



General Woodcraft

531 Broad Street, New London, CT 06320
(860) 444-9663 www.generalwoodcraftinc.com

Celebrating 60 Years of Excellence

NOVEMBER 2010 NEWSLETTER

Belem, Para, Brazil-

Having recently returned from a successful trip to Brazil, General Woodcraft president Steven Crook had lots of very positive information to report:

For starters, the Brazilian government is continuing to make significant progress in the development and implementation of numerous environmental initiatives. Brazil's great advantage is its abundance of land, water and sunlight, combined with an increasing ability to use them to best advantage. Brazil gets over 40% of its energy from renewable sources and is successfully developing green technology.

Despite the currently increased pricing of IPE decking, there are several additional species all natural high density decking products available at prices significantly less than synthetic decking and quality that greatly exceeds the so called "composite decking" products. One such species is CUMARU. While IPE has earned its reputation as one of the hardest and long lasting decking materials on earth, CUMARU is quietly becoming a major species for discerning clients who favor ultra strong, beautiful all natural real wood renewable decking at a more budget friendly price.



In the photo to the left shows owner Steven Crook standing in front of a 6½ foot diameter CUMARU log. This photo was taken at an FSC Certified CUMARU mill in Brazil. The quality of the material on the right was inspected using a wide variety of grading techniques and tests including spot checks for thickness, width and material quality.

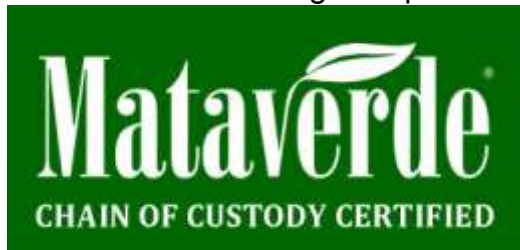


Additionally, General Woodcraft has selected to partner with additional high quality producers of IPE to help serve their growing demand for high quality Mataverde® products. In addition to a multitude of decking sizes, General Woodcraft is now also stocking 3x6, 3x8, 3x10, 3x12, 4x6, 4x8, 4x10 and 4x12 sizes in lengths up to 22'.



These new sizes and lengths will allow many Mataverde® users the ability to construct bridges, walkways, pergolas, gazebos and

a multitude of other outdoor structures entirely out of IPE.



NOVEMBER 2010 NEWSLETTER

KITCHEN CORNER

Long time General Woodcraft friend and customer Carol Chapman passed away this past month. Known to nearly all as simply "Chappie", Carol lived her life to the fullest and touched the lives of all those who knew her in a special and memorable way.



While all those who knew her are deeply saddened by her loss, we are also equally heartened by having known her. Chappie will always be remembered as an absolutely remarkable woman who touched our lives in a unique

and special way and we will never be the same because of her.



MILLWORK CORNER

Local artisan and longtime General Woodcraft customer Harold Margolis has been hand crafting beautiful clocks made of hardwoods from General Woodcraft.



Green Corner

You are cordially invited to be our guests at the BUILD BOSTON Trade Show in Boston. Visit our Mataverde® Premium Decking Products booth and many other Green Building suppliers, contractors and design firms. For more information, click the following link to register:

[Build Boston Registration](#)

Or call General Woodcraft today at (860) 444-9663 for **FREE TICKETS** to the Exhibition Hall. We look forward to seeing you there!



There are also a number of Workshops for building and design professionals including:

LEED and the Future of Certified Wood Products

1:00 – 2:30 pm on Wednesday, November 17th

General Woodcraft president Steven Crook will be one of several panelists in this informative Sustainable Design Workshop. For more information on this and other workshops, [click here](#).