

Heartpine 101

Heart Pine is quite arguably some of the most beautiful and distinctive wood in the world. The roots of Goodwin's River-Recovered Heart Pine trace back to vast tracts of southern land, which were clear-cut along river banks back in the 1700s and 1800s, then rafted downstream to sawmills. Longleaf Pine trees grow very slowly, taking 200-500 years to mature. These ancient trees were almost all tight grained wood, better known as "heartwood".



2000 YEARS OLD



125 YEARS AGO



TWO YEARS AGO



TODAY

Today, less than 5,000 acres of the once 85-95 million acres of virgin growth — Longleaf Pine trees remain. That is why we consider the logs we recover from riverbeds a true sunken treasure. We take special care to retrieve each log by hand so as not to disturb the aquatic habitat. These beautiful logs have been preserved for centuries by cool water, allowing the heavy, dense "heart" to remain in perfect condition.

We are the original River-Recovered specialists. We like to say that there are many imitators, but only one innovator. Our founder, George Goodwin, has made it his life's work and passion to recover this magnificent sunken treasure and transform it into the most beautiful wood flooring in the world. George and his trusted team of experts saw and air dry, slowly kiln dry and precisely mill these logs to the highest quality standards.

At Goodwin, we guarantee — our River Recovered Heart Pine face is 100% "Heart". Goodwin's "truth in marketing" philosophy ensures you are buying the most durable, beautiful Heart Pine in the world. Grades with 50% sapwood may still be called "Heart Pine", but only Goodwin can back the claim of offering wood that is truly "All Heart".

Thank you for choosing Goodwin Company. We look forward to crafting your beautiful new floor!

The more dense heart pine, the stronger the wood. The last published industry standards require at least six (6) growth rings per inch. Goodwin's precision grading standards allow us to offer premium grades with at least eight (8) or more growth rings per inch.

GOODWIN
— COMPANY —

Fine Antique Wood Flooring Since 1976

800.336.3118 | www.HeartPine.com



It's more than just a floor...it's a status symbol.