



General Woodcraft

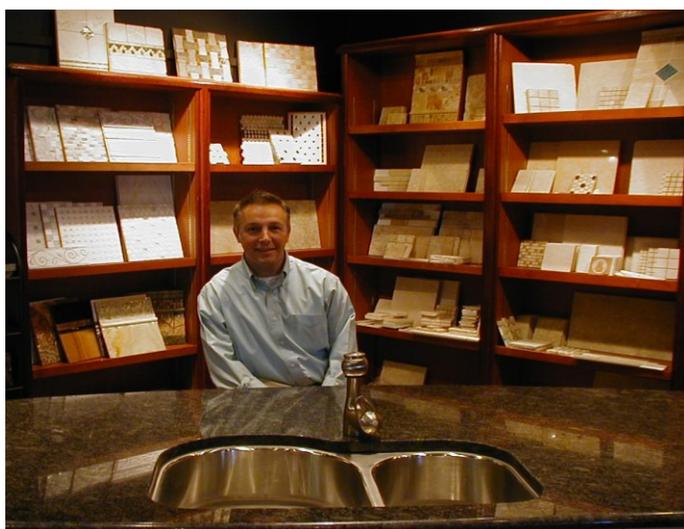
531 Broad Street, New London, CT 06320
(860) 444-9663 www.generalwoodcraftinc.com

Celebrating 60 Years of Excellence

JUNE 2010 NEWSLETTER

General Woodcraft is delighted to introduce you to our newest neighbors - **Tile America!** **Tile America** is leasing the front section of our showroom on Broad Street in New London. They have seven locations throughout Connecticut and offer an outstanding selection of unique and beautiful ceramic tile, porcelain tile, marble, granite and a lot more from all over the world. A wide variety of custom stone countertops including marble, granite and more are also available through their **Surfaces in Stone** division.

TILE AMERICA™



Tile America

531 Broad Street
New London, CT 06320
Telephone **(860) 439-0627**

Drew Cappella Design Consultant

acappella@tileamerica.com

Showroom hours are:

Monday through Friday 9 am to 5 pm
Thursdays evenings by appointment
Saturday 9am to 1 pm

For more information visit them online:

www.tileamerica.com

According to Renee Duffield, Director of Operations for Tile America, "This is the one region of Connecticut where we did not have a local showroom for customers." Duffield also noted, "There is a real synergy between our companies [General Woodcraft and Tile America] and we're very happy to be associated with a company that has an excellent reputation in the market. We are very pleased with the customer response already."



*As a special introduction to the neighborhood please bring this newsletter in to Tile America for an **Additional 10% Discount** on all items throughout the month of June*

JUNE 2010 NEWSLETTER

KITCHEN CORNER

Please join us in welcoming **Lisa Kobar** to the General Woodcraft Kitchen Design team!



Lisa has been involved in the home design and construction industry for a number of years as a designer and business owner. Lisa is lending her wealth of knowledge and expertise in home building as a **Technical Design Specialist** at General Woodcraft. We are delighted to

add such a talented individual to our Kitchen Design team.

DECKING CORNER

There have been a lot of rumors circulating lately about material shortages and increased pricing with exotic hardwood decking.

Although material supply for these rugged decking and outdoor products is causing some international concerns, General Woodcraft's deep inventory (over 2,000,000 linear feet) and longstanding relations with our supply chain partners is keeping us in an outstanding position to serve you and provide the products you need, when you need them.

While it is true that worldwide decking material costs have escalated recently, General Woodcraft has fortified its strong inventory with over 50 additional truckloads of new material at highly competitive costs.

With the availability of Mataverde® IPE, CUMARU and GARAPA, General Woodcraft offers you a wide variety of high quality decking options to meet your needs and your project budget.

INCREDIBLE SAVINGS ON IPE DECKING!

SAVE 40%

On "Weathered Ipe Decking"

If the natural "seaside gray" appearance is the look you want, why not treat yourself to the best decking on earth at a price you'll love! For your convenience General Woodcraft has assembled job lot quantities for typical deck sizes. *Material available while supplies last.*



Green Corner



General Woodcraft was in the national news again, this time in **Professional Deck Builder Magazine**. General Woodcraft President Steven Crook's vast expertise of the sustainable yield forestry process was the focus of this article. Crook explained the realities and impact of the FSC (Forest Stewardship Council) certification on the cost, availability and lengths of hardwood decking. The article went on to state that all the material that General Woodcraft stocks in its world class Distribution Center is legally harvested from reliable suppliers using sustainable yield harvesting practices.

[Click here to view the entire article online.](#)