



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 allow 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



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!





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HARD MAPLE



ACER SACCHARUM



Photo: Ambrozia

From Canadian flag to beautiful flooring





Canada's red and white flag features the sugar maple leaf. Hard Maple, Sugar Maple and White Maple are all synonyms for this tree that, in addition to boasting a very hard and pale wood, produces the sap for making maple syrup.

Bird's eye maple: It's not another species of maple. And the distinctive pattern is not caused by an insect. This particularity appears when the maple grows in difficult conditions, at the limit of its plant hardiness zone. It is a relatively rare natural phenomenon and therefore the number of small eyes or swirls vary from one piece of wood to the next.

Photo: Mr. Kazuma Daimon, Japan



Photo: Arbol

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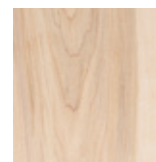
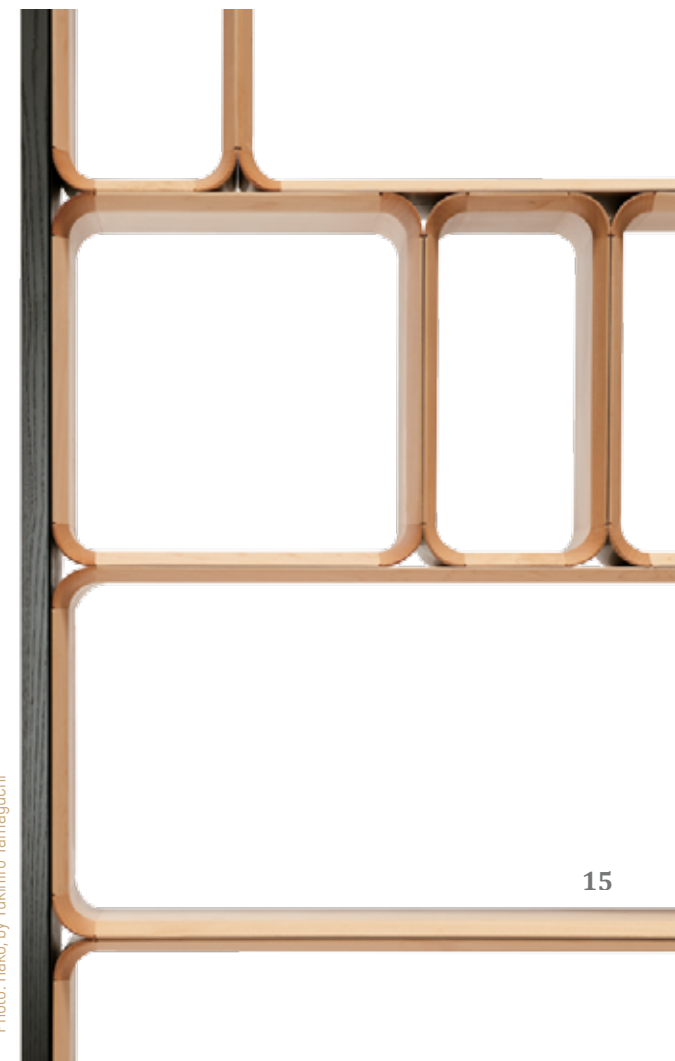


Photo: Hako, by Yukihiko Yamaguchi





Photos: Donguri Anne Public Library, Japan

Donguri Anne Public Library

On March 11, 2011, Japan was struck by one of the most devastating earthquakes in its history. A tsunami sent billions of litres of water crashing onto the continent, killing in its wake thousands of people and forever changing the coastal landscape.

To help Japan get some sense of normalcy back, Canada participated in the construction of a library. The building's floors are made of Canadian sugar maple. It is a small consolation in the face of such a tragedy and a modest contribution compared with their suffering, but the survivors can find some solace in the library.



SOFT MAPLE



ACER RUBRUM



Photo: PG Hardwood Flooring Inc.

In fact, not so soft

Soft Maple is in the same family as the Sugar Maple, but it is not as popular since its sap's sugar content is lower. Its wood is slightly greyer than that of the sugar maple.



Photo: PG Hardwood Flooring Inc.



Photo: Mirage Floors



Photo: PG Hardwood Flooring Inc.







Photo: PG Hardwood Flooring Inc.

Photo: Waterville Woodcraft



Photo: Waterville Woodcraft

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WALNUT



JUGLANS NIGRA



Photo: Mercier Wood Flooring Inc.

Photo: Intervention



Elegant, luxurious and chic

Everyone is familiar with Black Walnut. Its rich dark colour, its grain sometimes faintly tinged with green and its large dimensions have earned it a great reputation for table tops, counters, and so forth. However, other common uses range from flooring to mouldings and cabinet doors.



Photo: Lauzon



Photo: Wickham Flooring



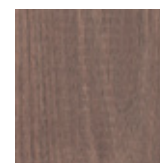
Photo: Prevero



Photo: Mobilier2C

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YELLOW BIRCH

BETULA ALLEGHANIENSIS



WHITE BIRCH

BETULA PAPYRIFERA

Yellow Birch — Quebec's provincial tree emblem

Its name comes from its bark rather than the colour of its wood. Its bark tends to curl and almost gleams like gold in the sunlight. Maybe this is the tree that inspired poet Emile Nelligan (*Le Vaisseau d'Or* – The Ship of Gold)?

Photo: Bruno Couture



Another birch family member worth trying

Locally we call it paper birch even if it's not used to make paper. It is to some extent less popular than its cousin the yellow birch because its wood is not as hard. However, it is perfect for all applications where hardness is not the main characteristic sought, but rather where grain consistency and whiteness are important.



YELLOW BIRCH

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WHITE BIRCH

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RED OAK



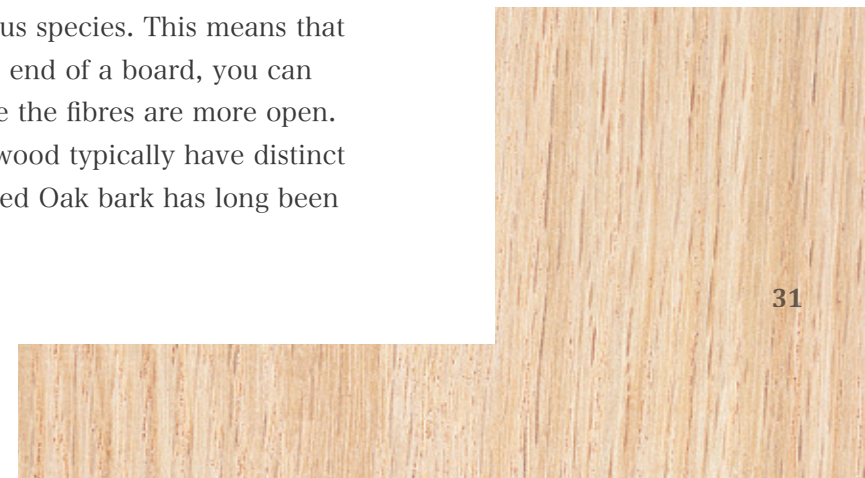
QUERCUS RUBRA

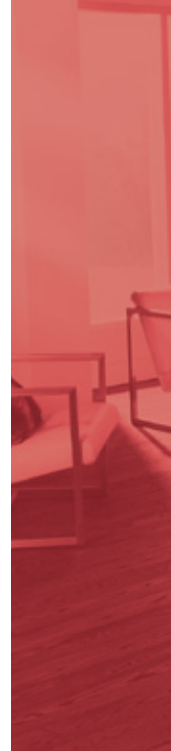






























Photo: PG Hardwood Flooring Inc.

Very famous in North America

Red Oak is a ring-porous species. This means that when you examine the end of a board, you can clearly see areas where the fibres are more open. Boards of this porous wood typically have distinct figures and patterns. Red Oak bark has long been used to tan leather.





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WHITE OAK



QUERCUS ALBA



Photo: lauzon

The versatile species

White Oak dimensions are often greater than those of Red Oak, its northern cousin. However, its colour is lighter.

Old writings mentioned that White Oak was used in shipbuilding. And to show its versatility, they also said it was used for car frames, farm implements, luxury woodwork and veneers. It is still just as versatile today, but perhaps no longer a component of car frames!



Photo: Preverco




Photo: Lauzon



Photo: Mirage Floors

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WHITE ASH



FRAXINUS AMERICANA



The easy-to-bend species

White Ash is a highly prized ring-porous species. In Canada (didn't Voltaire write: *A few acres of snow* to describe Canada?), but mostly in Quebec, winter comes with a thick blanket of snow. Therefore, to be able to walk on the snow, snowshoes were invented. They were made of Ash. Called white wood by some older lumberjacks, Ash bends fairly well. Of course, it is not like bending reeds. The wood needs to be heated with steam and in thin layers. It bends easily but not under the weight of a person. The proof of that it is also used to make baseball bats. Everything is therefore relative!



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BEECH

FAGUS GRANDIFOLIA

A species you'll learn to love

Until quite recently, Beech wood was not particularly in demand. In fact, you didn't hear much about it. But since it now features prominently inside the Montréal symphony orchestra's new concert hall (last picture on the right), it is *molto accelerando fortissimo* (very quickly gaining in popularity).

Its leaves are shaped like hearts

The wood grain is very hard to see. Basswood is particularly known for its softness and light weight. It is well appreciated by wood carvers and also manufacturers of window blinds.

The tree has medicinal virtues and bees appear to be fond of its blossoms. The honey they produce is excellent, although somewhat tinted.

BASS- WOOD



TILIA AMERICANA



ASPEN

POPULUS TREMULOIDES

Aspen — A pioneer species

Its saplings quickly colonize open spaces after major forest disturbances, when the soil is exposed to a lot of sunlight. Aspen grows fast and its wood is very pale and relatively weak. However, it is light and easy to work with. It is often used for the interior components of furniture, but deserves to be better known.



BEECH



Photo: Lauzon



Photo: DAVA



Photo: Naoto Couture



Photo: iStock

BASSWOOD



ASPEN

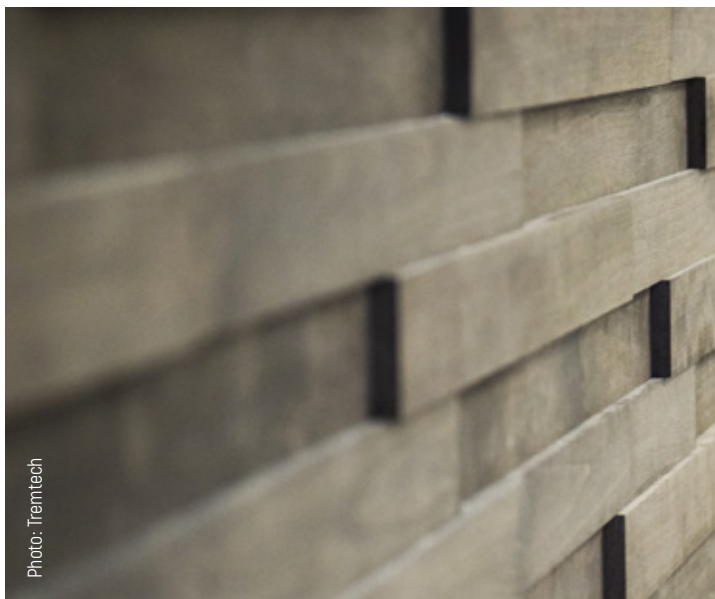


Photo: Tremtech



Photo: Tremtech



WHAT YOU ABSOLUTELY NEED TO KNOW

Hardwoods from North America, and particularly trees that grow in the northeast, have a tighter grain or closer growth rings (one ring is the equivalent of one year of growth). It is cold in Quebec so trees grow slowly and only in the summertime. This gives the wood a multitude of distinctive and prized characteristics such as hardness, flexibility, strength, colour, etc. However, in return, you cannot hope for boards with extremely large dimensions.

Boards are typically between five and nine feet long. Their width is between three and six inches. The easiest thickness to find is one inch. Obviously, you can find boards that are 12 feet long and even 16 feet, but not 24 feet. The longer the boards, the harder they are to find. Of course, 10-inch-wide boards are available, but 16-inch-wide boards are much rarer (for some species, it is impossible to find these widths). And the more the board is wide and thick, the more it is at risk of moving in response to moisture (swelling, shrinking and even splitting). However, lamination, juxtaposition and joinery are perfect solutions for preserving the beauty of wood.

We have specialists who can answer your technical questions, do not hesitate to contact us: www.quebecwoodexport.com



CONCLUSION

Trees that grow in northeast North America offer a wide variety of colours, grains and technical characteristics (hardness, flexibility, etc.).

We wanted to showcase them in a different light. We are convinced that your wonderful ideas combined with wood from Quebec will result in extraordinary items and decors.

The most important thing to remember is that, in Quebec, we have people with a wealth of expertise that has been passed down from generation to generation. They can provide the guidance required to choose the right wood. These knowledgeable people, who care about hardwoods, will be more than happy to find a solution to meet your needs.

The human creative genius and aestheticism have found a second home in this modest paper repository.

These artists, artisans, professionals and businesses have very candidly shared photos of a part of themselves in exchange for these pages. We encourage you to visit their websites, contact them and purchase their products, their science and their passion.

We would especially like to thank the wood artisans who graciously shared photos of their work to enrich this brochure.

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Donguri Anne Public Library, Japan

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