



GAETANO INC. CELEBRATES 52 YEARS OF SERVICE WITH A TIMELESS ELEGANCE THROUGHOUT ORANGE COUNTY, CA.

### A letter from Richard Larson, CEO:

As CEO of Gaetano Inc., I would like to thank all our clients and partners for their continued support as we embark on a new phase of our business. This is an exciting time for us. We are introducing a new line of Easy Floor Care cleaning products. Our goal is to help our customers make the most of their investment and maintain the beauty of their hardwood floors throughout the years.

Gaetano Inc. has been family owned and operated since 1955. Though we like to keep pace with the latest technology and trends in our industry, we still abide by good, old-fashioned values like honesty, integrity, and personalized customer service. Ever since my father, Gaetano Genovese, handcrafted his first hardwood floor over half a century ago, we have prided ourselves on offering a high quality of workmanship at a fair and reasonable price.

At Gaetano, we are dedicated to creating, refinishing, and maintaining beautiful, custom hardwood floors. Our services continue to meet and exceed our clients' expectations. In fact, 85% of our customers are referrals — a testament to our solid reputation and our satisfying results. A Gaetano floor is not merely a structural component of a building, but a lasting work of art, infusing homes with the luxurious aura and classic warmth of wood.

We believe that wood floors should be a durable and worthwhile investment. That is why, over a decade ago, we expanded our new floor installation business to include resurfacing.

### COMMUNITY OUTREACH

Gaetano Hardwood Floors, Inc. has just completed a project with Make-A-Wish Foundation to build a dream tree house for Mary Clare Ramirez, a brave 5-year-old survivor of cancer. Gaetano Inc. and its partner, The Richard Crawford Company, donated their services to build Mary's dream tree house with all the details of a real house. Mary Clare was involved in the creative vision by drawing pictures of what her dream tree house would look like.

### Gaetano is introducing a new line of Easy Floor Care hardwood cleaners.

Since your hardwood floor is a lifetime investment, caring for it should be a priority. Drawing upon decades of experience in our family business, we were able to develop a hardwood floor cleaner that is versatile, safe, and easy to use. The Gaetano cleaner



is formulated for all types of wood floors, with or without wax/laminate.

- pH Neutral, safe, and non-toxic
- Inexpensive and easy to use
- Removes stains with no dulling residue
- Available in 32 fl. oz. bottles
- Also available as a complete kit

For more tips on hardwood floor care and information on our cleaner, please visit our online store at:

[www.EasyFloorCare.com](http://www.EasyFloorCare.com)

This year marks yet another milestone: By offering quality, easy floor care products designed to keep wood floors in pristine condition, we hope to take our service to the next level.

Leveraging on our family's rich experience with literally thousands of wood floors, we have developed a proven hardwood floor cleaner formula that is non-toxic and environmentally safe. It can preserve, enhance, and even restore the natural beauty of wood floors. We also offer CarpetGlides™ to protect hardwood floors against furniture scratches, as well as high-absorption microfiber mops, which dramatically reduce the time and effort required for cleaning a wood floor.

Customers who are purchasing a hardwood floor for the first time may be interested in our free consultation. With over 100 domestic and exotic wood types to choose from, we offer something for every personality and motif. For customers who already have a wood floor that simply needs touching up, we provide refinishing services to revitalize the aging wood and bring out its character.

Gaetano Inc. is committed to providing reliable and thorough hardwood floor services.

For more information, visit our Websites:

General Information: [www.GaetanoInc.com](http://www.GaetanoInc.com)  
Floor Care Tips / News: [www.GaetanoInc.com/news](http://www.GaetanoInc.com/news)  
Order Floor Care Products: [www.EasyFloorCare.com](http://www.EasyFloorCare.com)

All the best in 2008,



Richard Larson  
CEO, Gaetano Inc.



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## SHOWCASE STORY

Gaetano Inc. just completed a Newport Coast private residence (shown below). The contemporary detailed luxury home took over 2 years to build. We installed Santos Mahogany Plank throughout the home, as well as a free-standing staircase.



*The homeowners invited family and friends to celebrate in the blessing of their new home with a traditional Japanese ceremony.*

## BUILDERS HIGHLIGHT

Custom Design Construction was the custom home builder for the Santos Mahogany Plank project at Newport Coast, shown above. Gaetano Inc. is pleased to have provided new floor installation services for this luxury home.

*"We started out 25 years ago doing small room revisions and remodels. We still do that type of project as well as building high quality custom homes. Customer service is a priority with the same quality of service after the job is completed as provided at the start."*

- Michael Owens, CEO of Custom Design Construction

Custom Design Construction specializes in turnkey homebuilding project management. Services include: site acquisition, development management, construction, and long term property maintenance.

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