
BIRCHWOOD FURNITURE

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Birchwood Furniture designs, manufactures and markets upholstered furniture and case goods such as occasional tables, entertainment centres, wall systems and curios for the retail market and commercial purposes in the mid to high end category. With plants located in Calgary and Winnipeg, Birchwood has a solid base in Western Canada. Increased marketing emphasis has been successful in strengthening the firm's position in the Eastern region and is currently succeeding in launching the U.S. market.

In order to compete on a national and global level, Birchwood has integrated the ISO 9002 quality program as an internationally recognized standard. With the implementation of the company's quality program, the next emphasis is on customer service and response. Customer service representatives and order desks are provided for each product category. Although the main language of the company is English, they can effectively communicate in French and German. Birchwood has gained a reputation as "the Quality Company" in furniture, and is anxious to establish more "quality relationships" in new markets.

Products for Export

Desks, Office, wooden

Stands, Computer/Typewriter, wooden

Office Furniture, wooden

Furniture, Hotel & Motel, all kinds
