

Canadians out in force



Super E attracted a lot of attention

THE CANADIANS were out in force with the message that Canada's sustainable forests can provide sustainable buildings.

In the Futurebuild section of the show a large stand housed the Québec Wood Exporters Bureau, BC Market Outreach, Canada Mortgage & Housing

Corp, Canadian Forest Service, Canadian Standards Association, Forest Products Association of Canada (FPAC), Canadian High Commission, Icynene, Kent International, Super E and Vincent Timber, a UK company that supplies western red cedar.

Patrick Cooper, market devel-

opment co-ordinator with Canada Wood UK, said the sustainability message was illustrated by the FPAC's latest figures. As of December last year, all 123.75 million ha managed by FPAC member companies were certified to the standards of the Canadian Standards Association, Forest Stewardship Council, or Sustainable Forestry Initiative.

One of the main attractions on the Canadian stand was Super E, the energy efficient housing programme. "Super E is a huge draw," said Canadian trade commissioner Jason Kee. "It's a recognised brand."

It was the same story on the Covers Timber Structures stand. Covers has teamed up with Canadian company Corecan to supply Super E housing for the Countryside and Southern Housing Association.