



General Woodcraft

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MAY 2009 NEWSLETTER

JLC LIVE NEW ENGLAND A GREAT SUCCESS

Providence, RI- General Woodcraft was a prominent exhibitor at the Journal of Light Construction Trade Show. The show was extremely well attended by thousands of building contractors and construction



professionals from throughout the entire Northeast US. The atmosphere was very upbeat and construction professionals from throughout

the entire region were excited about the prospects of the upcoming busy building season.



General Woodcraft experienced significant interest in their entire trademarked line of *Mataverde® Ipe, Cumaru and Garapa Hardwood Decking* products. Their highly competitive pricing and low life-cycle costs were a big hit. The new, labor saving *Ejector Screw* by Muro also stimulated lots of interest to building professionals who were seeking a high quality fastener that also saves labor.

The new stainless steel *Cable Railing* drew raves from many contractors who had clients who desire unobstructed scenic views from their decks and porches.



ARCHITECTS FORESEE POSITIVE TRENDS

Boston, MA-The Residential Design and Construction show held at the Seaport World Trade Center in Boston was a smashing success and spoke volumes about the overall mood of the architectural community. Despite the cyclical downturn in new housing starts, architects and builders throughout the region and beyond reported a steady increase in the number and scope of construction projects, particularly renovations. Several architects stated that their clients for residential renovation projects were investing a larger percentage of their construction budget for higher quality products rather than simply increased square footages.



Alexis Contant, vice-president and general manager of the Boston Design Center, presented the 2009 Boston Design Center Trends Report—the highly-regarded reference guide to significant coming design trends. She discussed the hottest colors, newest materials, latest styles and most important technologies to be introduced in 2009.

General Woodcraft experienced significant interest in its *Mataverde® Premium Hardwood Decking* products including cost saving alternative species such as *Cumaru* and *Garapa*. These green products were well received by the architectural community as well as their entire line of FSC (Forest Stewardship Council) Certified decking products.



General Woodcraft President Steven Crook was publicly recognized for his leadership role in the sustained yield forestry initiatives he has facilitated over the past decade. His dedication and commitment to this cause has not only brought us high quality decking products but has helped preserve the rainforests and improve the way of life for many of the people throughout the Amazon Basin as well.

ENERGY TAX CREDIT EXTENDED TO 2009



I WANT **YOU** TO SAVE MONEY
AT GENERAL WOODCRAFT



Experts are saying that one of the safest places to invest your money is in the equity of your own home. So whether you are building a new home or addition or replacing your old windows and doors with beautiful new energy-efficient ones, why not take advantage of the Energy Tax Credit savings on any project and save two ways using Jeld-Wen windows and doors.



Create a dramatic new look and enjoy your home more than ever. From vinyl replacement windows to custom made wood windows...we have it all! Save energy and save money!

Green Corner

General Woodcraft president Steven Crook was invited to conduct a seminar at the Residential Design and Construction Show in Boston on April 1st. Numerous



architects and design professionals attended this informative event titled "Premium Wood Decking and Eco-Harvesting". Crook discussed the positive impact that sustained yield forestry, reduced impact logging and other green initiatives are having on improving the quality and availability of hardwood lumber, reducing the overall costs and enhancing the way of life for the many peoples of the Amazon River Basin.

