



General Woodcraft

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Celebrating 60 Years of Excellence

DECEMBER 2009 NEWSLETTER

New London, CT- Superior Court prosecutor and long time General Woodcraft customer Lonnie Braxton II of New London has something extra to appreciate during this season of thankfulness. His son, Lonnie Braxton III, is in training for the 2010 Special Olympics USA National Games. The 40-year-old New London man, born with Down syndrome, is one of four Connecticut tennis players who will compete in Lincoln, Neb., in July. He is practicing once a week, keeping his skills sharp but continues to maintain a busy schedule.



On Thanksgiving Day, he and his dad deep-fried 16 turkeys to give away to those less fortunate. They have been remodeling their Pacific Avenue home for years. They study black history, clip coupons, restore cars and collect movies. Together, they quietly engage in good deeds throughout the community. "I have been so very fortunate to have him," said Lonnie II. "I have learned more from this guy than he ever could learn from me." For more on this heartwarming story of love and triumph over adversity, please visit <http://www.theday.com/article/20091130/NWS01/311309965/1017>.

INTRODUCING THE MATAVERDE® PREMIUM HARDWOOD FLOORING COLLECTION

In this age of heightened awareness of environmental responsibility, it is comforting to know that the Mataverde® Premium Hardwood Flooring Collection is leading the way with its signature line of responsibly harvested exotic woods.

FEATURES:

- Over 20,000 sq. ft. in stock
- Environmentally friendly
- Responsibly harvested
- Prompt Delivery
- Stable, Consistent, Durable
- 185% harder than oak
- Ready to finish
- Natural beauty
- Affordably priced

Mataverde® Brazilian Walnut



Mataverde® Brazilian Cherry



DECEMBER 2009 NEWSLETTER

KITCHEN CORNER

Signature Custom Cabinetry has just launched a brand new line of custom cabinetry featuring the same high quality you would expect from this premier manufacturer.

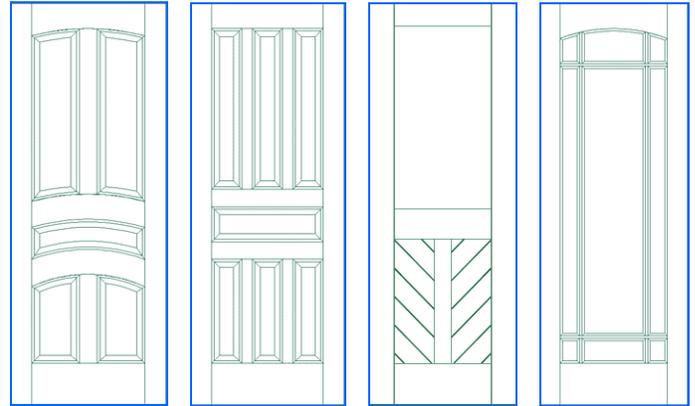
Introducing **iQ** by Signature!



- ◆ **Frameless design for increased storage space!**
- ◆ **Custom cabinetry at semi-custom pricing!**

MILLWORK CORNER

If you're looking for a product that will add value to your home or enhance your next interior project, you may want to consider TruStile® doors. These doors offer rich architectural detail and are available in an amazing variety of sizes and styles. Here are just a few:



TruStile doors are widely recognized for their great appearance, sound construction and tremendous stability.

LUMBER SPECIALS -

NEW ITEM!

General Woodcraft is now stocking
Rough sawn Clear 4/4 x 6 Western Red Cedar.

Versatile and affordable product for a
variety of exterior projects

Special pricing \$ 5.99/BF

MATAVERDE® FLOORING SPECIALS

3/4" Brazilian Cherry

\$ 3.49 / sf

Reg. \$ 4.13/sf

3/4" Brazilian Walnut

\$ 3.99 / sf

Reg. \$ 4.70/sf

Season's greetings from your friends at General Woodcraft

It has been a very challenging year throughout the country and certainly here for us at General Woodcraft. In spite of the times we have continued to move forward; adding a warehouse, a new computer system and an additional sales representative in the Midwest to name a few. We have many to thank during this season of reflection and perhaps none more so than you, our valued customers and partners. Wishing you health and happiness throughout this holiday season and beyond.



- The General Woodcraft Team

