

GOODWIN HEART PINE: BEAUTY UNDERFOOT

Mother Nature is our greatest artist, and wood may be her most practical expression of natural beauty.

The warm glow of a Heart Pine floor provides the perfect background for your home or room design, playing off cherished antique or contemporary furnishings to achieve maximum aesthetic effect.



Heart Pine's hardness and stability make it the perfect choice for homes like this one on the coast overlooking the water. The owners love the floor's easy maintenance as well as the beauty of wood.

Many designers and builders consider Goodwin Heart Pine the timber of choice in hardwood flooring and paneling. This is no empty claim: Our River-Recovered Heart Pine™ floors have been featured in U.S.

GOODWIN HEART PINE COMPANY

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News & World Report and Fine Homebuilding's Houses and This Old House magazine.

Goodwin Heart Pine is premier quality, pure and virgin heartwood, unspoiled by saws or nails. Heart Pine is the lumber cut from old-growth Southern Longleaf Pine. It was used to build homes all over colonial and 19th

century America and Europe, many of which still stand today. The timber became so popular, that it virtually was cut to extinction a century ago. That's why Goodwin rescues

sunken Heart Pine logs from riverbeds and mills them into fine flooring and paneling – the most frequent use of Heart Pine today.



Historical photos courtesy of the Florida Archives

Heart Cypress was a favorite wood for porch flooring, exterior siding and paneling. The wood from these millennium giants was perfectly adapted to resist rot and insects. Plantations from the early 1800s made entirely of Heart Cypress; doors, paneling, mouldings and floors are often intact treasures today.

SIZES, PRICE AND PRODUCTION TIME

Did you know that Heart Pine is similar in cost to fine carpet and tile floors? Yet it offers many more benefits: it never wears out and even increases in value over time, it is easier to maintain, is recommended for allergies, and adds so much character and warmth to a room. Due to its limited availability, Heart Pine costs more to make than the average hardwood flooring, but our customers tell us it is worth the price.

Goodwin is committed to being the best value in Heart Pine.

To mill this precious resource, our production quality demands that we follow every step in the manufacturing process. Goodwin does maintain some stock of the most popular widths of Heart Pine and may be able to fill your order for standard widths within one to two weeks. The usual production schedule, however, from air-dried lumber to finished flooring, is four to five weeks.

GOODWIN
Heart Pine Company



River-Recovered Heart Pine Specialists™

DIFFERENT WOODS: DISTINCT FEATURES

Should your flooring or paneling needs call for other quality woods or lower-cost alternatives to our rare **River-Recovered Heart Pine™**, Goodwin offers several choices.

LEGACY HEART PINE™

History reclaimed from salvage

Goodwin now offers **Legacy Heart Pine™**, a reclaimed salvage wood with occasional nail holes for character. Like our river-recovered products, **Legacy Heart Pine™** comes in a 100-percent heart face following the same strict turn-of-the-century grading rules. Our Legacy pine is available in Select or Vertical grain and features our time-saving, ultra-smooth millwork.

ANTIQUE LONGLEAF™

Conserving this rare resource

Antique Longleaf, the outer boards of the river-recovered logs, is a lower-cost alternative to our Heart Pine. Unlike our pure Antique Heart Pine, it is roughly one-third heart face.

Antique Longleaf™ has the same beautiful grain pattern of Heart Pine, though, and it comes from the same river-recovered source. Antique Longleaf contains less resin, so it accepts stains more readily. The warm red tones in Heart Pine are replaced in **Antique Longleaf™** by lighter and brighter tones.

RIVER-RECOVERED HEART CYPRESS™

A Most Primitive Wood

Like our Heart Pine from river-reclaimed logs, Goodwin is the original company to offer **River-Recovered Heart Cypress™**. Heart



Whether sunlight filtering through a bay window or the glow of your fireplace is reflected by this historical wood, Heart Pine and Heart Cypress create a lasting legacy in your home or office.

Cypress, from the Bald Cypress tree, represents one of the few surviving members of prehistoric species. It is truly a primitive American wood. Through eons of adaptation, Bald Cypress has developed an inherent resistance to moisture, bugs and other destructive forces not found in other woods.

The feathery grain and honey hue (amber to light chocolate) of Heart Cypress paneling makes it the consummate companion for Heart Pine floors.

WE DON'T DRAW THE LINE AT HEART PINE

Should you need other fine quality woods for flooring or paneling, we often can provide other premier timber in an assortment of unusual grains and textures, such as Birdseye

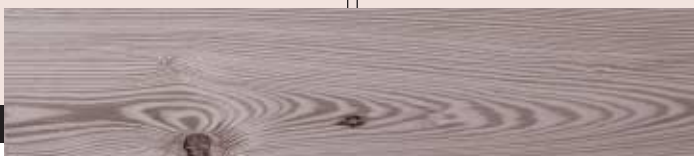
Heart Cypress, Pecky Heart Cypress and Black Heart Cypress – all shipped as No. 1 Select grade.

WILD BLACK CHERRY

Quality native woods are our specialty

Some of the best quality native Cherry we've ever seen has recently become available. For Cherry lovers who recall a time where there were no white sap streaks in native Cherry floors – those days are here again! There is a good bit of figure in some of this Cherry.

We know we are in the Heart Pine and Heart Cypress business, but when George Goodwin saw this Cherry, he just had to have some for his own home, and wanted to offer it to you for floors and furniture.



OUR WOOD MEETS TIME-TESTED STANDARDS

By the time we deliver our Heart Pine products to our customers, the timber has been carefully sawn and air-dried, slowly kiln-dried, and precisely milled to exact specifications and the highest industry standards. Goodwin exceeds the most commonly used grading standards for Heart Pine, last published by the Southern Pine Inspection Bureau in 1924. We are the only Heart Pine and Heart Cypress mill that follows the more rigid 1904 grading rules, which guarantees you 100 percent heart face. Only natural defects exist in our River-Recovered logs, and these are removed as the lumber is sawn and milled.



A customer once told us we act like every board we prepare will go in our own home, and that's probably true. This commitment to excellence shows in the little things we do.

You need great millwork when you install Heart Pine. Only Goodwin gives you the original name in River-Recovered™...100% heart face on every board even in our Legacy™ products...and millwork unsurpassed in the industry.

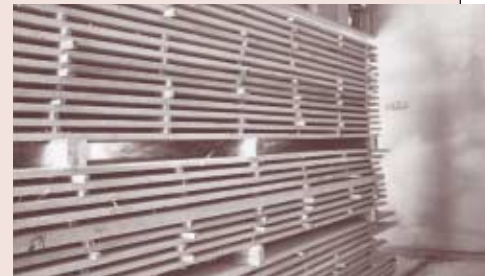


Heart Pine and Heart Cypress logs were dragged from the forest to the river banks by oxen or mule teams long before railroads were available. Today some loggers still use animals to minimize damage to surrounding trees in sensitive areas.

For example:

- Our flooring fit is tight to help installation and eliminate squeaks. All of our floors feature back relief to let each board “breathe” properly.
- We select the best heart face and give you more wood on the top for nailing and extra sanding over the floor’s expected life of 100 years or longer.
- Your order is trimmed of all waste material. Unlike other mills, we do not mark and leave defects in the floor boards for you to cut out. We cut them out for you.

- In the final grading step, we trim the ends of each floor board in an effort to assist installation. The floor is counted by lengths to guarantee 100%+ coverage and all horizontal “shake” is removed to ensure that you get no flooring splinters.



ABOVE: *After careful sawing and extended air-drying, your wood is slowly dried in our dehumidification kiln to ensure that the wood can be easily acclimated to the site conditions in your home or office.*

BELOW: *Our appreciation for teamwork and the caring that goes into every board at Goodwin Heart Pine shows in all the little things we do to ensure that your overall experience with us is a pleasant one.*

GOODWIN LOOKS AFTER YOUR LIFETIME INVESTMENT

It may seem like it takes longer or costs more, but it’s always cheaper to lay a wood floor right the first time. To meet your antique flooring needs, Goodwin Heart Pine Company offers you:

- Milling to exact tolerances for fast and easy installation
- Complete assortment of flooring complements
- Consistent superior quality and service

Wood floors are one of the best investments you can make. You can find Heart Pine floors in good condition in homes of 100 to 200 years or older. With proper care, they will stay beautiful and last for a lifetime or longer.



WHICH GRAIN PATTERN IS BEST?

The variety of grain patterns in Heart Pine and Heart Cypress is part of the natural beauty of the wood. Like fingerprints, no two patterns are alike.

These prized woods come in two distinct grain patterns for use in flooring: Select and Vertical.

- **SELECT GRAIN** is a blend of Vertical and plainsawn (or leaf) grain, characterized by cathedral arches and fingerprint swirls. Select grain has no face knots over 1-1/4", no machine defects, and no face checks, cracks or pitch pockets over 1/8" wide. Customers also can order Select Clear grade (no knots) or specific lengths when required by adding to the price.

Available widths: Standard (2-1/2", 3-1/4" or 5-1/4", and River-Recovered in 7" and 9" face) or custom widths.

- **VERTICAL GRAIN**, a pinstriped pattern the length of each board and produced from the quartersawing process, has growth rings no more than 45 degrees perpendicular to the face. This wood is almost completely clear of knots and is more consistent in appearance. Only Goodwin offers 100 percent Vertical grain in any quantity.

Available widths: Standard or custom widths up to 3-1/4" face (limited amounts of 5-1/4" on occasion).

- **CURLY GRAIN**, A third Heart Pine grain pattern, is the rarest of all, found in about one in 500 logs. This burl-patterned pine occurs in the outer layer and only in the bottom cut of these rare logs, and we reserve small quantities for cabinet and furniture doors, newel posts, borders and other trimwork.

RIGHT: *Curly Cabinet.*

One in every 500 longleaf pine trees develops this distinctive grain; instead of lines, it runs in whorls and curls. A pattern of bumps on the log's surface tells the salvager he has found a prized curly-grain log, worth about four times as much as the others. It will most likely be sold for cabinet doors or fine furniture.



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PANELING

Goodwin offers three paneling patterns:



Paneling patterns also are used as ceiling and are offered in the same widths as our flooring up to a 7" face on each board.



ABOVE: *Heart Pine is perfect for every part of your home or office. Today's modern wood floor finishes enable you to maintain and keep your floors looking great with minimum effort.*

INSTALLATION

Due to the vast amount of technical considerations for installing a wood floor, we recommend consulting a wood flooring professional, if at all possible. As a member of several wood flooring associations, including the National Wood Flooring Association, we can provide flooring manufacturers association guides on installing or finishing wood floors to further assist you.