



General Woodcraft

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

Celebrating 60 Years of Excellence

JULY 2009 NEWSLETTER

New London, CT- As part of their 60th anniversary celebration, General Woodcraft invited their trade partners to their first ever Pig Roast and Trade Show. The event featured a variety of General Woodcraft's reliable vendor partners as well as many of their top clients in the building trades.



The event took place in General Woodcraft's massive new Distribution Center on Eastern Avenue. As promised, the festivities included new products, lots of prizes and a Pig Roast, expertly prepared and served by Over the Hill Farms.



New products were introduced to contractors.



Good times were had by all.



JULY 2009 NEWSLETTER

Featured Project of the Month – Coney Island

After many years of neglect since shortly after World War II, the legendary boardwalk at Coney Island is now being restored to much of its former glory. A major renovation effort is currently underway.



General Woodcraft recently supplied a “shipload” of decking products to the Coney Island Boardwalk.



The new decking product that has been specified is FSC Certified **Mataverde® Premium Cumaru**. This material was selected for its environmental durability, strength and long lasting beauty.

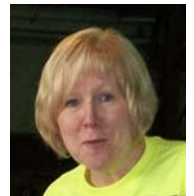
Green Corner ~ Spotlight on Talent

Lenny Basley, Distribution Manager and Teresa Johnson, Senior Sales/CSR have been



Leonard Basley

instrumental in leading their teams to improve recycling and reducing waste at General Woodcraft. Nearly all wood waste is now either reused or used as fuel. Metal banding is sorted and recycled. All paper and cardboard waste is sorted and recycled. Their combined efforts have resulted in an 8000% reduction in landfill usage by General Woodcraft.



Teresa Johnson