

Floor Covering Media

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Premier Manufacturer Updates Brand

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This Press Release concerns Goodwin Heart Pine announcing they are updating their brand and changing their name to "Goodwin Company". "We've made the change because the name 'Goodwin Heart Pine' was very limiting," explains Carol Goodwin. "We have a new line of engineered flooring and are offering additional fine wood species, so we dropped Heart Pine from the name and decided to become known simply as 'Goodwin Company.'" The announcement comes on the eve of George Goodwin's birthday. One goal he set was to update his company's brand before he turned another year older.

"Our current customers know what we offer and understand the exceptional quality of our work," says George Goodwin. "We've worked hard to earn a reputation in the industry as a 'luxury' brand, and now we are identifying ourselves as such." The company specializes in recovering quality logs (hundreds of years old) from river bottoms and transforming them into the highest quality heart pine flooring available. Not all heart pine is "all heart" – which is what distinguishes Goodwin Company from many of its competitors. According to Carol Goodwin, "We've had a great 36 years in business, and we're excited to embark on this next chapter."

The Goodwin Company also offers Continuing Education (CEU) courses and presentations demonstrating the architectural and design uses of antique woods to building design professionals across the country. They will be presenting a free CEU course in Palm Beach Gardens, Florida on Thursday, September 13, 2012 at <http://www.GreenTrends.org>, held at the PGA National Resort and Spa. For more information, call 1-800-336-3118.

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