



General Woodcraft

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Celebrating 60 Years of Excellence

DECEMBER 2010 NEWSLETTER

Boston, MA- Build Boston 2010 was an overwhelming success. Architects, custom builders and a myriad of design and construction professionals from throughout the region and beyond were all on hand for this premier trade show and symposium. A multitude of new products were on display in the Exhibit Hall which also featured a variety of environmentally friendly building materials including Mataverde® Premium Hardwood Decking.



All three in-stock species of Mataverde® - Ipe, Cumaru and Garapa - were on display as well as the Mataverde® Ipe Furniture Collection. There was a significant amount of interest in the affordability and extremely high strength properties of Cumaru, which has characteristics very similar to Ipe.

Also noteworthy was the considerable attention being paid to the Ipe beams and heavy timbers now in stock. Architects were delighted to hear that structural Ipe members were now readily available for variety of construction projects including, pergolas, gazebos, piers, bridges and more.



Build Boston 2010 also featured over 150 seminars and workshops. General Woodcraft President Steven Crook was part of a panel of national experts discussing the various certification options currently available for environmentally friendly wood products.



The main concern in this ongoing hotly debated dilemma is developing uniform standards for product certification. The current methods seemingly unfairly favor suppliers with unlimited financial resources. Other products which are often much better suited for a project are disallowed and owners are forced to use mediocre materials in order to be in compliance.



The Mataverde® Chain of Custody Certification is one such solution whereby wood that has been properly harvested by sustained yield forestry methods under the careful scrutiny of IBAMA and other agencies be permitted.

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KITCHEN CORNER

If you're tired of your old countertop and thinking about a new one, you couldn't possibly have picked a better time. **Cambria**, the leading manufacturer of quartz countertops is at it again. They have just added 21 additional new colors to their palette. Here's a sneak preview:



Visit www.cambriausa.com to see the rest of the collection.

MILLWORK CORNER

An architecturally accurate scale model of the Aphrodite was recently commissioned and completed by Centerbrook Architects and Planners of Centerbrook, CT.



All the materials for the display table and many of the wooden parts for the boat were supplied by General Woodcraft.



Green Corner

The **Mataverde® Premium Hardwood Flooring Collection** is not only exotic, long lasting and beautiful, it is harvested using the latest sustained yield forestry techniques and procedures.



Mataverde® Brazilian Walnut (Ipe)

If you have an eye for beauty and value consider the **Mataverde® Premium Hardwood Flooring Collection**. Found in fine homes everywhere...why not yours?



Mataverde® Brazilian Cherry (Jatoba)