

MATAVERDE WEST COAST DIVISION EXPANDS WAREHOUSE OPERATION

New facility provides customers with a readily available supply of premium exotic hardwood materials to meet the growing market trend for high quality hardwoods for decking and siding.

NEW LONDON, C.T., April (2013) – General Woodcraft, Inc., (www.generalwoodcraftinc.com; www.mataverdedecking.com) a major importer of exotic hardwood decking and siding materials and a supplier of specialty building products including Climate-Shield, rain screen siding system, is pleased to announce the expansion of their west coast sales and distribution center.

The rapid growth of their Mataverde West Division has created the need for a more efficient method of distribution to better meet and satisfy client's needs. After careful analysis and planning, the Mataverde West division moved its fulfillment distribution center from Oakland to Healdsburg, CA. Full containers will still port in Oakland for direct distribution to clients. Less than truckload deliveries will be delivered daily from our Healdsburg fulfillment center.

The transition to offer products to the west coast began over two years ago. General Woodcraft president and CEO Steven Crook decided that it was time to offer Mataverde® Premium Decking and Siding products in a more customer friendly manner to high end lumberyards and specialty dealers on the West Coast. Crook found the ideal person to launch this new west coast division of General Woodcraft. Perry Alibrio, a thirty year veteran of the hardwood lumber and millwork distribution industry had been a long time friend and proponent of Mataverde® Premium Decking for over a decade. Perry's strengths were a natural fit for the General Woodcraft culture of quality and customer service excellence.

Perry Alibrio was hired as the Divisional Manager for General Woodcraft's new west coast division, 'Mataverde West'. Perry's exceptional product knowledge and his understanding of the needs of the marketplace, allowed Mataverde Decking and Siding products to quickly flourish in the California and Pacific Northwest markets. Over the past two years, Alibrio has developed a well earned reputation as a trustworthy, reliable and savvy supplier to the best lumberyards and specialty suppliers on the west coast.

To assist in the rapid growth of the Mataverde West division, Hope Sheldon was selected to handle the fulfillment and logistics. Hope has brought her years of General Woodcraft expertise and knowledge to the forefront to help develop a smooth and seamless client experience for their west coast clients. Sheldon's has displayed a high level performance in handling the challenging logistics of a new distribution division.

In 2012, Jason Benford was added to the Mataverde West team in a sales and purchasing capacity. Jason serves as Director of Purchasing for Central America and has brought several FSC Certified hardwood products, including FSC Machiche and FSC Santa Maria hardwoods into stock for both Mataverde East and West Divisions. Benford's knowledge of the entire FSC supply chain in Central America has proved highly valuable to their client base. Jason also provides full and partial container direct shipments for clients throughout the US and Canada.

Perry Alibrio is very excited about the growth, improvement and expansion of the Mataverde West distribution supply chain. Alibrio said, "This move allows our customers a much more client friendly and efficient process for hardwood decking, lumber and siding orders. It also gives us a big boost in faster deliveries throughout the West coast, especially Northern and Central California."

General Woodcraft has U.S. sales and distribution center locations in the northeast, mid-west and west coast. Substantial product inventory with fast turn-around time gives customers a competitive edge. Their highly knowledgeable team members are available to guide customers from the design through the installation process.

ABOUT GENERAL WOODCRAFT, INC

General Woodcraft, Inc., headquartered on 531 Broad Street, New London, CT 06320, is a 62 year old specialty building company supplying both the wholesale and retail markets. Product offering is concentrated in four areas: Mataverde® Premium Decking and Siding, Climate-Shield Rain Screen System, Plywood and related products, and Custom Kitchen and Design Cabinetry. Additionally, they have one of the largest inventories of FSC Certified exterior hardwood materials in North America.

Please visit www.generalwoodcraftinc.com or www.mataverdedecking.com for more information.