



# b. Informed

• ISSUE NUMBER 3 | • FALL | • 2014

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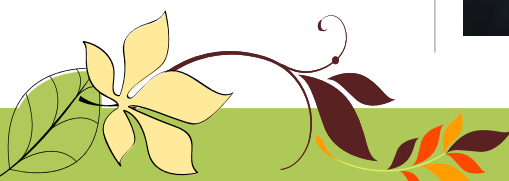
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## **b. RESPONSIBLE** ENVIRONMENTALLY & SOCIALLY

As an eco-conscious and family-owned company, the health and well-being of customers and business partners are at the heart of Beaulieu Canada's core values. Protecting the environment and wildlife for future generations also forms an integral part of these values. In matters of product development and sourcing, Beaulieu Canada has always sought to respect and exceed industry standards; in fact, the company launched its certification "Beaulieu Lab Certified" in 2012, establishing strict policies in order to guarantee product quality.



**b.** HARD SURFACES  
**RESPONSIBLE**  
ENVIRONMENTALLY  
& SOCIALLY



## HEALTH

**Because the health and well-being of our customers and sourcing partners form an integral part of our commitment, we want to make sure that our products respect Canadian health and safety requirements.**

Substantially, all of our hard surface products are tested by a specialized third party laboratory to assure they meet or exceed all required Canadian industry standards. For instance, when it comes to formaldehyde levels in laminate or engineered wood products, we fully test our products to ensure that they comply with levels established by the California Air Resource Board (CARB) which include North America's strictest Volatile Organic Compound (VOC) standards.

Furthermore, we also distribute products from manufacturers that are Floor Score certified. To bear this certification, flooring products must be independently tested and certified to comply with VOC emissions criteria of the California Section 01350 Program. Products bearing the Floor Score label meet the indoor air quality emissions criteria of LEED, CHPS and GGHC.

## ENVIRONMENT

**At the heart of our philosophy is a belief that environmental progress can only be achieved by rethinking our relationship with our planet and conserving our natural environment.**

As a matter of fact, we work very closely with all our suppliers to establish environmental control procedures. We also maximize our efforts to guarantee that our production process is based on waste management.



## SOURCING

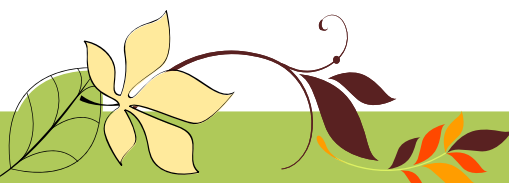
We are fully committed to protecting the environment and wildlife as well as the health and well-being of our customers and sourcing partners; therefore, we carefully consider health, safety and working conditions when selecting our suppliers. It is mandatory for them to work in line with our company values.



## RAW MATERIALS

**In order to ensure that our products meet our strict environmental and wildlife protection requirements, we always request certificates of origin from our suppliers for raw materials used in the manufacture of our products.**

To establish the validity of the certificates obtained, we regularly deal with a third party to perform audits. This in turn allows us to ensure that our solid and veneer wood products are from legal and sustainable sources including FSC certified forests, or in the case of our white oak engineered products, from sustainable European forests and not from illegally harvested Russian forests. The same holds true for all wood components (plywood, glue, etc.) used in the manufacture of our engineered wood products. All of our raw materials, including components, are carefully selected, controlled and documented.





## QUALITY

Because sustainability, customer satisfaction and product quality are fundamental aspects of our vision, we are constantly improving our procedures. As a matter of fact, a few years ago, we established strict policies to guarantee product quality and launched our certification “Beaulieu Lab Certified”.

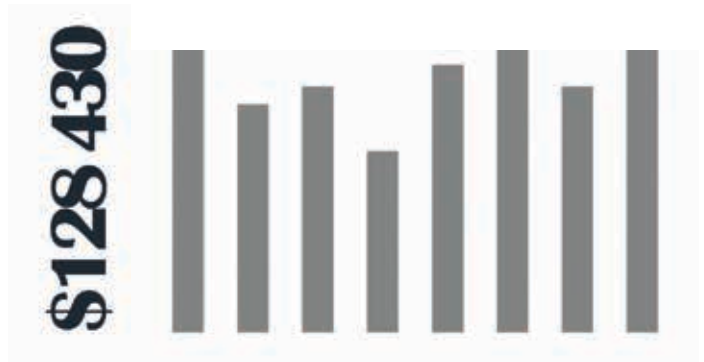
For each category of hard surface flooring, tests are performed to ensure strict quality control and to conform to industry regulations. A physical inspection is executed during the manufacturing process to verify colour, length, width, etc. A third party also performs laboratory tests such as moisture content, formaldehyde emission, thickness swelling, wear and abrasion resistance, dimensional stability and much more. Each test is documented with detailed reports and photos to guarantee accuracy. As one of the only flooring manufacturers and distributors to require these tests for its hard surface products, we are confident that our products maintain high quality standards.



## SOCIAL IMPLICATION

Giving back to society is also one of our fundamental values; therefore, for each square foot of Esperanza I and II laminate collections sold, we remit a percentage of sales to the CURE Foundation which supports breast cancer research and awareness.

Esperanza I and II products are produced with an attached pink underlayment that allows for hassle-free installation and contributes to a great cause. We also support the CURE Foundation through National Denim Day. Since 2011, we have donated \$128 430.



## b. CONNECTED

Beaulieu Canada’s interactive website allows you to manage your business with us online at your convenience. Whether you wish to place an order, consult your account statement, view your price lists or download documents and brochures, eConnect is an essential tool. If you don’t already have an eConnect account, visit [www.beaulieucanada.ca/econnect](http://www.beaulieucanada.ca/econnect) to register.

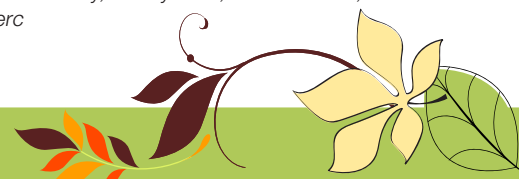


## b. INVOLVED

### SUPPORT RELAY FOR LIFE

Despite the cold, a team of 10 employees from Beaulieu Canada spent a beautiful night under the stars for a good cause, the Relay for Life. The team walked from 7 p.m. on May 30 until 7 a.m. the next morning and for some, it was non-stop! Congratulations to the Beaulieu Canada team!

*The Shooting Stars in this photo: Top - from left to right: Chantal Labbé, Maryse Nadeau, Manon St-Amant, Marie Hélène Rajotte, Annie Gazaille. Bottom - from left to right: Sylvie Tremblay, Nancy Kidd, Teri McComb, Marie-Josée Filion. In front: Julie Leclerc*





## b. RAND NEW

### HOLLYTEX CARPET TILES - THE FUSION OF PERFORMANCE AND DESIGN

**HOLLYTEX**, Beaulieu's new and unique collection of high-quality modular carpet tiles, is the perfect combination of both performance and design. These modular carpet tiles are a great choice for small businesses, home offices and almost any space in your home.

The flooring in this collection has the look, durability, versatility and style of those found in small and large businesses. Many spaces in our homes get the same concentrated amount of foot traffic and require flooring that can withstand the same types of stains and soiling as a business. Beaulieu modular carpet tiles offer major benefits such as durable construction, design flexibility, improved air quality and are environmentally friendly. A selected few also feature Beaulieu's popular Magic Fresh, odour neutralizing carpet treatment. They are easy to install and allow you to design your floor your way.

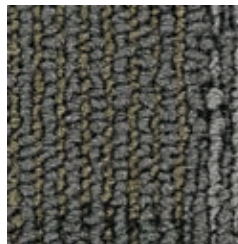
## OMNIOLOC



*Impromptu*



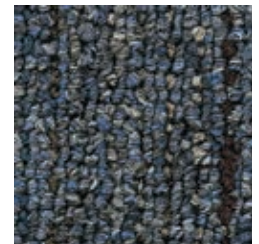
*Transit*



*En Route*



*Upshot*

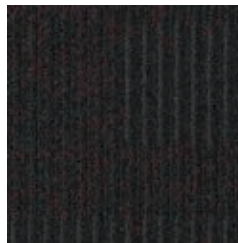


*Upscale*

## MAXXBAC



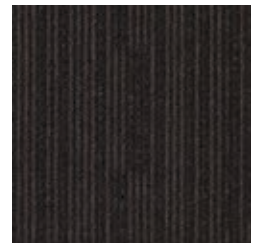
*Made To Measure*



*Evoke*



*Integrity*



*Planx*

## b. ORIGINAL

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