. True design, appropriate design, actually needs to empathize with the user and deliver an exhilarating experience.

Good design resolves problems, delivers value, is affordable, and builds long-lasting clientele. Therefore, good design is also good business strategy. Let us look at a brand that

has iconic value, Apple. All Apple products are not only good looking but also deliver a great user experience.

It is intuitive, easy to work with, seamless and aesthetically superior as well. If Apple were to be only a good looking product and not integrated seamlessly with good function, it would not have reached the top of anyone's high recall status.

Another example of good design as good business strategy is IKEA. Ingvar Kamprad started IKEA at the age of 17 to deliver good, affordable and well designed furniture. Today IKEA is the single-largest furniture brand in the world with very high recall value. This has been achieved by delivering utilitarian products at an affordable price with great aesthetics.

A similar logic can be used or applied on all other products that are used by any user.

Let us here look at Doors and Windows, with which we all are in daily contact. We find a myriad of issues with the working, the usability, aesthetics and of course the whole problem of having to call carpenters to make these for us when we are building a house.

Today when we buy an apartment, we find that the doors and windows leave a lot to be desired. If the builder had put in a little more care, we would have got a lot more at no extra cost. So what are these little extras that are needed? In a nutshell 'design thinking'.

The handle and lock at the right place. Our body dimensions are not the same as Westerners or Orientals. We need to understand ergonomics and, therefore, set everything to our body types and sizes. This will make it much more usable and comfortable.

The size of the door is very important. We need not make huge doors that are heavy and difficult to open. Most of the time it is the lady of the house that operates the door to let in people: family or maids or the gardener or home delivery boys. Simply said,

design integrates ergonomics with the right materials to engineer the door, making this process of using the door a pleasure.

Typically the frame size of the door has traditionally been fixed by carpenters who did not even understand the need for seasoning of wood. The sections therefore defined by a carpenter used to be huge and not value-engineered. A design approach to this would be to use the right process with the right material to create a much more affordable, usable door that works well.

Design combines process with manufacturing to add value to a product. But all doors can end up looking the same in an apartment block. This does not allow individuals to customize their door – considering that this is the first thing any guest sees when visiting the home. We want our house to project who we are. Each one of us is different and wants to be identified as such.

So how does one create a situation where we can utilize the benefits of design? The answer lies in mass customization. A good design approach can lay down a simple path

towards mass customization. This will allow the user to customize their doors and make it look different in spite of the fact that this has been mass manufactured.

For example, a set of interchangeable panels can be put together differently in different finishes. It can be used almost like a Lego block by the user to customized his/her door. The product will be more affordable as it is mass manufactured in a factory. This adds tremendous value to the product, compared to one that has not been through design thinking. The same can be achieved in batch manufactured products as well.

Ultimately the most important point that we need to look at is empathy for the user. This is the sensitivity that a designer brings to the table. Utilizing this approach for any product development can only result in better and increased share of the market – therefore better business strategy.

– The author is Director of Quetzel, Bangalore, and Secretary of the Association of Industrial Designers of India ([www.quetzel.com](http://www.quetzel.com))



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The **J-4423** is a 4-side molder to make door frames, photo frames, wooden linings and wooden flooring, and is available in different configurations (4, 5, 6 & with universal spindles) depending upon application. This molder, with its multi-operational functions, is faster, accurate and more productive. It has separate motor for each spindle to ensure efficient power transmission, has adjustable feed speed, comes with a hard chrome-plated work table for durability, has a centralized control and display system, and has an enclosure to reduce noise and ensure operator safety. All main spindle adjustments are done from outside the enclosure: 360° profiling to universal spindle; adopting electric adjustment to rise and fall for easy control; digital read out of spindle positions; bottom driven bed rollers for increased feeding performance; and pneumatically operated top feed rollers for better feeding of stock.



The **J-940** oscillation mortiser is a high performance, high productivity machine with two tables built in the front and back

to provide high efficiency in mortising operations. The table height is adjustable, as are the mortising width and depth. There are pneumatic clamps provided for convenient work piece clamping and mortising depth is accurately controlled (width 140mm, depth 90mm, tilting of table:  $\pm 20^\circ$ ). The spindle head is manufactured from aluminum alloy and equipped with steel-bearing bushing to avoid bearing loosening, which may otherwise affect machining accuracy.



The **J-941** is a round-end tenoner, designed with double moveable tables for high efficiency operations. The tenon directions can be adjusted at horizontal, vertical and tilting angles. A mechanical meter is provided for accuracy and adjustment of tenon sizes. The new **JAI-SCM** wide belt sander is compact, but is extremely versatile and allows the calibrating of MDF and chipboard. The calibrating and sanding of solid wood, pre-sanding and sanding of veneered panels

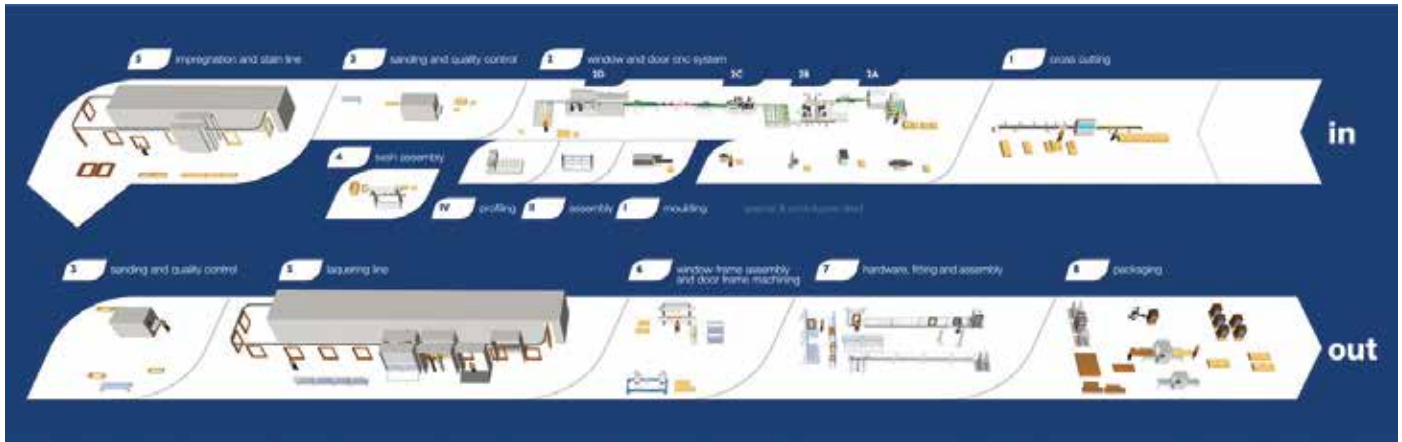
and finishing of painted surfaces is achieved through its superior technical features. The wide range of standard specifications and the numerous options available make the new **Sandya 600** unique in its market segment, capable of meeting the challenge of all types of wood, veneer and panel sanding. Its 'Mesar' sectional pad gives the best finish with any arterial. Higher quality results are due to the special shape of the sectors that allows the operator to intervene "softly" but also in an "aggressive" way, simply by varying the working pressure. The setting of the pad position and the possibility of using foils of different thickness increases its versatility. The 'Logic SC' electronic programmer is simple and intuitive, allowing the operator to set all processing parameters in sequence and then launch them with the touch of a button. The possibility to store various work programs to retrieve the machine settings most commonly used makes it ideal even for unskilled operators. The diamond-shaped belt ensures that there is no slipping of the work pieces by providing the best traction surface for the work piece and with the increased support area also ensures maximum stability.

The LED indicator for panel introduction is simple and communicates to the operator where and when the panel has to be introduced into the machine. By optimizing the standard wear of the sanding belt it ensures a better quality finish and reduced machine costs.

The basic **CNC Router** is for engraving and designing of flush doors and/or kitchen shutters. Cast steel structure makes the router more stable and auto-lubrication makes maintenance much easier. Precision vacuum working table (optional) and sure clamping of the work piece ensure steadiness during the entire routing operation.

A convenient, separate control panel box allows flexibility and efficiency in machine operating. Digital signal processing is applied here as the controlling system. A precision system to carry the CNC design commands, this auto-sliding guide system allows great design flexibility. Jai provides a CD of 2-D designs (5,000) and 3-D designs (450) free along with the machine.

The **vacuum membrane press** is most suitable for flush-door and shutter manufacturers. It is used for applying a uniform lamination of PVC, decorative papers and veneer till as small as 0.4mm on top surface and borders on flat and designed




A completely automated plant can be supplied by SCM Group of Italy to produce high quality with minimum labor requirement. Up to 150 complete windows or solid wooden doors can be manufactured per shift.

work piece.

It comes with vacuum abnormality wrapping technology with single/ double table, silicon membrane sheet for veneer application, centralized control panel and display

with digital temperature controllers and adjustable timers for fully automatic cycles. Jai provides one set of tray minimizer for optimum usage of work tray along with the machine. Manual feed of tray for loading,

with the option of ordering an additional second trolley. The special steel work table is proof against high temperature and corrosion, while the PVC foil roll-holder with stand can hold three rolls at a time.




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# Sleek Boards launches fire rated doors in India

Sauerlander Spanplatten of Germany brings to India their 60-odd years of expertise in catering to the global door industry. The company exports to more than 65 countries and produces 70 varieties in about 5,50,000 cubic meters of tubular and solid filler cores. In a layman's language it means the company dispatches 50 full container loads of 40 feet in high Cube daily!

Sauerlander Spanplatten recently undertook a detailed study of the status of door industry and found that the technology of door production is very primitive and needs to adopt modern techniques for obtaining sound as well as fire rated doors. The mother standard for all standards relating to fire resistance of non-load bearing elements in building construction is BS 476: part 20:1987. In India the IS 3614 (part 2) of 1992 specifies the methods for fire resistance tests and the performance criteria for the fire check doors or shutter provided to resist the passage of fire and or gaseous products of combustion when closed in order to decide the capability of the door/shutter for the intended use. The testing is done for integrity as well as insulation criteria.

One of the main features is that the test is done for the whole of the door set, which in real terms faces the exposure to fire in a real life situation. The test therefore is done with the door frame, door shutter with the



fire rated hardware fittings such as hinges, screws and locks.

Another prominent feature is that the standard does not stipulate any construction compulsions. The manufacturer has a free hand in manufacturing the door set and with material of his choice. After testing the certificate states the construction and material details with the outcome as FD30 or FD60, depending upon the outcome of the test. An FD 30 would mean that the door set passed the 30-minute integrity and insulation test.

Sauerlander now offers the most optimum usage of all timber construction light weight door shutter for 30-minute, 45-minute and 60-minute fire rating. The door sets have already been tested in Warrington Test House and Chiltern, UK, as several



door manufacturers use the Sauerlander technology for fire rated doors globally. In India the traditional fire doors are either with heavy particle boards and or in a combination of inorganic fillers such as cement, gypsum boards or fiberglass sheets. Many architects and builders land up using only fire rated shutters; but in real-life fire situations the doors fails to perform as the hardware which is used to hold the doors melts in fire within 10 minutes, or the door frame burns through in 20 minutes, putting an end to the life of a 60-minute fire rated shutter in just a few minutes.

Sauerlander offers complete solutions to the door industry for introduction of light weight fire rated doors for 30, 45 and 60 minutes. The core boards are highly environmentally preferred as they are guaranteed E-1 emission level for formaldehyde. Additionally, the company is a certified PEFC Certificate holder, which means the products are eco-friendly and can be used in all 'green' building projects too.

**M/s Sleek Boards, Pune, represents Sauerlander Spanplatten in India.**

# Kalyan introduces twins for joinery, doors

Kalyan Industries has introduced the Alfa and Beta, CNC machinery for joinery components and doors. Manufactured by Centauro from Italy, the Alfa and Beta represent the latest European technology for processing doors and other timber components. They offer 100% efficiency saving over manual methods.

The 3-axis Alfa offers a variety of milling operations for door or windows, including hinge recessing, lock slots, handle holes, key slots and grooves. With a large milling capacity of up to 2,800 mm, the Alfa is also suitable for stair and furniture components.

The Beta is a fully programmable 3-axis horizontal CNC awing chisel mortiser suitable for general joinery and furniture production. It machine can be equipped with a separate dedicated programmable hollow chisel head for producing the small mortise holes for glazing bars.

Alternatively, a horizontal milling head can be

specified that can be used for hinge recessing and slotting for louver doors. The Beta can work off either the face of the timber or the thickness, and can produce mirror image components (left/right hand) in one program. Programming of both machines is extremely simple thanks to the color graphic touch-screen controller using pre-installed electronic macros.



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# Automatic tenoners, mortisers from Yow Cherng



*The YRT-D100 tenoning machine.*

The double-end rectangular tenoner machines from Yow Cherng, the YRT-D100 and YRT-D200, produce tenons at both ends simultaneously for greatly increasing tenoning efficiency. The YRT-D100/ YRT-D200 provide fully automatic operations and feature automatic work piece in-feed and out-feed for effortless operation. They are also equipped with a high performance PLC control, combined with touch-sensing screen for easy learning and operation. The YRT-D100/ YRT-D200 are constructed with high quality parts for maximum dependability of performance, year after year.

The machines are designed for producing rectangular and cylindrical tenons and are suitable for producing horizontal, vertical and mitered tenons. The machines' cutter feed speed is controlled by frequency inverter, allowing for variable speed change. Yow Cherng's multiple spindle oscillation mortisers, the Yom-3 and Yom-4, are constructed of three tilting and one horizontal carriage. Each carriage can be fitted with one or two mortising heads as per customers' requirements. Each carriage can be tilted independently, up to a maximum angle of 20°. The Yom-3 and Yom-4 have double tables on front and back sides, permitting both sides operations for increased efficiency. Each carriage is adjusted independently. Two-speed cutter oscillation permits

high/low speed change, while the mortise width and depth are adjustable. The Yom-3 and Yom-4 are designed for both mortising and drilling functions. The carriages are well constructed for adjusting mortise width independently. Yow Cherng machines are subject to rigorous quality inspection before shipment to ensure years of dependable operation performance. For superior tenoning and mortising operations Yow Cherng machines are your best choice.

*The Yom-4 multiple spindle oscillation mortiser.*





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# UniLine has small footprint, giant steps

UniLine is Biesse's innovative CN multi-center for the production of windows and doors, suitable for big and medium industries. It produces standard and special linear frames with ease while the operator can perform other activities. The machine occupies only 37 square metres and provides automatic, independent and accurate loading/ unloading of pieces and their positioning.

This multi-center offers the user the following advantages: production of standard and special linear joinery; produces up to 60 minutes in autonomy unmanned; high accuracy working cycles and positioning of the pieces managed by the NC; produces in total security with the best visibility on the working area; high productivity, small overall dimension.

### Operating unit



There are specific configurations for the production of all types of windows and doors. The peak power electro-spindle rates at 19.2 kW, with HSK F63 adaptor and liquid cooling. It offers maximum positioning speed and accuracy due to the new higher-torque C-axis. It comes with a multi-function unit for boring applications and is also available as a multi-function unit with saw blade.

### Work table



\* High passage under the base of the piece: 110mm available to be able to use double tools on high thickness joineries

\* NC automatic positioning of the working tables: always optimal positioning and clamping of the pieces

\* Profiling in pre-finished with NC repositioning of the piece: maximum accuracy of positioning; high execution speed; maximum surface of clamping even for small sections

\* Finger Clamps: the shortest piece are also always locked with 2 clamps; continuous stroke to clamp pieces with 40-140mm thickness (20-120mm optional); from one product to another one without manual

intervention in the machine.

### Automatic operations

There are 16 components in loading, 16 in offloading; up to 60 minutes of autonomy are unmanned, but the pieces are always controlled and positioned by the NC. There is high accuracy in positioning; greater simplicity of use of the machine.

The integral cabin assures maximum visibility of the machine, total security for the operator, and clean, dust-free and low-noise work environment. The FlexyWood multi-function group consists of aggregate for window handle holes, three independent vertical drill bits and two outlet tilting head with NC controlled A-axis.

The chain tool changer magazine on the machine has 22 positions with 180mm center distance, and fast automatic tool change in less than 14 seconds. The Flexstore is an additional automatic tool changer magazine with 44 positions with 180mm center distance.

At the operator's service is a color LED display and remote control. The software has complete compatibility with CAD-CAM systems for the design of standard and bespoke doors and windows.

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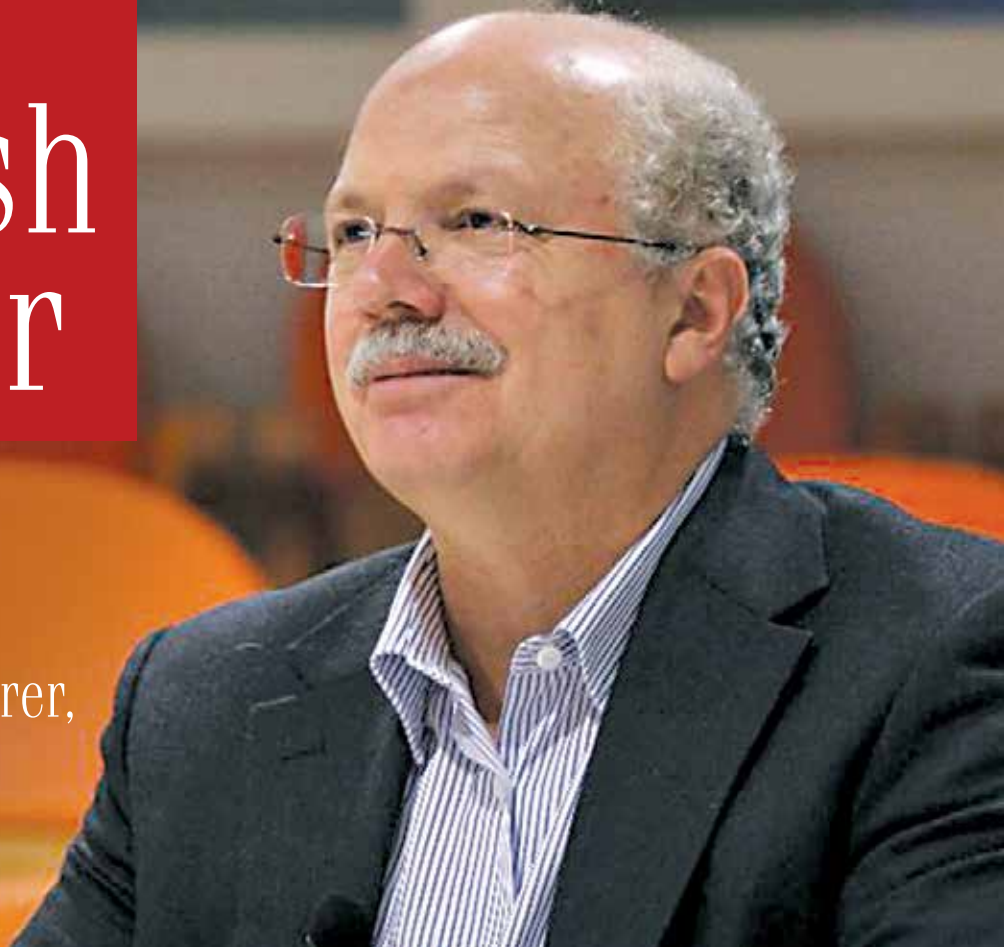
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# Turkish Power

India opens new doors to upcoming Turkish manufacturer, Kastamonu



Mr. Haluk Yildiz, General Manager, Kastamonu Integrated, Turkey.

Wood-based panels maker, Kastamonu Integrated of Turkey, was founded in 1937, catering to the needs of furniture, decoration and construction industries. It began exports in 1971 and by 2011, with six plants in Turkey and three on foreign shores, it had a consolidated turnover of US\$860 million, making it the domestic market leader. It had a global turnover of US\$1.1 billion in 2012.

It is also the world's 10th largest manufacturer of wood-based panels. After establishing its brand in Eastern Europe, Russia, West Asia and North Africa, Kastamonu is now eyeing the expanding Indian market. *WoodNews* corresponded with its General Manager in Turkey, Mr Haluk Yildiz, to take a closer look at this relatively new entrant to India's shores.



Kastamonu's particle board plants in Turkey and abroad can manufacture 2.3 million cubic metres annually.

## Why and how did Kastamonu Integrated decide to get into woodworking? What have been your milestones during the growth journey so far?

When Kastamonu Integrated Wood and Trade Company was established in 1969 in Istanbul, the target was to be a global player in wood-based panels. Our aim was to provide products for a better lifestyle.

The medium and long-term prospects for the Turkish economy appear bright. Since 2002, the economy has grown at 7% annually, equivalent to 45% cumulative growth during the 5-year period. Although the government's long-term target to join the European Union is still far from being achieved, Turkey's trade relations with EU countries are developing rapidly.

Growing agricultural and manufactured exports to Europe are an important part of Turkey's recent economic expansion. In turn it has helped push domestic spending by our growing population of 71 million. One big advantage of the Turkish market is its growing young population.

Turkey's expanding construction industry also offers growing long-term opportunities for panel board manufacturers. Both the residential and commercial property markets are set to grow for the next decade as the government backs efforts to introduce modern construction technology. Every

year up to 700,000 new houses are built, and these houses need flooring, doors and furniture. Most existing buildings are not built well for earthquakes, so the government has a strategy to replace them. I cannot cite the exact number, but this can be assumed as roughly 5 million homes – some will be renovated and still others replaced.

## What efforts and strategies went into attaining the Number One position in the wood-based panels industry in Turkey?

The biggest advantage for us is the fact that we are close to the market and raw material needed for production. We have always invested in state-of-the-art manufacturing plants and focus on customer satisfaction with high quality products. Lastly, we have always challenged our own production and sales areas by enlarging our geography.

## What is your market share for various products within the country? What about foreign markets? What product lines are most popular and why?

With an overall market share (MDF and particleboard) of 35%, Kastamonu commands the largest client portfolio in Turkey. Through a wide network of distributors, the customers can easily be

reached, providing them unique differential advantages like high speed delivery and low logistics costs.

On the door skin product, our market share has reached 50%, whereas the laminate flooring segment has a 25% market share. We have the opportunity to sell our products in our neighbourhood, which consists of 900 million people. We export 15% of our MDF, melamine and chipboard production from Turkey.

## Where do you source your raw material from? Does Turkish timber production suffice to meet your clients' needs?

The recent rapid growth of Turkey's MDF and particleboard industry has resulted in increasing reliance on imported round wood. Due to the shortage of nearby domestic supplies, wood chips have been imported by us from the United States, Canada and Brazil for the past 5 years.

While our business strategy is to use local round wood supplies and to site its factories close to both round wood forests and panel board consumption centres, many other MDF manufacturers build plants close to consumer markets and rely heavily on imported round wood supplies.

Imports, however, depend on exchange rate of the Turkish Lira. Kastamonu procures most of its raw materials from local sources. Plants in Kastamonu and Balikesir source

from government-owned forests. For the Gebze plant we import 65% of our need from Ukraine, Russia, Bulgaria, Canada and the US.

Almost 80% of Turkey's MDF output is produced in the Marmara area, near Istanbul. More than US\$500 million has been invested in MDF factories in the area, but a vast majority of manufacturers are using imported wood. Kastamonu's differential advantage is to have invested in production in different locations to use local forestry resources.

### Why did you choose to set up factories with huge investments in Bulgaria, Romania and Bosnia-Herzegovina?

To achieve sustainable growth, we wanted to make our future investment plans outside Turkey. The fact is the domestic market in Turkey has neared saturation point. The shortage of wood material needed for our industry also leads us in this direction. Our aim, therefore, is to increase our share in foreign markets and to continue growth in our sector by developing our production and sales geography.

We are unique in having several panel board production locations in Turkey. Also, we are the first and unique Turkish panel board company to invest in production facilities

outside the country. We see the Balkan countries as a major market, so we have to have production facilities there.

We sell particleboard from Bulgaria to other Balkan countries, Turkey, Azerbaijan, Armenia, Georgia and some North African countries. We are also building an MDF plant in Tatarstan, southern Russia. The next phases of this investment will be in a particleboard plant.

### What is Kastamonu's guarantee of good material and workmanship? Have you achieved relevant certification and/or won awards?

As Kastamonu Integrated, we always use the latest technology, highest quality and most advanced machines to produce top quality products. This gives us a great advantage, especially in times of crisis. As a company we produce most of the inputs and semi-finished products needed for the production of the final product.

In addition to ISO 9001 and TSE (Turkish Standards Institution) certifications Kastamonu has earned OHSAS 18001 (Occupational Health and Safety) which covers the Altunizade, Balikesir and Gebze factories. These locations earn the right to have OHSAS 18001 Certificate by TUV

Rheinland Group.

### What about research and development (R&D) and innovation? Is there scope for customization catering to specific needs of clients?

R&D activities at Kastamonu Integrated are continuously carried out under new product development, process improvement, cost reduction, and matters concerning environmental technologies. At all production locations, R&D activities are performed by quality control and production people. Based on the results of these projects, laboratory-scale studies are transferred and tested in industrial size production lines. Indeed, our most important product is called 'innovation'.

### What is it about the Indian market that brings you here? What is the extent of its potential in terms of quality and volumes?

The Indian market is a huge one that no producer can neglect. There is a very big demand for door skins. In the coming year we target sales of more than a million skins to India.





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As far as Indian buyers are concerned, is there a difference in their demands and expectations from Kastamonu, as compared to clients elsewhere in the world?

The brand knowledge of Dorpan is increasing in the Indian market. Automatically this effect is increasing the demand for Dorpan. While our market share is rising, our customers are expecting more from us.

Compared to the other markets, the Indian market requires bigger sizes on every model. We are producing 1070-mm (width), which is special to the Indian market. Also we are producing a special model, Smirna, for India.

What are the products that are most in demand in India? Who are your major clients so far? What agreements do you have with them?

Our most important product for Indian market is Dorpan door skins, which we have been exporting to India for more than 8 years. Our laminated flooring product, branded Floorpan, has entered the market. We have different distributors for each product.

How has been your experience in selling to the Indian market been so far? How easy/difficult is it, and why?

The most difficult part of the Indian market is the competition in pricing. It is a very price-oriented market. Before we could achieve competitive pricing, we tried many different ways to catch the attention of the market: we changed our packaging to cut production costs and changed loading type to reduce freight cost.

You invested US\$100 million to launch your solid wood doors product line, Dorpan, which you claim you export to 45 countries. How is it doing worldwide? How has the Indian market taken to it?

Dorpan is the door skin panel which is known very well all over the world. We are exporting to 45 countries, especially India, Pakistan, Iran and many North African countries.



Corporate headquarters in Kastamonu, Turkey.

What is so special about this product segment? Why would you recommend it over other, long-established brands?

Advantages of Dorpan door skin are as follows:

- Deep molded door skin, produced in Romania under European Norms (EN)
- We are proud of supplying a high-demand, widely known product to our distinguished customers
- High quality wood is used in the production of Dorpan, which is the first and most important phase of high quality panel
- The product is environment-friendly and has FSC certification
- Dorpan panels are supplied to customers with double layer water-based primer, which is suitable for all kinds of finishing paints and varnishes.
- The primer paint used has "anti-metal marking" feature that prevents black metallic scratches which may occur during production
- Dorpan door skins are suitable for hot and cold presses
- Glass can be applied to the panels when extra light is needed in the room
- It not only has the beauty of wood without knots and imperfections, it is also far cheaper than solid wood
- Dorpan door skins give modern aesthetic

look while keeping traditional look and feel of a well-crafted wooden door

- It is supplied in a wide range of sizes

Is the Dorpan line only about solid wood doors? Do you also modify it to suit cabinet and cupboard requirements? Can they be altered for use as room partitions?

In recent years it is also being used on wardrobes and kitchen cabinets.

What is the production capacity for the Dorpan line? What is the demand for it in India?

Our capacity is 17 million door skins a year. It is the second largest door skin production capacity in Europe and the fourth largest in the world. We own 40% of Europe's door skin production capacity and 10% of the world capacity.

What are your plans for India in the next 5 years and in the long term? Would Kastamonu consider setting up a manufacturing base here?

In the coming 5 years we are targeting to increase our exports to India. At the end of this year we would like to exceed 1 million

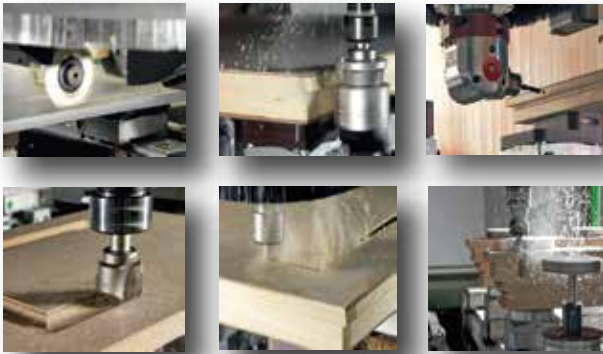
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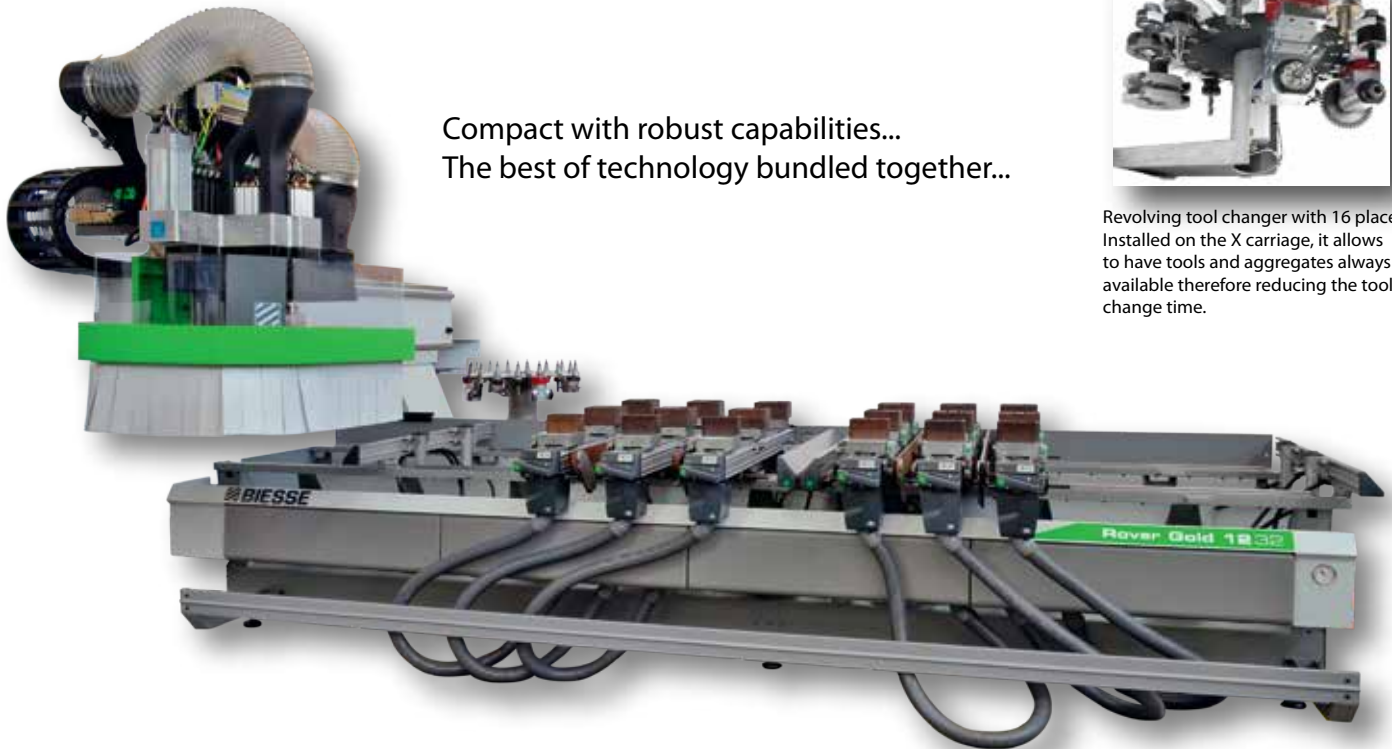


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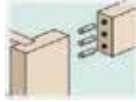
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**BIESSE**



*Kastamonu's plant in Romania, where door skins are produced.*

skins sold to this market. Then we will aim to garner a market share of 20%.

A production plant in India is a very attractive idea for Kastamonu. Right now, however, we do not have a planned investment. In the future we can plan to set up a door manufacturing plant, and maybe a panel board production can follow it.





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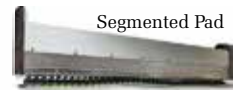
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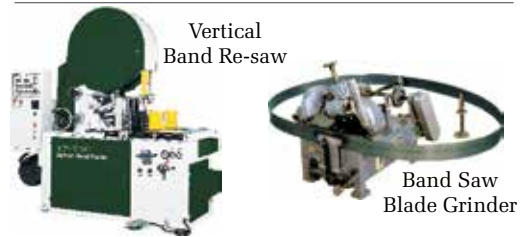
Multiple Rip Saw



Straight Line Rip Saw



Vertical Band Re-saw



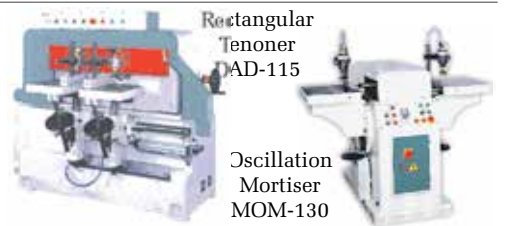
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# Where Kitchen is King

In March this year, Asian Paints Ltd made a surprising announcement of the acquisition of 51% stake in Sleek Kitchen, calling it a strategic fit for its entry into the home improvement segment. The Sleek Group is one of India's largest manufacturers of modular kitchens, components and appliances. Sleek has a network of 30 exclusive showrooms and more than 250 dealers nationwide, through which it sells 20,000 kitchens every year. *WoodNews* recently caught up with Mr. Rajesh Ahuja, Managing Director, Sleek Kitchens, to understand the reasons for the "marriage". Excerpts:

The modular kitchen industry is not an organized one. Moreover, only 5% of the population that can afford to install modular kitchens is even aware of such modern concepts. If you agree that every 4-wheeler buyer in India can also afford a modular kitchen, you can imagine the potential this market offers.

Sleek already has a pan-India network of 300 dealers, whereas Asian Paints has 35,000. Both the entities are into home and office spaces and interiors. You can understand why we decided to partner with the paint company, which is also a household name in India. In order to reach out to this vast untapped – and often ignorant – market of customers, Sleek could well do with the larger dealer network that will come its way now.

Sleek will now have access to the database and clientele of Asian Paints. We can identify our markets – individuals, builders and institutions – well in advance of our competition. The management bandwidth of both the companies will also come together to the benefit of Asian Paints and Sleek Kitchen, since both of us are specialists in our respective fields.

However, the integration of managements and work forces of the two companies will come about only towards the end of July. The strengthening and integration of backend operations will have to come first. So we can expect visible changes in the market only in the next financial year.

There have been other players that have taken a similar route into kitchenware, but the mere infusion of funds cannot be

enough. To be successful the people in the business have to understand their product, study consumer habits and gauge their preferences. The returns on investment also cannot happen overnight; it needs a horizon of up to 5 years. By then I am confident we would have tripled our output, reach and revenues.

Sleek already has manufacturing plants in Pune (Maharashtra) and Udaipur (Rajasthan). Once our integration is over, we only need to upscale our operations in manufacturing and outlets. There is, of course, a scarcity of trained manpower, but we have started 4-month courses for our installers and shorter programmes for interior designers.

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# Composite Crusader

Wood-polymer composite (WPC) seems to have come into its own, with manufacturers and consumers taking it equally seriously enough to invest in it. Though acceptance has been cautious, it has by no means been slow in India, asserts Ahmedabad-based 'green' crusader Hardik Panchal, CEO of the turnkey project firm, Hardy Smith.

**Why are you promoting wood-polymer composite (WPC) when wood is nowadays so freely imported from professionally managed and certified suppliers abroad?**

WPC manufacturing does not need logs or timber; it does not exploit forests or plantations. Instead, it uses wood waste such as sawmill and plywood sanding dust. Added to natural organic fibres – such as bagasse dust, rice and jute husk – it can be used to generate 'green' products. This way we are not only saving forests but also utilizing waste materials.

Our sole motive is to give lifetime quality products for Indian homes, offices, hotels, hospitals and schools. WPC can withstand moisture and termites because of its polymeric structure, which wood cannot. Even today, natural wood is beyond the buying capacity of 88% of India's population.

**How does WPC really compare with natural wood in terms of strength, durability, workability and sustainability?**

WPC boards are ideal for panel applications in modular furniture. They can withhold screws well, have dimensional stability, are resistant to moisture and termites, are long lasting and have surfaces that are printable. One can apply HPL, Veneer and PVC foils. One can perform carpentry jobs just as if one were working on natural wood and wood panel. WPC also has good machinability on any panel processing machine. Its polymeric structure with PVC makes WPC 100% recyclable.

**Doesn't the polymer content in WPC make it less "green" than natural wood?**

We term a product 'green' only if it saves nature, saves natural resources, reduces

carbon footprint, keeps the environment clean, can be recycled and has no polluting emission during its manufacture and use. WPC saves trees by not using natural wood from forests; it uses waste wood, yet does not emit any polluting gases during its manufacture or product life; and any WPC finished material is 100% recyclable.

Once natural wood warps due to moisture or is eaten by termites, it is an irreversible process. WPC is free from borer and termite. Moreover, WPC material is fire-retardant and makes for safe, clean and hygienic (medical grade) products. Now you can see why WPC is "greener" than natural wood!

**How reliable is the formulation of WPC, given that polymers and wood and organic waste do not easily blend or adhere together?**

For any polymer formulation one requires additives and fillers for property enhancement, property achievement

and cost reduction. Polymer is a subject where many new experiments can be carried out with the use of such additives. Various properties – such as density, fire and UV resistance, colouring, bending and heat stability – can be adjusted with such additives.

Fillers, including minerals, can be used effectively within the cell structure to form a WPC polymer chain. We can use rice husk, wheat straw, bagasse, coconut and bamboo powder with more or equal ratios with polymers to manufacture particleboards or MDF.

**What happens when WPC products are rendered useless due to breakage or damage in fire? Can WPC be recycled? Or will it add to the plastic burden the Earth is already bearing?**

WPC is a 100% recyclable product. As a dedicated approach towards wood and allied product replacement, it is being used in interior or exterior applications. WPC is not a commodity plastic; it is a speciality composite known as 'natural fibre polymer composite'. WPC can be recycled any time during its life period: thus it saves Mother Earth from 'tension of de-forestation' as well as 'pressure of re-forestation'.

**How well has WPC caught on globally and in India, in terms of production and business turnover?**

WPC has got wide acceptance in recent years in India, especially in western, northern and southern parts. In India, it is a well-known panel product for interiors, whereas in the rest of the world WPC is used more widely in exterior applications, such as decking.

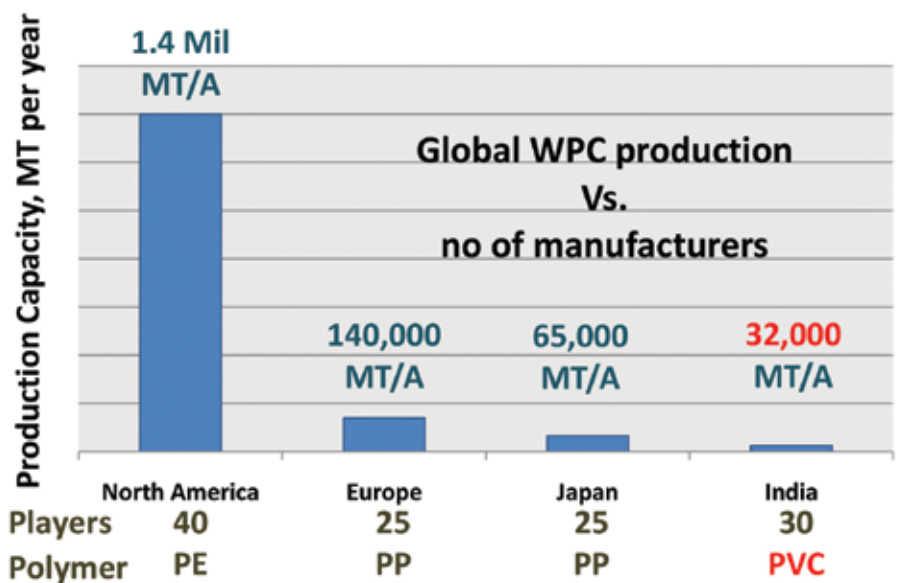
In just the past 2 years, India has become a hub for WPC boards, second only to China. More than 30 businesses have installed WPC board lines each with manufacturing capacities of 10 cubic metres per day. This is a massive acceptance of WPC products. Today Indian manufacturers are getting export inquiries from developed countries such as the US, Europe, West Asia, Africa and Australia.

**Why does India stand out in acceptance of WPC? Is it because of greater awareness of choice? Or is it a case of lower pricing?**

Acceptance of WPC in India is on par with

developed nations. Many new players are being added: manufacturers, dealers, distributors, furniture OEM. In terms of awareness WPC still needs more volume of production. Architects and interior designers are still not fully aware about WPC products; and carpenters are unaware of the latest. To counter this several educational conferences and seminars have been initiated by several players in the market.

WPC is a classic product when it comes to pricing. It stands on par with marine ply, MDF and particleboard. UV-coated WPC products leave PU coated panels far behind



Number of manufacturers and Polymer being used.

in terms of price. Printed and hot-transfer laminated WPC boards are about to be launched soon, which will find extensive use in wardrobes, kitchens, offices, doors and other panel furniture.

**As a project supplier, what have been your efforts over the past couple of years?**

We are a technology player and we are not into finished product business. We provide plant, machinery, formulations, installation and manpower for the WPC industry in India and globally. We are establishing a workshop for machine assembling and spares. We are coming up with specialty raw material making facility for WPC industry soon. We are also planning an operators' training school in Ahmedabad to supply quality manpower to the industry. In India the WPC industry's turnover has reached around US\$80 million (Rs 500 crore), including WPC boards, profiles and WPC decking.

**Who are your biggest (retail, corporate) clients? What/where does the big potential in India lie?**

All our clients are from wood and furniture background, except two who come from the plastic industry. Over the last two years we have installed lines for Lirco Composites Duraplast, Ecoste, Plamadara Composites Pratham WPC and I-Green Fibrex. We are in talks with several corporate clients as of now.

In terms of volumes South India comes first, considering the weather situation. The West is followed closely by North India. Eastern India has equal potential waiting to be tapped.

The mindset of today's generation is open, exhaustive and well oriented towards qualitative, innovative, clean and value-for-money products. WPC best fits their requirements.



# Race on for CID Awards 2013

*Hakkasan Dubai, by Woods Bagot, picked up the CID Award last year for its unique form and structure that used timber beyond the two-dimensional cladding scenario. (AHEC)*

The American Hardwood Export Council (AHEC), the leading global trade association for the American hardwood industry, has announced its support for the seventh edition of the 'Commercial Interior Design (CID) Awards', to be held on September 16, 2013, in Dubai.

The CID Awards aim to pay tribute to the projects, architects and interior design firms making their mark on the region's interior design sector and will herald work that displays original thinking, creativity and a willingness to stray from tried and tested formulas.

AHEC is sponsoring the CID Awards for the third consecutive year, where a new category has been created: 'Outstanding use of American hardwoods in West Asia'. AHEC has invited designers to nominate projects that incorporate American hardwoods from across the region.

Total exports of American hardwood lumber and veneer to West Asia reached US\$86.54 million in 2012, marking an 18% increase over the previous year. AHEC's

involvement as a Gold Sponsor is part of its market development programme in West Asia, championing the use of American hardwoods amongst the region's leading architectural and design firms.

"Today, the United States is the number one supplier of temperate hardwoods to the Persian Gulf and, as if to prove this, we see American species being used in a wide range of new projects, including hotels, restaurants, retail outlets, villas and even schools and universities," said Mr Roderick Wiles, AHEC's Director for West Asia, Africa, India and Oceania.

"In the coming months, we also plan to focus on promoting new technology offered by the US hardwood industry, such as thermal modification. With the current vogue for timber cladding and decking, as well as for exterior timber structures, we hope to see American hardwoods featured in an even wider range of applications in the region in the near future," he concluded.

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# 'Endless Stair'

## for London Design Festival



*Artistic impression of the 'Endless Stair' outside St Paul's Cathedral.*

Londoners and visitors will have a chance to experience the city in a new way this autumn, with the construction of the 'Endless Stair', a highlight of the London Design Festival (LDF), which will see a series of interlocking timber staircases rising to a height of several storeys outside St Paul's Cathedral, overlooking the Millennium Bridge and across to Tate Modern.

The 'Escher-like' timber staircase will be on display for the duration of the festival, which runs from September 14 to 22, 2013. The project is the brainchild of architect Alex de Rijke, the founder of architects dRMM and Dean of Architecture at the Royal College of Art.

Working to a commission from the American Hardwood Export Council (AHEC), and engineered by Arup, the project has a

serious technical purpose: to showcase the potential of cross-laminated timber (CLT) panels made from American tulipwood. CLT is a method of exploiting the structural properties of timber to create panels that can form buildings quickly, efficiently and sustainably.

Introduced to the UK by a small number of forward-thinking architects, of whom dRMM was first, CLT is a well-proven technology that has been used on projects such as the residential Bridport House in Hackney, east London.

"Until now all CLT has been made from softwood. But using a hardwood such as tulipwood, which is widely available, has great advantages. As a result of its superior structural properties, CLT panels made from tulipwood could potentially be much

Pioneering  
timber technology  
in American  
tulipwood to be  
displayed at St  
Paul's Cathedral

thinner than softwood panels of similar strength and stiffness. This leads to a saving in materials and to the possibility of more slender solutions,” said Roderick Wiles, AHEC Director for Africa, West Asia, India and Oceania.

CLT is the new buzzword in the dialogue for green building, and is changing current perceptions of how to build with wood. As a highly pre-fabricated building material, it is essentially a panel made of wood planks that are fastened together using interlocking profiles (dovetail connections) instead of glue or fasteners, and can be used for long spans, such as roofs, floors and walls.

An engineered building product made entirely of wood, it possesses the inherently positive environmental characteristics common to all wood products with further benefits engineered into the final product during the production process. As such, CLT

embodies several key characteristics that have driven its rapid and sustained growth including robust structural capabilities, inherent fire resistance, renewable and sustainable production, simple, straightforward assembly, as well as a highly effective and efficient built environment.

The ‘Endless Stair’, despite its intriguing geometry, will be constructed from a series of repeating components, demonstrating the versatility of the material. Andrew Lawrence, the leading timber specialist at Arup, says: “Tulipwood is amazingly strong and stiff for its weight compared to many other species. Tulipwood CLT offers a really exciting addition to the CLT family.”

Adrian Campbell, Associate Director (Structural and Lead Engineer) from Arup comments: “This is a bravura project and we are delighted to work with AHEC again. Delivering the project will be a true

collaborative effort, and that of course, is the pleasure of working with timber.” London-based design practice Seam will provide a lighting scheme to illuminate the installation.

The location outside St Paul’s Cathedral will provide a magnificent site for an exciting structure that will showcase the potential to use hardwoods to make CLT that is lighter, stronger and highly sustainable. All of the wood being used for the project has been donated by companies.

The LDF is an annual event that promotes the city’s creativity, drawing in the country’s greatest thinkers, practitioners, retailers and educators to deliver a celebration of design. First staged in 2003, it is now one of the world’s most important annual design events. It comprises of more than 300 events and exhibitions staged by hundreds of partner organizations across the design spectrum from around the world.

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# When Oak marries brick



*Joinery adds geometric beauty to the exterior*



*The façade of the extended house on Church Crescent (photographs by Janie Airey)*

Conveniently located in the heart of Finchley, North London, Church Crescent is a residential street of large semi-detached family homes. A recent project there was executed by Evonort Architects for a private client.

It had three particular goals: a rear extension to create an informal dining area, bridging the half-storey change in level between the kitchen and garden terrace; rearranging the first floor bedrooms to form a master bedroom suite; and excavating part of the basement to increase headroom and create an additional bedroom and shower.

Every extension project is unique, and Evonort Architects worked closely with the client to create a modern and bespoke extension that would sensitively integrate with the brick house and mature garden.

Evonort sought to specify just one material that would be suitable for both the interior joinery and the exterior of the extension. After extensive research into sourcing a suitable type of oak, American white oak was the timber of choice.

For the exterior walls, the unfinished creamy light brown tones of American white oak,

which will weather naturally and require little maintenance for the life of the building, appealed to both the client and architect.

In contrast to the natural finish cladding, pre-finished engineered white oak boards were suitable for the interior floor, steps and joinery in the extended dining area as it is a hard and heavy wood with a medium bending quality and is visually appealing.

A number of timber suppliers were contacted in order to discuss at length their requirements and criteria for the timber. According to Adam Howard from Evonort: "We wanted an oak that was sustainable, within budget, durable for external use without sealing or finishing, and available in our specified size of 32mm x 32mm. American white oak was the perfect solution."

The objective was to create a contemporary rear extension with substantial glazing to maintain maximum daylight in the existing kitchen. Square sections of natural American white oak were used to clad the extension walls and roof, surrounding the glazed sliding doors and large roof light. The solid white oak rain screen cladding helped to achieve

a detailed bespoke and contemporary aesthetic manner following the slope of the roof.

Carrying the cladding over the roof with flush detailing to the roof-light helped to enhance the building when viewed at any angle. This gave the extension a sharp and dynamic appeal whilst sensitively integrating the extension with the brick house and mature garden.


A system of double battens allowed for a construction method to avoid visible fixings. By creating angled notches in the secondary battens to the front face of the extension, the square section cladding was also fixed at the angle of the roof, creating an interesting junction with the side elevation cladding.

In addition, the 10mm gaps between 40mm oak enable ventilation behind the cladding. The finished result was hugely satisfactory to both the client and architect.

Evonort worked to a specific brief from the client but were able to deliver a beautiful white oak-clad exterior, displaying the luminous dining area extension, creating a warmth and brightness to Church Crescent.



# Sleeping Solutions



The build-up to the 8th edition of INDIAWOOD, the largest woodworking B2B trade show in Asia, has begun in earnest. It will be held at the Bangalore International Exhibition Centre (BIEC) from 21 to 25 February, 2014.

Major woodworking machinery manufacturers from Germany, Italy, China, Turkey and Taiwan, and important timber trade missions from the US, Canada, France and Malaysia have already booked space.

INDIAWOOD-2014 will also showcase the latest in mattress and upholstery manufacturing machine industry. PDA Trade Fairs, the organiser, is inviting companies from these segments to exhibit at INDIAWOOD-2014, which will benefit both the exhibitors and visitors. For starters, *WoodNews* brings you a series of articles aimed at creating awareness of the industry in India.

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# EXPERIENCE

## is believing



▲ **Mr. Shankarram, Jt.MD, Peps Industries.**

Would you believe it if someone told you that in the course of a normal night's sleep on a traditional cotton or coir mattress a person tosses and turns up to 50 times? You would, if this information comes from one of India's leading spring mattress manufacturer.

Mr. Shankarram, Joint Managing Director of Peps Industries, notes that in a recent Indian survey that studied consumer products, sleeping gear (mattress, pillows and related upholstery) ranked as low as 47. Going by that indicator, awareness of a good night's sleep itself is still in deep slumber.

But the stresses and strains of modern-day living are telling on the population, especially in urban areas. There is fresh interest in sleep as an important part of a healthy lifestyle. Customers are being choosy, testing mattresses like they would a car, before purchase. And the upgrade option points to spring mattresses. "Good sleep..." observes Mr. Shankarram, "You need to buy it."

The biggest promoters of Peps mattresses, Mr Shankarram and Managing Director, Mr K. Madhavan, are themselves veterans of the Indian cotton and coir mattress industry. What brought about the transformation? Skyrocketing rubber and latex prices in the mid-1980s globally, forced a rethink.

Since launching production of spring mattresses in 2007, Peps Industries has made a fair dent in the traditional cotton-n-coir dominated market in India. *WoodNews* recently spoke to its Joint Managing Director, Mr. Shankarram.



▲ **Mattresses waiting to be shipped out of the factory near Coimbatore.**

◀ **The foam kiln at the factory.**



But the coir mattress industry will continue to be in pole position for some more years to come. “As many as 85% of Indians don’t even own a mattress. When they do acquire one, they will go in for coir mattresses,” says Mr. Shankarram. “Upgrading to luxury mattresses will take many years. The transit will not be fast; but the spring mattress segment has great potential.” He foresees that within a decade the mattress industry will touch the Rs 10,000-crore turnover mark.

So how did the tie-up with Restonic Corporation (US) come about? Restonic is the fourth-largest spring mattress seller in the world, with factories in the US, Dubai and Indonesia. “It has been in business since 1935 in the US, where the mattress market is pegged at US\$5 billion. It is always good to have an experienced partner, since we get the chance to upgrade then and there,” says Mr. Shankarram.

In a cost-conscious India how do brands overcome the pricing disadvantage? Peps began by making mattresses in various sizes to meet market demands. It also promised delivery of custom-made mattresses to the dealer within 48 hours of receiving an order. This greatly

# Sleeping Solutions

built dealers' confidence in the company. Peps also introduced imported material and innovative packaging. "We also became the first company in India to offer a 10-year warranty on our mattresses. The fact that we sold 96,000 units until last year talks of the dent we have made in the so-called price-conscious market," Mr Shankarram stresses. To educate people about new technology in the sleeping space, Peps opened 16 'Great Sleep Stores' in South India, its primary market. The company feels that mattresses should be felt, seen and experienced by people before buying. The setting up the stores also increase brand visibility. Notwithstanding the dominance of cotton and coir on the mattress market in India, Peps sees great potential in the non-metro cities. "We are surprised by the sales happening in non-metro cities such as Mayavaram, Kumbakonam and rest of Tamil Nadu. We have a very good reputation in these markets. Our products in the range of Rs 10,000 to Rs 18,000 sell like hot cakes," Mr. Shankarram says.

The market size of branded mattresses in India touched Rs 1,500 crore in fiscal 2011-12, of which spring mattresses accounted for a mere Rs 300 crore. Peps clocked Rs 75 crore in that segment the same year. From revenues of Rs 4 crore in 2007, when Peps began production, it has been a growth of 22%. For fiscal 2012-13, Peps plans to reach a growth of 35%, with infusion of more funds.

Peps already exports 200 mattresses a month to Nepal. Now it is eyeing the West Asia market via Dubai, along with India's neighbors, Bangladesh and Sri Lanka. The Peps factory in Coimbatore (Tamil Nadu) has a production capacity of 1,000 mattresses per month. Its factories in Pune (Maharashtra) and Nangloi (Delhi) can add another 1,500 to that number. Apart from setting up another manufacturing plant in Hyderabad (Andhra Pradesh), Peps plans to increase capacities in all its existing factories. Plans are also afoot to set up a woodworking unit to manufacture wooden bases as a complete bedroom solution. This plan to stay competitive and meet demands is spread over the next couple of years.



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The Mattress & Upholstery industry in India is growing at 25% per annum. Its current size stands at Rs. 5000 Cr. India is surely becoming a popular destination for International brands to showcase their products through retail chains. Currently the market is dominated by domestic players such as Sleepwell, Kurl-on and Springfit.

Keeping this trend in view, INDIAWOOD 2014 is introducing a brand new profile.

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## International Companies in INDIA

Apart from many Indian companies, foreign companies from the Machinery and Materials segment for production and processing already have a presence in India; among them Albrecht-Baeumer, Alfa Klebstoffe AG, Brighi Technologie Italia Snc, Brosiomeccanica, Cannon Group, Fecken Kirfel, FeltTurc, ISL Chemie, KSM Machinentchnik GmbH, Laader Berg, Laroche S.A, Leggett & Platt, Lidem, Mammut, Recticel International, Simalfa. Spuhl AG, Sunkist Machinery, Veysel Kutuklu, Wintech Engineering, etc.

Over the years INDIAWOOD has been visited by such furniture manufacturers that also require upholstery solutions. In addition, Mattress manufacturers also visits INDIAWOOD because there is a synergy between the audience that visits INDIAWOOD and the Mattress Industry. Taking cognizance of the visiting fraternity from this Industry profile, we are inviting companies from Mattress & Upholstery segment to exhibit at INDIAWOOD 2014, which will benefit both the exhibitors and visitors.



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# On the of sleep



After phenomenal growth in the housing construction business, Sobha Developers have successfully forayed into the spring mattress segment to give their institutional and retail buyers a world-class sleeping experience, writes **Dhananjay Sardeshpande.**

*The fabric joining section, where upholstery is married to the mattress*

# science



*A fish-eye view of the interior of the Sobha Mattress factory near Bangalore*

When Sobha Developers Ltd. decided to club its construction expertise with world-class interior finishes, could mattresses have been far behind? It was by natural business progression that their 'Restoplus' brand of spring mattresses was launched in 2007. Their long-standing involvement with building, decorating and furnishing scores of campuses for IT giant Infosys paid big dividends in the form of exposure to latest technology, motivation to expand the market and set up automated manufacturing capacities.

It also helped that a resurgent India was ready for what was being put on offer. After the opening up of the economy and the IT industry boom, middle-class India had also acquired greater spending power and tasted alternate lifestyles of the developed world. With it came the demand for the latest in sleeping solutions: comfortable, durable, hygienic, scientifically designed and aesthetically better mattresses. "The principle of good sleep is that your body should be in the same posture as when you are standing: upright," says Mr. Raghav Menon, Executive Vice-President at Sobha Mattresses

division. Spring mattresses, the latest in sleeping technology, can be better engineered to suit people's sleeping needs, he stresses.

However, he rues that Indians don't take their sleep seriously. "They spend lakhs (of rupees) to bring home expensive cots; but as far as mattresses go, they want the cheapest! We all demand lumbar support and tilting steering for our cars, which we use for not more than 2 hours a day. But when it comes to mattresses, where we sleep for up to 8 hours every day, why don't we care about what is good for us?"

Mattress manufacturing in India is not yet an organized business. The traditional cotton mattress segment is still predominant. When coir and latex entered our bedrooms in the mid-1950s, brands like Dunlop and KurlOn cashed in on the abundant supply of both materials. However, when market forces drove the prices of rubber and latex sky-high, Springwell was among the first to come up with India's first modern mattresses.



Foam is readied in varying thickness before being stapled on to a spring-and-coil shell

It took another decade for the spring mattress industry and the buyers' market to mature. But even today, despite respectable brands in malls and with dealers, the share of traditional cotton mattresses is overwhelming. The biggest reason for it, according to Mr. Chandramohan Krishnadas, Senior General Manager at Sobha Mattress division, is the fact that Indians are not educated about scientific sleeping. "A sleeping mattress cannot last a lifetime," he says, "because our sleeping patterns change as we grow older and put on or lose weight. Our sleeping needs need to be reassessed every 5 years, and matching mattresses brought home to help us relax."

Starting off with 250 franchises nationwide (except East India), Restoplus has grown to a Rs 30-crore annual business. The volume of sales is split 30:70 between institutions (hotels and big projects) and franchisee outlets. Infosys alone has bought 16,000 mattresses for its various facilities so far. Restoplus products cost between Rs 20,000 and Rs 4 lakh for customized orders, depending on size, thickness, shape, type of foam and choice of fabric.

The top markets for Sobha's mattresses are Karnataka, Kerala, Maharashtra and Andhra Pradesh, in that order. Between fiscal 2011-12 and 2012-13, revenues rose 50%. Gujarat is next on the wish-list, where another manufacturing facility could begin operations by fiscal 2014-15.

So what goes into Restoplus spring mattresses? High quality steel is used to make the springs, coils and the shell. Once ready, a couple of layers of insulating mesh, some imported from Spain, and protective felt are attached. Then comes a layer of foam, differing in thickness and density to give "soft" or "hard" sleeping surfaces. This is clothed in fabric. Once all this is stapled together, the final (outer) quilted fabric goes on.

Bonell spring mattresses are the most commonly used the world over. Shaped like an hourglass, the steel springs are wrapped around the top and bottom circular portion of the coil. Pocketed spring mattresses are hand-assembled, pre-compressed, patterned on honeycombs to reduce spaces between coils. Restoplus packs in up to 1,000 such coils in a mattress, more than that of any other premium mattress. Sobha sources its steel wires from South Africa and India, insulating mesh from Spain, foam from prominent producers

in Chennai, and world-class fabrics from Coimbatore. All components are periodically checked at random in certified government and in-house laboratories. But in this unorganized and unregulated industry, what happens to the unsuspecting consumer? Where are the guarantees for quality material, product durability, health safety and good workmanship? Mr. Chandramohan says, "Up to 90% of mattress failure (if it occurs) is on account of faulty or substandard foam. In a few cases the fabric could give way; but nearly none of the failure is attributable to the steel springs."

He goes on to state how some manufacturers resort to the use of foam "fillers" (castor oil or plain chalk powder!) to reduce costs. He also speaks of "backyard operators" who fool consumers by using packaging waste (expanded polyethylene) in the mattresses – "guaranteed to fail within six months!" he warns.

Mr. Menon notes, "There are no less than 90 spring mattress brands in the market today. But there are more than 2,000 manufacturers that bring substandard, even spurious, products into the market." He agrees that with the industry split so wide open, it will be years before legal constraints and quality norms – such as those laid down by the Bureau of Indian Standards – can be applied to mattress manufacturers.

Mr. Chandramohan adds: "If mattress failure is to happen, it will happen within the first six months, not after 4 years. So, when a manufacturer offers a 5-year warranty, or offers to replace a faulty mattress, customers get easily misled." At Sobha, each mattress is subject to Cornell type accelerated life tests on a Leggett & Platt (US) machine before dispatch to dealers or customers. The firm claims it is the only such testing machine with a manufacturer in all of Asia.

What does the future of sleeping systems look like? Mr. Chandramohan explains how "memory foam", a heat and pressure-sensitive visco-elastic foam, is already a rage in India and worldwide. This, he feels, will soon extend to "memory latex". Mr. Menon draws attention to cooling gels, temperature-sensitive surfaces driven by nanotechnology, as well as heating and/or cooling systems embedded within mattresses. Dream on!

Genesis, the top-end spring mattress model from Sobha



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# India cannot afford to ignore EUTR: Study

The European Union FLEGT Facility has published a report that explores the potential effects of the EU Timber Regulation (EUTR) and the growing demand for forest certification on India's timber industry.

The study examines European companies' procurement policies and practices; explores the implications of the EUTR for the competitiveness of India's timber products industry; and assesses the measures that select Indian companies and multinational corporations operating in India are likely to take in response to changes in market requirements.

The report, authored by T.R. Manoharan, suggests possible strategies for adoption by the Indian government to mitigate the negative impacts of the changes.

"As of early 2013, India was not considering entering into a voluntary partnership agreement (VPA) under the EU Forest Law Enforcement, Governance and Trade (FLEGT) Action Plan, largely because India has prohibited the export of timber in the form of unprocessed logs.

"The export of timber products from India, however, is not only permitted but is actively encouraged by the government, and is growing. The EU, India's largest overall international trade partner, is a major market for India's semi-processed and value-added timber products, including wooden handicrafts, pulp and paper, plywood and veneer, and wooden furniture," writes the author.

India's timber products industry is, therefore, likely to be affected by the introduction of the EUTR, which came into force on 3rd March, 2013. For India, products listed under the EUTR have an annual export value of around US\$1.3 billion, and in 2012, six EU member states accounted for more than 12% of this total value.

"Furthermore," notes Manoharan, "India's exports of value-added timber and timber products to the EU and other markets are increasing, with these products

## PEFC 'Forest Certification Week' in Kuala Lumpur

The Programme for the Endorsement of Forest Certification (PEFC) has decided to hold its 'Forest Certification Week 2013' from November 11 to 15, 2013, in Kuala Lumpur. It is being organized in cooperation with the Malaysian Timber Certification Council (MTCC).

This is a very important week in the forest certification calendar in which PEFC aims to join concerted efforts to foster and expand sustainable timber supply chains in Asia, to learn about the opportunities and enabling conditions to mainstream sustainable production and trade in the region, and discuss how current bottlenecks can be addressed to drive sustainability solutions forward.

PEFC's stakeholder dialogue will bring together up to 250 diverse stakeholders and key players across the forest sector landscape to engage in solutions-oriented discussions.

Building on PEFC's endorsement of Malaysia's certification system, the assessment is now underway for endorsement of China's certification system. Progress is on-going in national certification systems development in Indonesia, Japan, South Korea, and Myanmar.

<http://www.pefc.org/pefc-week-2013/home>

manufactured from both domestically sourced and imported timber."

The wooden handicrafts industry in India makes an important contribution to economic development and the creation of employment opportunities, particularly

through small and medium enterprises. In particular, this sector has high export potential.

Exports of wooden handicrafts from India increased from US\$46 million in 1995-96 to US\$546 million in 2011-12. Europe is a major destination for wooden handicrafts from India and in 2012, the UK and Germany combined accounted for about a quarter of the country's exports of wooden handicrafts. Other important markets are the US, Australia, Japan and the United Arab Emirates.

The industry depends mainly on locally available wood species such as Sheesham (*Dalbergia sissoo*), Mango (*Mangifera indica*), Rosewood (*Dalbergia latifolia*), Teak (*Tectona grandis*), Babul (*Acacia nilotica*) and Sandalwood (*Santalum album*).

VPA and the EUTR are expected to reinforce each other. VPAs are bilateral trade agreements that underpin the exporting of legal timber from countries with tropical forests to the EU. The partner country assures the legal source and production of wood and grants a FLEGT license to each consignment that is verified as legal.

EUTR explicitly states that timber and timber products covered by FLEGT licenses are legal. This means that when purchasing FLEGT-licensed timber, operators do not need to conduct additional due diligence on those products: they must only demonstrate the documentation of the FLEGT license.

Member States must designate competent authorities who are responsible for implementing EUTR. Once the legality assurance scheme of a partner country is in place and has successfully passed an independent evaluation, the competent authorities will verify at any customs point that each shipment from that country is covered by a valid FLEGT license. Each member state also determines the penalties applicable in the event of infringement.

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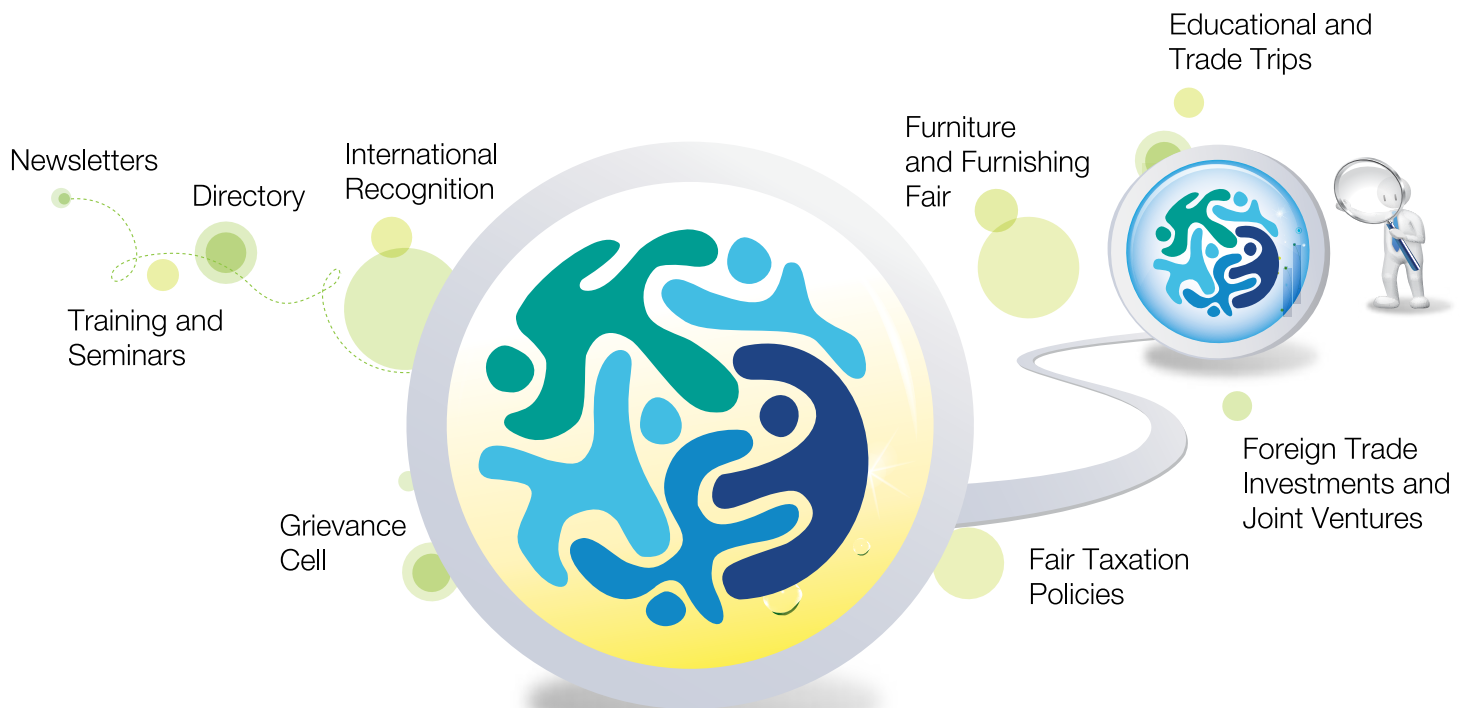


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Official Magazine

**WOODNEWS**

# Specifications of Umaboy panel saw Model UPS 3200B



## Technical specifications

Dimension of sliding table:	3200 x 360 mm	Tilting saw blade main motor:	4 kW
Gross cut capacity:	3200 mm	Scoring saw blade diameter:	120 mm
Width of cut between saw blade & rip fence:	1250 mm	Speed of scoring saw blade:	8000 r/min
Saw blade diameter:	300 mm (250-300)	Scoring spindle diameter:	20 mm
Height of cut:	80 mm	Scoring motor:	0.75 kW
Speed of main saw spindle:	4000/6000 rpm	Net weight:	640 kg
Spindle diameter:	30 mm	Overall dimensions:	3250 x 3250 x 900 mm.



### Sliding Table

Extremely smooth running multi-chamber system with linear steel bar bearing for high life.



The fence indicator is perfectly integrated into the body of the cross cut step.



Degree support for 45° cut of work pieces

# The C-30 Panel Saw



## Technical specifications

Sliding table size:	360mm x 3200mm	Titling saw blade:	0-45°
Cross cut capacity with scoring unit:	3200mm	Saw blade spindle diameter:	30mm
Cut width between blade & rip fence:	1250mm	Scoring unit diameter:	120mm
Saw blade diameter:	315mm	Spindle rotation speed:	4000 rpm/u/1
Cut height:	95mm	Motor power:	4 kW
Cut height (with saw blade at 45°):	65mm	Net weight:	480 kg
		Gross weight:	650 kg

**Salient Features:** Scoring unit with separate motor (0-5 kW); aluminum sliding table with hardened steel rails sliding on balls; anodized profiles and sliding table; rip fence with micro-metric adjustments; saw blade safety guard; screw and eccentric wood presser.

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## Artisan series



ACTIVE EDGE  
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Panel saw

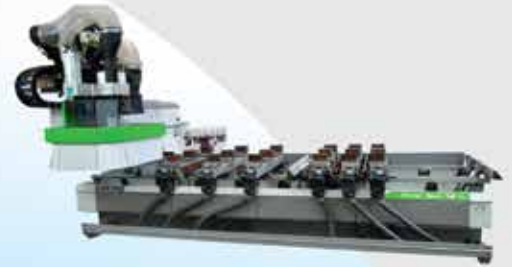


AKR ON 1300 SERIES  
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ACTIVE DRILL 65  
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## Professional series



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# Large panel processing with AXYZ router

Part of the 8000 Series of routers from AXYZ International, the 8010 has been designed to handle oversize sheets, enabling companies in the industrial woodworking, panel processing, joinery and furniture production industries to manufacture large panels and machine large shapes without additional processing off the machine.

The 8010 router has an impressive 2635-mm processing width and a surprisingly compact footprint and incorporates twin routing heads. It is capable of handling two large sheets of material (up to 10x4 feet) simultaneously, a performance characteristic that is considered fairly rare.

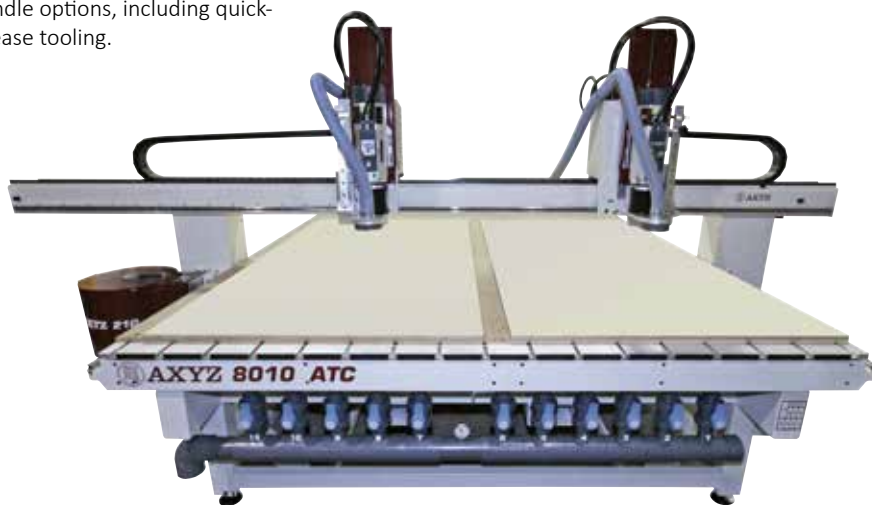
Like all AXYZ routers, the 8010 offers a raft of both standard and optional production tools to expand its capabilities. These include an enlarged 21-station automatic tool change (ATC) facility and AXYZ 'Vision System' for optimum material alignment and enhanced cutting precision, and the next generation

A2MC machine controller.

Other key features include the new smart console incorporating context-sensitive menus for ease of operation and fast learning, extended Z-axis height and multiple spindle options, including quick-release tooling.

The 8010 can handle a wide range of materials used in woodworking applications, including solid woods and composite boards, in addition to aluminium, brass and acrylic.

[www.axyz.com](http://www.axyz.com)



# Manalox WB10 shuts out water

Mapin Industrial Company has been appointed as indenting agents by FedChem of UK for their water repellent range. Manalox WB10 was developed precisely for the wood coating market in North America to replace solvent-based products.

It can be used 'as supplied' to give excellent water-proofing for wood. It is not film-forming and hardly affects the appearance of timber. Manalox WB10 can also be formulated to make top quality stains for fencing, outside furniture and decking.

The product can be brushed, dipped, or spray applied to the wood surface. Although a degree of water repellency can be seen after 30 minutes, full repellency usually takes about 48 hours, depending on weather conditions.

Unlike many other water repellents, this product can be over-coated to provide even greater protection. A second coat can be applied after a minimum drying period of 30 minutes, but no longer than 6 hours. Coverage, dependent on substrate, will be about 6-10m<sup>2</sup> per litre.



*Manalox 410 effect: untreated (left) and treated (right)*

The composition of Manalox WB10 has been optimized to give maximum dimensional stability to timber while providing a high degree of surface water shedding or beading effect. Useful performance is demonstrated on other building materials such as brick, stone and concrete, or as a water repellent additive for latex wood stains.

This state-of-the-art water repellent is suitable for consumer and industrial applications, interior and exterior use,



*Untreated Cedar wood exposed for 18 months (left) and treated with Manalox WB10 (right)*

penetrating and colorless treatment and, unlike some water repellents, overcoating with solvent and water-based paints and varnishes is possible.

Manalox 410 is to be diluted with solvent and used by installers to inject in bricks in old buildings to prevent rising damp. It can also take in additives like resins, waxes or pigments when it is used for water-proofing of the vertical surface of buildings.

**G 330**



# G 330 Edgebander The new FELDER space saver!

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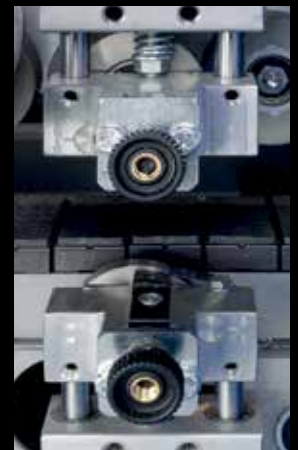
- Edging thickness 0.4–3.0 mm
- Manual unit adjustment
- Workpiece height 10–45 mm
- Feed speed 8.0 m/min
- Glue pot
- Chain feeder
- High frequency motors
- End trimming unit
- One free position for either a glue scraping or buffing unit



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Glue scraping unit for a perfect finish

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with premilling unit

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# Wemhoner 'masters' the art of direct floor printing

Turanlar, a leading Turkish manufacturer of printed flooring on MDF, has installed Wemhoner's MasterLine direct printing plant, where there is no laminate flooring, because it has neither a paper decor nor a melamine layer.

Nevertheless the product reaches the abrasion class AC3. Turanlar chose Wemhoner as a system supplier and is exporting to neighboring countries such as Iran, Syria, Iraq, Georgia and Azerbaijan.

The 240-metre-long production line consists of 64 individual items out of the production range of the machinery. After a length of approximately 140 metres the line forms a 'U' and ends after another 100 metres with automatic destacking.

This length is necessary because of the various phases in the drying process. Five jet dryers and one nozzle cooling, seven UV gelling stations, each with two 120-Watt modules adjustable in three steps, an IR dryer and a UV dryer are spread over the entire length of the plant.

From these 64 positions, there are 13 roller application machines for primer, filler, printing base, UV-coroundum lacquer, UV coroundum lacquer covering, bottom surface moisture protection and UV top coats.

Three printing machines are responsible for the indirect gravure printing of the decors on the top surface, another for the application of the synchronous pore.



*The first of three application roller of the Wemhoner Masterline direct printing plant installed in Turkey*

Due to the large number of rollers the automatic cleaning program supplied by Wemhoner is a welcome feature. Almost 80% of the cleaning required is done automatically. This reduces decor changes and the set-up times significantly and simplifies the operator's work.

The charging unit for MDF boards with protection board handling is designed for 18 boards per minute. The maximum board size is 2200x4200 mm. The material thickness varies between 2 mm, 5mm and 22 mm.

A special feature here is the special hold-down device for thin boards, which prevents the sucking through typical for thin boards and optimizes the board separation.

The change of stacking boxes is without interruption of the production process. At the end of the printing and lacquerig line the

destacking unit is designed for the same cycle time. For the finished floor elements three stacking positions are available in the portal stacker.

The feed speed for the flooring production is approximately 50 metres per minute. In the flooring segment Turanlar currently operates the line with a capacity of around 20,000 m<sup>2</sup> per shift. At full capacity, 26,000 m<sup>2</sup> are possible.

In addition, thin MDF decks for the sandwich production for honeycomb lightweight panels, furniture backside boards as well as furniture boards can be produced. For these products a feed speed of 80 metres per minute is possible.

With a diameter of 300-400 mm the lacquer application rollers are designed strong. This concept of a heavy machine ensures a smooth running, resulting in an optimum coating quality.

For the drive technology Wemhoner relies on Lenze technology; the latest generation of servo drives on the master-slave principle for the printing machines and infinitely variable frequency converters for the application rollers.

Another point for "solidity" goes to the height adjustment units of the rollers which are designed particularly rigid. The controls of the line are based on Siemens "S7". The customized programmed MasterControl interface meets the specific requirements. Material data such as thickness, length and width can be fed directly from the work station. The recipes of the various products are also stored in databases such as PDA and MDA data. Using these, the production process can be monitored and documented at all times.



*The U-turn after 140 metres at the Turanlar plant in Turkey.*

# Associate adds 'Mirror Shine' to laminate textures

It is said that the only way to improve in life is to take a good, hard look at oneself. It is the "reflection" of this thought that has inspired Associate to come up with a stunning texture that lets you do just that.

Continuously reinventing the way the world sees laminates, Associate Laminates has come up with an exciting new texture, 'Mirror Shine'. A never before seen texture, it transforms every surface it is applied to into an amazing reflection of visuals, vibrancy and vitality.

The beauty of this texture is that it can be applied to the widest range of décors, from the complete spectrum of amazing solids that Associate has to the elaborate palette of woods. This new range comes in Red, Violet, Lime Green and Alphonso Mango colours. No matter which design it is applied to, 'Mirror Shine' makes the surface come alive.

Associate Laminates already has a range of more than 450 premium varieties of laminates, spread across a number of innovative designs, textures, colours and finishes. These high-quality laminates are

available in 1mm, 0.8mm, 0.6mm thickness and post-forming series. Fire-retardant and waterproof variants are available especially for kitchens, hotels, cinema halls and more. Along with laminates, Associate Décor Ltd also offers Associate particleboards and MFCs that are the best engineered ones in

the country, available in several variants and made using state-of-the-art international production technology.

The company takes pride in perfect consistency, great designs and seamless customer-service and delivery that are hallmarks of all their product offerings.



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# fh3: Powerful, profitable

Schelling has set new technological standards in cutting board-shaped wood-based materials with the machine series fh3. This series expands the processing spectrum significantly, compared with the technology used so far.

The design allows for motorization with power and speed, which reduces main processing times. Numerous improvements of details also shorten non-productive times, push productivity and increase the operating comfort.

The innovative fh3 revolutionizes the workflow in the cut-to-size process.

Versatility and precision are the key issues of the new fh3, which are making it ideal for cutting single boards.

Along with its compact design the fh3 stands out with its matured control and simplified handling. The powerful (14 kW) saw aggregate is supported by a precision guide



system, with a 10-year warranty for the hardened guide rails!

The guide shafts are case-hardened and have a hardness of HRC62. With its unique feature of fixed frame construction, the machine stand is

extremely stable, solid and robust in the cutting direction and the deflection is reduced due to the welded connecting frames between the feet and pressure beam. As a result, the machine can operate vibration-free and with maximum precision in its class. The framing of the pressure beam tower, rack superstructure and substructure column gives the machine frame the optimal lateral resistance.

The standard fh3 is pre-configured with an automatic cleaning system for guide shafts, automatic saw blade measurement, parking station for improved material handling, power lock system for saw blade, remote diagnostics, and industrial PCs. In addition to these standard features, options like grooving, window cutting, angle cutting device, post forming, formatting device, label printer and many more can be added.



## WOODNEWS

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National Award Winner

# Sweden's Bona supplies environmentally sound products for wood floors

There is a revolution taking place in new building technology around the world. The green building industry has rapidly accelerated in recent years, fuelled by commercial and government facilities, schools, as well as residential builders, all requiring new building construction and renovation to be environmentally responsible, profitable and healthy places to work and live.

We see a growing transition to modern sustainable buildings. Today even many home owners are demanding environmentally healthy products. The sustainable factors of wood flooring make it one of the best floor covering choices. A wood floor can last a lifetime with proper care and maintenance. Bona from Sweden ([www.bona.com](http://www.bona.com)) is the world's leading innovator with a unique system for wooden floor treatment and a local presence in more than 70 countries.



## **Bona dust-free sanding eliminates all dust when sanding**

*It is also important to consider the effects of products on indoor air quality. Sanding wooden floors has always been associated with lots of dust. Bona's patented technology to vacuum up wood dust during floor sanding has been developed to meet high health and environmental requirements.*

*Measurements show that Bona's dust-free sanders contribute to better and cleaner air quality than found in the room before sanding.*



## **Bona waterborne finishes**

*Bona's waterborne finishes are durable, fast drying, clear in color, almost odorless, and most importantly environmentally adapted. As the finish dries, water evaporates into the air, leaving the protective polyurethane coating on the wood. This means low VOC emission and no toxic fumes, minimizing the health risk to contractors and home owners.*

Through the Bona system the company offers a full range of environmentally sound products: UV coatings, sanding machines, dust care systems, abrasives, adhesives, water-based coatings and floor care products.

We strive to continuously launch better products with less environmental impact. This has led to breakthrough innovations from waterborne finishes in the 1970s to dust-free sanding in the 2000s. Today, we are proud to be able to offer a full range of environmentally sound products for sanding, finishing, fastening and maintaining a wooden floor – throughout its lifetime.

Our products are environmentally sound and certified by the Green Label (Singapore), Green Guard (USA), Ecode (Europe), EU Flower (Europe), Dibt (Germany) and 4-Star (Japan).



## **Bona deck oils with UV protection**

*With improved UV protection, Bona Deck Oil gives decks the lasting protection they need for a longer life through rain, freezing snow and scorching sun. Bona Deck Oil has high solids content, is easy to apply, dries quickly, and contains no cobalt or harmful fungicides. It comes in three colors.*



## **Bona new spray mop for easy cleaning of wooden floors**

*Maintenance of wooden floors is an important concern for every floor owner. To keep the floor looking beautiful for years to come, regular maintenance is necessary. With Bona's maintenance range, cleaning couldn't be smoother.*

*Bona offers all products needed for high quality care, designed for all finished, oiled and engineered wood floors. Our maintenance range includes products for both professional users and private floor owners. Westwood Floorings in Cochin is Bona's representative in India. Email: [bona@westwoodfloorings.in](mailto:bona@westwoodfloorings.in).*

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# TopSolid now wades into woodworking

Missler Software (Euro 238-million turnover in 2012), a leading integrated CAD-CAM solutions provider from France, has introduced its TopSolid'Wood software to the Indian woodworking industry ([www.topsolid.com](http://www.topsolid.com)). The integrated design, manufacture and management software is being marketed by Designcell CAD-CAM Solutions Pvt. Ltd., Mumbai.

The powerful specialized program offers time and productivity gains to designers and manufacturers of home and office furniture on account of its state-of-the-art 3-D functionality and 5-axis machining capability. Following its successful introduction at the international woodworking trade fair, Ligna in Hanover (Germany) in May, it was launched in Mumbai in June 2013 after an audio-video presentation to a gathering of woodworking professionals.

According to Designcell Director, Mr. Sunil Desai, industry recognition comes from the fact that TopSolid'Wood has already been incorporated in Biesse's Rover Series CNC machines, as well as Homag's multi-function woodworking machinery.

TopSolid'Wood – when combined with TopSolid'Cam and TopSolid'Planner – is a complete functional software that connects the customer and designer at one end to the salesman in the middle of the chain, to the tools and material inventory and machining department of the manufacturer.



The graphical configurator can be used by the sales team to fit out the customer's needs using the built-in library of furniture design, produce 3-D imagery and prepare project estimates in real time in front of the customer. Once finalized, the whole production process – from selecting material, tools and machines to execution of production – is taken over by the software.

Among the advantages of TopSolid'Wood are:

- Exact and parametric modeling with wood-specific applications, including functions in non-parallel faces, machining of bent parts and automatic assembly on curves of extruding components
- Comprehensive customization options – such as automatic rendering of presentation documentation and improved dimensioning – along with the provision of extending the design library

already provided in the software

- Personalization of operations for greater efficiency in multi-machining, along with automatic and customizable generation of documentation for the workshop
- Detailed management of matter, edges and laminates; geometric drivers and more accurate positioning for greater flexibility in the use of components
- Its powerful communication interfaces connect the design, sales, operations, inventory, accounts, workshop and library segments of the manufacturing process
- The associative documentation means that any change in a particular parameter is instantaneously reflected in all related aspects of the design-to-delivery process.

Designcell ([www.designcell.org](http://www.designcell.org)) has executed about 600 projects using various TopSolid software modules in the past decade for many clients all over India. Missler, which is acclaimed as among the world's best integrated CAD-CAM solution providers, has been serving the machine tool, casting and plastic molding, sheet metal, aerospace, ship building and woodworking industries.

In India its clients include both public and private sector industries engaged in both design and manufacturing activities.

Since its introduction in India TopSolid'Wood has already made an encouraging beginning, with companies like M/s Craftsman Industries and Eudora Enterprise Pvt. Ltd. adopting it.

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## Doha hosts 1<sup>st</sup> 'Design Mission' in West Asia

Brings together decision makers, specifiers, influencers and suppliers of major construction projects in the region

The American Hardwood Export Council (AHEC), the leading international trade association for the American hardwood industry, supported the first ever 'Design Mission Middle East 2013', which took place on June 4 and 5, 2013 in Doha, Qatar.

The event, which was organized by IDE-Global, brought together leading architects, interior designers, design professionals, hoteliers, real estate developers, project managing consultants, engineers, contractors and sustainability experts, who made themselves available for the two days to source quality products, network and re-educate themselves to keep abreast of the latest market trends, products and services. AHEC's participation was aimed at strategically highlighting the potential application and strong environmental credentials of American hardwoods among the designers and specifiers present at the event.

The inaugural Design Mission focused on functioning as a deal-flow platform and facilitating business based on the enormous architecture and design driven market that exists in Qatar and across the Gulf Cooperation Council.

IDE has developed its unique DSI pre-scheduled meeting model wherein each of the 50 pre-qualified projects participating in the event was represented by the decision maker (client/developer), specifier (architect/interior designer) and the influencer



Mr. Ganesh Babu, Director, IDE-Global.

(contractor/consultant). The idea was to ensure that the three key representatives of a given project would be seated together while meeting with the preferred solution providers, so as to not further delay finalizing contracts for procurement.

The event assembled 150 pre-qualified real estate developers, architects, interior designers, hoteliers, project managers, consultants, engineers and contractors across varied segments such as residential, commercial, hospitality, education and healthcare amenities.

Roderick Wiles, AHEC Director for Africa,

West Asia, India and Oceania said: "AHEC's support for 'Design Mission Middle East 2013' is in line with our objective to position US hardwoods as a favored material for the growing number of interior projects across the region. Many of West Asia's leading architects and designers, as well as high-end turnkey contractors and manufacturers of flooring and furniture in the region, have developed a strong appreciation of the potential offered by US hardwood species."

In light of Qatar's winning bid to host the FIFA World Cup 2022, and the goal to achieve Qatar National Vision 2030, the decision to host an initiative like the Design Mission in Doha made sense. As a young and relatively unsaturated market, the opportunities in Qatar have been growing significantly each year. With several ongoing projects and many more in the pipeline, the organizers have also identified that key concerns within the Qatari and Saudi Arabian market include compliance with green building norms and a possible shortage in sourcing supplies.

IDE-Global's Director, Mr. Ganesh Babu, concluded: "Today's business landscape needs revolutionizing services to provide even more quality options easily available under one roof. We have also strategically partnered with the American Institute of Architects' Middle East Chapter and Qatar Green Building Council to counsel us on the focus and format of the Design Mission."

[www.americanhardwood.org](http://www.americanhardwood.org)

## Xylexpo readies for take-off in May next

Xylexpo, the only Italian event dedicated to technology and supplies for the wood and furniture industry, will be held from May 13 to 17, 2014, at the Fiera Milano expo center in Rho. It is sponsored by Eumabois, the Italian Ministry of Production Activities, Cfi-Industry Trade Fairs Committee, ICE (Italian foreign trade agency) and Fiera Milano.

This showcase of the Italian "marketplace" par excellence enjoys significant international relevance: in its 2012 version, as many as 177 exhibitors from 34 countries made up a total



of 515 participants and 43,300 tickets sold. France, Turkey, Switzerland, Russia, Eastern Europe, Germany and China were the most significant participants.

The importance of Xylexpo-2014 lies in the fact that Italy is experiencing a long and

critical economic transition, yet remains one of the reference markets for the production of furniture items and processing of wood and wood-based products.

According to Mr Dario Corbetta, deputy director of Acimall and marketing director of Xylexpo, "Scores of meetings, conversations, collaborations with manufacturers of technology, supplies, tools and semi-finished products gave our project its real scope. Our constant commitment is our answer to the crisis!"

## D.S. Doors knocks on WPC

D.S. Doors India Ltd, a Faridabad-based manufacturer of solid wood products since 1977, has now ventured into wood polymer composite (WPC) doors, panels, frames and architraves.

An ISO 9001:2008 company, it has a modern manufacturing plant equipped with the latest CNC and automatic woodworking machines to manufacture doors, windows, door frames, modular kitchens and wardrobes and furniture. It has also developed flush doors with various types of veneers.

The company uses high-gloss UV-coated HDF boards for doors, modular kitchens and wardrobes and furniture. It also manufactures a wide range of cost-effective veneered doors, skin doors and laminated skin doors which looks like natural wood and need no polishing.

The company employs more than 35 types

of Indian and imported wood varieties after properly seasoning, processing and treating them with in-house technology.

Declaring that its exports now account for

50% of total production, D.S. Doors has announced the setting up of a new factory with a capacity of manufacturing more than 1,000 doors per day.



*A CNC router at D.S. Doors' Faridabad factory*

## Siempelkamp's short-cycle press for Egger

Egger, a long-term Siempelkamp customer, ordered a new short-cycle press for the production of its 2070x5610-mm laminated boards in February this year. It will be installed at its parent plant in St. Johann, Austria, where Egger will expand its particleboard production with the state-of-the-art equipment.

The press is based on the innovative KT 700 concept and guarantees maximum efficiency, high pressure and sophisticated products with short pressing and charging times. Apart from unfinished and decorative particleboard, the roughly 900 employees of Egger produce countertops, light-weight panels and prefabricated furniture elements on a Siempelkamp press, which was supplied in 1987 and modernized in 1992.

The KT 700 includes all handling components necessary for the laminating and production of innovative panel-type products. During the short-cycle process, decorative papers impregnated with melamine or urea resins are pressed onto a board inside the hot press.

Due to the increased pressure (of up to 700 N/cm<sup>2</sup>) the KT 700 opens up the prospect to manufacture high-quality and new products



*The KT 700 at Egger's Rambervillers location in France*

in the area of lamination. The special characteristics of the KT 700 are its multi-piston design and the new cylinder design. The pressureless exposure

time has been reduced to 0.8 seconds. The start-up of the KT 700 at the St. Johann location is scheduled for the beginning of 2014.

## Hunger for timber

The Ponsse Scorpion harvester is the latest member in the range of the world's leading cut-to-length forest machines. With incredible visibility and steering, unbeatable stability, power and productivity being incorporated into its design, the new machine raises productivity and ergonomics in harvesting to a whole new level and sets a new standard for the driver's working environment.

The service points have been positioned keeping the cost-efficiency and comfort of work in mind. A powerful and eco-friendly Euromot 4F-level 6-cylinder Mercedes-Benz engine and a large 210 cubic cm working pump have enabled extending the service

intervals from 1,200 hours to 1,800 hours.

A unique three-frame structure results in the best possible cabin leveling and ensures minimal sideways movement of the driver and crane. An intelligent stabilizing system follows the position and load of the crane; the in-built safety logic stops driving if the system recognizes that stabilizing can no longer keep the machine upright.

The Ponsse Scorpion's engine meets the upcoming emission regulations for off-road use: it is equipped with an exhaust gas after-treatment system and cooled exhaust gas recirculation system that significantly lower NOx and particulate emissions. The Scorpion will go into serial production in January 2014.



*The Ponsse Scorpion in action*

## Deutsche Messe gains foothold in Urals

Extending its international operations as an organizer of woodworking trade fairs, Deutsche Messe AG recently signed a joint venture agreement with the Russian tradeshow organizer, LLC Interregional Exhibition Company-Ural (IEC-Ural), for the staging of LESPROM-Ural Professional in Yekaterinburg, Russia.

LESPROM-Ural will be staged next year alongside EXPOMEBEL-Ural at the Yekaterinburg Expo international exhibition center. The dates for LESPROM-Ural Professional, the region's most important trade fair, are September 23 to 26, 2014.

The event serves as a marketing instrument for exhibitors from throughout the

region and around the world. Exhibitors from outside Russia rely on the show for generating new leads and getting and staying in touch with their customer base.

The Ural federal district boasts huge wood reserves amounting to about 8.1 billion cubic meters, roughly 10% of Russia's total. Plans now call for greater domestic processing of these natural resources, in an effort to stem the nation's loss of value-adding opportunities when resources are exported for processing abroad.

Dr. Bernhard Dirr, Managing Director of the German Woodworking Machinery Manufacturers' Association within the German Engineering Federation (VDMA),

commented: "We see this as a prime opportunity for our association's members to step up their involvement in this dynamic marketplace and reach a wide regional audience with their machinery and equipment. In the past few years, Germany's market share in woodworking machinery to the region has grown by 50%."

Deutsche Messe also organizes the sector's world-leading LIGNA event, which is staged every two years at the world's largest exhibition center in Hannover, Germany. The next LIGNA is scheduled to run from May 11 to 15, 2015.

## Aseanwood-Woodtech postponed

Aseanwood-Woodtech 2013, scheduled to be held from August 21 to 24, 2013, in Kuala Lumpur, has been postponed indefinitely, its co-organizer, the Malaysian Woodworking Machinery Association, announced. The association said it would work towards

to new possible date around the end of September or early in October 2014.

In a statement issued on 7th June, it said: "The reason for postponement of the show is the significant drop in furniture exports to the US and Europe due to the shaky

economic situation in those regions, causing as much as 40% drop in exports sales... This decision is in the best interests of all parties involved: exhibitors, visitors, the association, and its partners."

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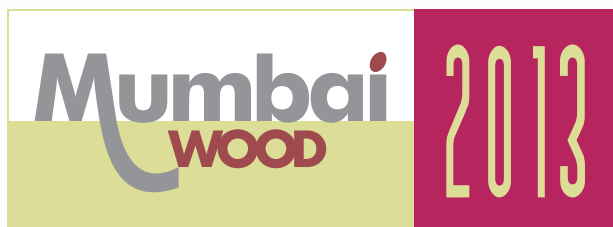
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# Chalo Mumbai!



Western India's biggest woodworking show earns support and endorsements from govt, woodworking industry associations

With less than two months to go, and with endorsements and support pouring in from government and industry associations, the biggest woodworking show in Western India is all set to make its mark in its inaugural edition. MUMBAIWOOD-2013 is scheduled to be held from 1 to 3 October, 2013, at the Bombay Convention & Exhibition Centre (BCEC) in Goregaon, Mumbai.

Endorsement for MUMBAIWOOD-2013 has come from the Union Ministry of Micro, Small and Medium Enterprises (MSME), the Khadi & Village Industries Commission, the National Institute for Entrepreneurship and Small Business Development, National Small Industries Commission, the Coir Board, the National Institute for Micro, Small and Medium Enterprises, and the Indian Institute of Entrepreneurship. Among industry associations and professional bodies that have lent their support to the three-day show are the Export Promotion Council for Handicrafts (EPCH), American Hardwood Export Council (AHEC), the Association of Furniture Manufacturers and Traders of India (AFMT), the Ahmedabad Timber Merchants' Association (ATMA) and the Indian Laminate Manufacturers' Association (ILMA).

MUMBAIWOOD-2013 is positioned as a regional show to draw visitors from Tier-2

cities and towns in Gujarat, Karnataka, Madhya Pradesh, Maharashtra and Goa states, apart from big cities like Mumbai, Ahmedabad and Pune. It is expected to create awareness and stimulate interest in mechanical wood processing.

PDA Trade Fairs, the organizer, hopes that its regional exhibitions will create entry-level interest and act as "feeder exhibitions" for its flagship, INDIAWOOD.

Major players like 3D Mac Infotech, Accutec Wood Tooling Systems, Altendorf India, Asian Paints, BIESSE Manufacturing Co, Bluecoat, Dellatechnica, Dreamworld Enterprises, Endico Power Tools, Exel Finishing, Eximcorp India, Felder Woodworking Machines, Jai Industries, Kalyan Industries, Kaymo Fastners, Pidilite Industries, Ramu Machinery, Shree Umiya and Woodtech Consultants have already confirmed participation.

MUMBAIWOOD-2013 will provide visitors the opportunity to experience live demonstrations of machines – among them sawmills, log peelers, panel saws, hot presses and edge banders. A huge variety of raw materials like timber, particle board, plywood, laminates and other wood-based materials, as well as tools, furniture hardware and fittings, adhesives, abrasives and preservatives will feature among the exhibits.

## Exhibitor Profile

- Joinery machinery, machinery for furniture industry
- Wood-based panels and veneer products
- Machinery and lines for finishing
- Material handling equipment
- Woodworking tools: hand tools and portable power tools
- Fittings and accessories: hinges, knobs, handles and other hardware
- Dust extraction equipment
- Timber and lumber (wood)
- Wood-based materials: laminates, veneers, plywood, particle board, MDF, engineered wood, moulded plywood, panel products, wood composites and sawn timber
- Woodworking materials and consumables: edge banding material, adhesives, lacquers, polishes, finishes, sanding materials, abrasives and coatings
- Saw milling equipment, accessories and tools
- Kiln drying and related timber technologies

There will be a series of lectures on 1 October, with architects, interior designers and timber importers making presentations. About 7,000 visitors are expected to visit MUMBAIWOOD-2013, where more than 100 exhibitors will display the latest technology and world class products in woodworking.

More than 20,000 newsletters and 40,000 invitations are being sent to targeted visitor profiles in Western India. To facilitate visitors, online registration is now open at <http://www.mumbai-wood.com/mw13/eng/V-online-visitor.html>.

# The most successful woodworking exhibition series, now in Mumbai!

1-3 OCTOBER 2013,  
BOMBAY CONVENTION & EXHIBITION CENTRE,  
GOREGAON, MUMBAI



1-3 OCTOBER 2013  
BOMBAY CONVENTION & EXHIBITION CENTRE, GOREGAON



## Exhibitor Profile

- Woodworking Machinery Plant & Accessories for production of Sawn Timber, Veneer, Particle board, MDF, OSB, LVL, Plywood and Panels
- Kiln Drying and related Timber Technologies
- Joinery Machinery, Machinery for Furniture Industry
- Wood-based Panels and Veneered Products
- Manufacturers of Upholstered Products
- Machinery & Lines for Finishing
- Handling Equipment, Tooling, Woodworking Tools, Hand Tools and Portable Power Tools
- Fittings and Accessories (Hinges, Knobs, Handles and other Hardware)

- Dust Extraction Equipment
- Products: Laminates, Veneers, Plywood, Particle Board, MDF, Engineered Wood, Moulded Plywood, Panel Products, Wood Composites and Sawn Timber
- Woodworking Materials and Consumables: Edge Banding Materials, Adhesives, Lacquers, Polishes, Finishes, Sanding Paper, Sanding Materials, Abrasives and Coatings etc.
- Saw Milling Equipment, Accessories and Tools
- Furniture Manufacturers
- Saw Millers
- Plywood and Particle Board Manufacturers
- Craftsmen
- Interior Decorators
- Architects and Builders
- Manufacturers of Wood-based Articles
- Experts from Research Institutes
- Forestry Officials
- Government Officials
- Timber Merchants and Importers
- Woodworkers
- Hardware Distributors / Dealers / Manufacturers

## Who will attend?

MUMBAIWOOD is positioned as a regional show to draw Visitors from Mumbai, Thane, Pune, Nashik, Nagpur, Ahmedabad, Baroda, Surat, Goa, Belgaum, Hubli, Dharwad, Indore and other prominent places from Gujarat & Maharashtra.

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# FMC China 2013 opens on Sept. 11

FMC China-2013 (Furniture Manufacturing and Supply), among the world's most important exhibitions for global buyers of top-class woodworking machinery and raw materials for furniture, is being held between September 11 and 14, 2013, at the Shanghai World Expo Exhibition & Convention Center (SWEECC), China.

This year 71,000 square metres of stall space has been earmarked for 850 confirmed exhibitors. The organizers expect 35,000 visitors to touch base with manufacturers and traders during the 4-day event.

FMC has completed 18 successful annual editions since its inception in 1993. It attracts exhibitors from all over the world in the woodworking machinery & tools, furniture coating & chemicals, furniture hardware & fittings, and furniture panels & surface decoration segments.

The total exhibit area at FMC China 2012 was 63,000 square metres. There were 761 exhibitors from all over the world, including those from the Chinese mainland, Hong Kong, Taiwan, USA, Germany, Singapore, Italy, Malaysia, France, Thailand and Japan. More than 30,700 trade buyers from 111 countries and regions visited it.

This year, six overseas purchasing groups – represented by trade buyers from Brazil, Vietnam, India, Korea, Malaysia and Turkey – will be organized through a worldwide agent network, and national industry associations from across the world will visit to fulfill their purchasing needs.

There will also be eight woodworking associations, among them the state of North Carolina, the American Hardwood Export

Council, Swedish Trade & Invest Council, the French Timber Industry Association, Canada Wood Association, Taiwan Woodworking Machinery Association, Yuhang Home Textile Industry Association, the Asia International Furniture Material Trading Center and China Haining Home Textile Association.

On September 12 at SWEECC, a special guest, Mr. Lin Zuoxin, will deliver a lecture as part of the 'Upstream-Downstream Conference. He is Chairman of the Federation of Asian Furniture and a professor at Beijing Forestry University.

On the same day a 3-hour seminar on 'Collaboration Innovation in R&D Ensures a

Bright Future', will be held. Participants will dwell on such topics as "green" painting of furniture; development of "mobile office" environment; intelligent technologies; connecting to present trends and competitiveness.

The FMC Premium exhibition, which covers high-end products necessary in furniture production (raw material, chemicals, fittings and semi-finished products) is being held on similar dates at the same venue. It will cover 10,000 square metres for the 200 registered exhibitors. Against 21,573 footfalls last year, the organizers expect more visitors to the event this time.



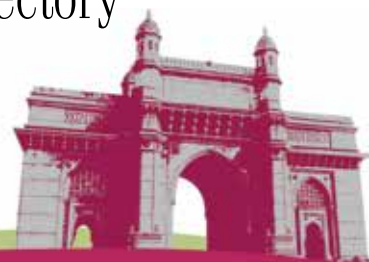
## Booking Open!!!

## for MUMBAIWOOD-2013 Exhibitors' Directory

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# Open House at Biesse's Nelamangala plant

Biesse, world leader in woodworking technology and machinery, held its two-day 'Open House' on July 5 and 6, 2013, at its manufacturing unit in Nelamangala, Bangalore. It is in this facility that a majority of the machines sold by Biesse in India are built, as well as exported to various parts of the globe.

The Italian major holds the annual event to focus on woodworking technology and solutions for furniture manufacturing. Also during the event there are stalls with vendors supplying related accessories like edge band tapes, glues, hardware fittings and toolings for a one-to-one session with the customers.

There was a massive response to the event, with more than 150 visitors. Biesse also hosted a delegation of 60 members from Kerala Furniture Consortium, apart from furniture manufacturers from all over India.

This year Biesse showcased new CAD/CAM software for furniture design and manufacturing, which allows visualizing in a 3-D environment to create of any type of furniture. The software has a huge library of 10,000 elements for kitchen, bathroom,



Eager visitors take in specifications of the machinery on display and take back memories of the event.

living room, office, accessories and hardware library. Users can further customize these ready elements to make their customized library.

The same designs and drawings can be immediately transformed into 2D elevated drawings and sectional drawings required for manufacturing the products. The CAM

function can generate all production data such as cutting lists, bar code labels and CNC programs for the machinery.

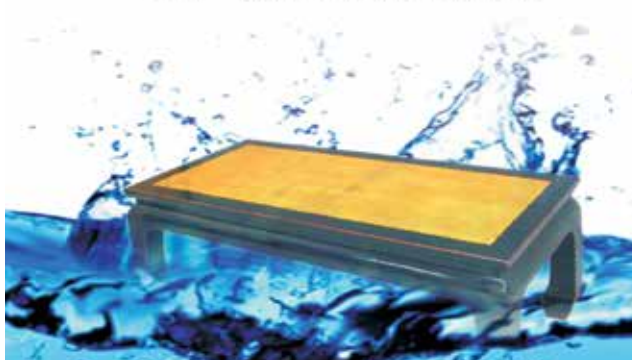
Besides generating the bill of materials, the software also gives out data on quotations, assembly drawings, manufacturing costing and profitability.

[www.biessemanufacturing.com](http://www.biessemanufacturing.com)

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### Show Issue: Sep - Oct 2013

Bonus Distribution to Visitors from Registration Area, Information Counters, Conference Hall & *WoodNews* Stand, throughout the event. Participants from Karnataka, Maharashtra, Gujarat, Goa & Madhya Pradesh are sure to attract footfalls by the thousand during the 3-day exhibition.



### Preview Issue: Nov - Dec 2013

Announce your presence at the premier woodworking show, INDIAWOOD, and attract more serious enquiries. If you have some new models, a message or offer for the visitors, you can utilize this issue to showcase your product to our vast database of decision-makers in the industry.



### Show Issue: Jan - Feb 2014

Apart from reaching our vast database of decision-makers, thousands of copies will be released at the show itself. Bonus Distribution to Visitors from Registration Area, Information Counters, Seminar Hall & *WoodNews* Stand, throughout the premier event in the industry's calendar.



# WHAT DO YOU THINK?

# WOODNEWS

Dr P. Selvaraj, retd. University professor, Coimbatore (Tamil Nadu):

It was very thoughtful of you to have started the new feature, 'Design Corner', in the magazine. Maximizing functionality while minimizing space: *WoodNews* says it well! Why not include cost per square metre? It would be more relevant if you did that. Best wishes to the entire *WoodNews* team.

Yogesh M. Patel, Partner, Patel & Co., Sant Savta Marg, Mumbai (Maharashtra):

Is it possible to include a ready furniture section in your magazine? *WoodNews* is very informative, but if you publish it in Hindi, it could reach retail shops and the *aam aadmi*.

Vivek Goyal, Owner, Dooars Timber Depot, Siliguri (West Bengal):

*WoodNews* is a must for the wood industry, I must say. It is an excellent magazine for wood-based industry owners. It has perfect ideas, manufacturing methods, production and sales information.

George Fernandez, Director, Engineering Systems Consultants, Chennai (Tamil Nadu):

The addition of 'Design Corner' is commendable. The many new ideas, materials, methods and space-saving concepts in wardrobes, beds and combination features of tables are of particular interest to all woodworking professionals. An even more practical approach would be to carry detailed display drawings and dimensions of the products featured in *WoodNews*.

Mohd. Irfan Khan, Proprietor, Apsara Industries, Nagpur (Maharashtra):

I come from a family that is in the furniture business. I started a modular furniture plant in Nagpur a few months ago. I have faced some difficulties in manpower, lack of a proper development programme and software in woodworking. I request *WoodNews* to publish details on software programs available to woodworking professionals and their vendors.

Vishal Garg, Director, Star Plyboards Ltd., Jagadhri (Haryana):

Please provide the readers of *WoodNews* more information about international standards, machinery and manufacturing plants, so that Indians can also formulate a strategy to compete in international markets.



## WOODNEWS

Name ANANT SHARMA.

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Comment Wood news serves as a excellent platform for sharing of knowledge and new inventions about wood industry. I would recommend you to feature on raw materials and side products like adhesives, treatments etc. to enhance the quality and expand the trade of wood based products at international level.

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# COMPANIES IN THIS ISSUE

Company Name	Page Nos.	Page Nos.
<b>Machines &amp; Tools</b>		
XYZ International	64	23
Biesse	30,82	37,63
Canco Machines		30
Dellatecnica		4,5
Designcell/ Missler	72	
Felder Group India		15,65
Holytech		1
Homag		31
Howell Machines		85
Jai Industries	24	35,58,59
Kalyan Industries	26	39
Malaysian Woodworking Machinery Assn.	76	
Robland		77
Schelling	68	47
Shree Umiya	62	29
Siempelkamp	75	
Tai Chan		9
Venjakob		57
Wemhoner	66	21
Woodmaster		45

Company Name	Page Nos.	Page Nos.
Woodtech Consultants		IBC
Yow Cherng	28	9
<b>Materials</b>		
ACN Equipments		28
AHEC	44,74	2
Associate	67	11
AVT Woods	16	
Bluecoat		69
Bona	70	13
D.S. Door	75	25
Designcell/ Missler	72	
Deutsche Messe	76	
Ebco		3
Evonort Architects	48	
EximCorp		67
Hafele		6,7
Hardy Smith	42	
Hettich		17
Huntsman		88
INOX		BC
Kastamonu	32	27
London Design Festival	46	

Company Name	Page Nos.	Page Nos.
Mapin Industrial Co.	64	
MTCC	60	
Peps Industries	50	
Pidilite		8
Ponsse	76	
Quetzel Designs	22	
Sleek Boards	26	19
Sleek Kitchen	40	
Sobha Interiors	20	
Sobha Mattresses	54	
Surfactant		82
TimberMate		41
<b>Industry Services</b>		
AFMT	86	61
FMC China	80	
INDEX		73
INDIAWOOD-2014	49	IFC
MUMBAIWOOD-2013	78	79
Sri Lanka Wood	86	71
Xylexpo	74	
Zak Doors & Window	86	81

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## India Furniture Expo 2013, Mumbai

August 16-19

Nehru Centre, Worli Mumbai: Organized by the India Furniture Manufacturers & Traders Association ([www.afmt.in](http://www.afmt.in)), the 4-day IFEX will showcase the latest designs from all over India and overseas. It will feature custom-made home, office, school, outdoor, hospital and hospitality furniture. Relevant design & consultancy firms are also participating in the trade show. ([www.ifex.in](http://www.ifex.in))

## Furniture China-2013, Shanghai

September 11-15

New International Expo Center: Leading furniture trade exhibition with an excellent reputation for more than 18 years since its launch in 1993. The 2012 edition attracted 71,980 visitors, including 19,693 from overseas. The exhibitor profile includes Home and Office Furniture, Furnishings, Kitchen and Cabinet manufacturers.

## Furniture Manufacturing & Supply China-2013, Shanghai

September 11-14

World Expo Exhibition and Convention Center: The exhibit profile includes Manufacturing Equipment & Woodworking Machinery; Upholstery Manufacturing Equipment; Furniture Hardware & Fittings; Furniture Inspection, Design & Services; Cabinet/Wardrobe Fittings & Furniture Lighting Accessories; Office Furniture Supplies & Gas Spring; Furniture Coatings, Adhesives & Chemicals.

## Sri Lanka Windows & Doors Expo-2013, Colombo

September 27-29

BMICH: details at [www.srilankawood.com](http://www.srilankawood.com)

## MumbaiWood-2013, Mumbai



October 1-3

Bombay Convention and Exhibition Center, Goregaon: Exhibitor profile: Furniture joinery machinery; wood-based Panels & Veneers; Finishing machinery & lines; Material handling equipment; Woodworking hand & portable power tools; Fittings & Accessories; dust extraction equipment; Timber & Lumber; Saw milling equipment, accessories & tools; Kiln-drying & related wood technology; Laminates, Plywood, engineered wood; woodworking material like Adhesives, lacquers, polishes, Abrasives, Sanding material & Coatings.

# WOODNEWS CLASSIFIEDS

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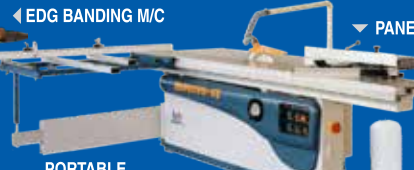

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