

WELCOME TO THE WORLD OF GENERAL WOODS

A global leader continuing a tradition of excellence

It is the nature of things.

Like a mighty hardwood tree, in a global business forest, a company must be planted in fertile ground if it is to take root and prosper.

If it is to survive and its branches flourish, it must withstand all that nature, or its competitors, hurl against it.

If it is to grow straight and true, it must reach for the sky.

Over fifty-five years ago, a man with an indomitable entrepreneurial and innovative spirit started such a company in Montréal, in the Province of Québec, Canada.

Born in Hungary, his name was Izidor Elefant. His company, General Woods & Veneers Ltd. His vision, to grow beyond geographical boundaries and become the best veneer manufacturer, and wholesaler and dealer of lumber and logs, throughout the world.

Today that vision is a reality.

As an industry leader in North America and the world, the third-generation family-owned company is constantly growing around the globe. Its long-independence of fluctuating winds of political and economic changes is tangible proof of its claim that the sun never sets on the world of General Woods.

Convinced that no challenge is insurmountable, the company and its dedicated team have established a reputation second-to-none for supplying woods and veneers of the finest quality possible to meet a client's specific needs.

They rethink and redesign, if necessary, existing technology. They adopt a hands-on approach, building on their reputation for integrity, quality and reliability. Should the need arise, they go to the ends of the earth to track down a particularly exotic species.

Under the direction of Izidor's son Marcel, Chairman, and grandson Steven, President, and with Montréal still the hub of a vast international manufacturing, purchasing, sales, distribution and consulting network, their commitment and pursuit of excellence continues.

Backed by state-of-the-art custom-designed equipment including the world's largest and fastest press dryer line, computerized technology, and a team of professionals motivated by the spirit of its founder, General Woods continues to evolve.

In 1986, for example, with the company acutely concerned about the declining worldwide supply of quality wood for certain hardwood species and the urgent need for replenishment of the environment, **General Woods and Veneers Consultants International Ltd.** was officially established.

A proven world-leader in all aspects of development, design and installation of forestry operations, with specific expertise in tropical and sub-tropical climates, it has since been mandated by governmental and private clients in Africa, Latin America and Asia; its portfolio continues to grow.



Committed to selective harvesting of hardwoods and buying primarily from private landowners, General Woods is also determined to play its role in ensuring that tree resources are renewable.

To this end, in 1990, it associated itself with **Pampev Inc.**, to form **Pampev International**. Pampev Inc. being one of Eastern Canada's major private forest seedling producers, General Woods & Veneers became the only company in its industry in the world to be directly

associated with such a company.

Producing 25 million seedlings annually, Pampev also acts as a contracting firm for various international organizations, providing technical assistance, project management services, and supply of nursery equipment.