

**GENERAL WOODCRAFT, INC. INTRODUCES MATAVERDE® 100% PURE FSC CERTIFIED
SANTA MARIA DECKING AND SIDING HARDWOOD AT THE GREENBUILD EXPO**

Mataverde® Santa Maria is a sustainable, medium-high density hardwood that can be stained to a full range of color options. These product features now give the design and construction industry the ability to work with a wide color palette to complement any design. Mataverde® Santa Maria is a 100% Pure FSC certified sustainable hardwood that will comply with LEED program requirements.

NEW LONDON, C.T. – General Woodcraft, Inc., (www.generalwoodcraftinc.com; www.mataverdedecking.com), the importer and master distributor of Mataverde® Premium hardwood decking and siding materials and a supplier of specialty building products introduced FSC Certified Mataverde® Santa Maria hardwood siding, a medium-high density hardwood at the Greenbuild International Expo in San Francisco.

Santa Maria is a medium-high density hardwood with rich coloration and graining. Santa Maria grows naturally throughout areas of South and Central America. Santa Maria (*Calophyllum brasiliense*) is also known as Jacareuba and Bella Maria and is a 100% Pure FSC Certified hardwood material.

This durable hardwood is an ideal choice as porch flooring, decking and as a siding material option. Santa Maria decking is an affordably priced, FSC decking material. This species has many characteristics that are similar genuine Mahogany.

Like other hardwood porch flooring, decking and siding materials, Santa Maria hardwood will eventually age to a light silvery gray patina when left to weather naturally. With a coat of rosewood oil penetrating sealer, Santa Maria decking quickly shows its rich warm reddish brown tones and coloration. Additionally, Santa Maria hardwood can be stained to a wide palette of hues and tones to match or complement any design and color scheme.

Mataverde® 100% Pure FSC Santa Maria is kiln dried to approximately 14% moisture content, making it a very stable decking, siding and porch flooring material. At this moisture content, Santa Maria decking has a bending strength of 15,700 psi. - requiring 15,700 pounds of pressure per square inch to rupture the hardwood. Santa Maria is stronger than red oak or white oak. It also has a hardness of 1,150 lbs (harder than red oak and more than twice as hard as redwood).

Mataverde® 100% Pure FSC Santa Maria decking has good dimensional stability and shows only minimal movement after manufacture. Santa Maria is quartersawn and kiln dried for increased stability. It also has low shrinkage and minimal checking.

General Woodcraft president, Steven Crook, commented, "We are very pleased to offer our customers another sustainably harvested hardwood. Santa Maria now provides the design and construction industry with a stainable, 100% pure FSC certified hardwood which is available at an affordable price point. Clients can now choose to finish this hardwood from a wide range of color options or allow it to age to a

light silvery gray. Our focus is on listening to our customers and providing the products and services that mean the most to them.”

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 in the industry. Their highly knowledgeable team members are available to guide customers from the design through the installation process.

ABOUT GENERAL WOODCRAFT, INC

General Woodcraft, Inc., located on 531 Broad Street, New London, CT 06320, is a 62 year old specialty building company supplying both the wholesale and retail markets. Their product offering is concentrated in four areas: Custom Kitchen and Design Cabinetry, Mataverde® Premium Decking and Siding, Hardwoods, Plywood and related products, and Millwork. Additionally, they have one of the largest inventories of FSC Certified exterior hardwood decking, siding and lumber materials in North America.

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