



CREATIVE SOULS

QUEBEC HARDWOODS
INSPIRATION BOOKLET



A soul is an abstract notion. However, most people would readily agree that all living things have a soul. The amazing creative spirit of designers, inventors, artists, artisans and manufacturers is what gives a soul back to wood when they make a floor, a piece of furniture or a lovely decor.

INTRODUCTION

In this brochure, we would like to showcase the brilliant work of these creative souls. From an unpretentious piece of wood, these talented people have produced masterpieces.

Our goal is to encourage and inspire you to use wood from trees that grow in northeast North America and also to trust Quebec manufacturers as the suppliers.

In addition to this somewhat mercantile goal, we want you to indulge your senses and enjoy browsing through this brochure. Take your time. Prepare your favourite beverage. Sit down comfortably and take pleasure in looking at, touching, hearing and even smelling the pages of this wonderful traditional booklet about our wood.

A GREEN GESTURE

Trees are living things. They breathe, grow tall and die. Scientific studies allows us to cut trees before they decline and release the carbon they have accumulated over the years into the atmosphere. The gap left in the forest once the declining tree has been harvested leaves space for new growth. The young trees will capture carbon and flourish with the help of the sun.

It is not an offence to use hardwoods to make a practical item. Wood furniture can easily last 50 years. And it is often possible to refinish the same furniture to give it a second life, let's say another 25 years. Therefore, when we cut down a tree that would have released its carbon while decomposing within a few years, and use it to make solid wood furniture, we postpone the release of carbon in the atmosphere by at least 75 years. As a matter of fact, it is a green gesture on our part.

Trees in hardwood forests are harvested individually. As a result, a large area of forest is never cut. It is often hard to see exactly what section of forest was removed.

These high quality hardwoods are available from companies that care about the environment. Their wood is harvested legally and according to stringent regulations that ensure the sustainability of forests.

For more information on the environmental qualities of wood products, please visit our Quebec Wood Export Bureau website. You can also read each product's *Environmental Product Declaration*.

www.quebecwoodexport.com





WHO ARE WE ?

The Quebec Wood Export Bureau (QWEB) is not only a non-profit organization, but also an association of businesses that is mandated to promote wood products around the world. QWEB has been helping Quebec manufacturers find potential markets and buyers for 20 years now.

www.quebecwoodexport.com

www.maplefromcanada.com



Quebec Wood
Export Bureau

BLACK CHERRY



PRUNUS SEROTINA



Photo: Marc Saumier

Prized more for its wood than its fruit

Don't count on this tree to give you cherries for your desserts. However, the colour of its wood and the little darker lines that make it easy to identify give it incredible charm!



Photo: Arbol

**WANT TO
VIEW MORE?
COMPLETE
OUR FORM!**