

Informed

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TREND ALERT | 2015

Be in the know of the trendy colours of the year

The 2015 Pantone colour is Marsala. Marsala is a reddish brown or cherry chocolate. The best complements to this are blues (indigo or navy) and we will see more blues in general.

Chocolate Brown is no longer the new black, having been overtaken by gray, but there are still earth tones like clay (gray included) cinnamon, marsala, ginger and rosso.

Blue, yellow and orange are the three bold colours we will see everywhere in decoration magazines in 2015-2016. These colours blend beautifully with gray which is THE neutral colour of choice for all interior designers.



Pantone 18-1438 | Marsala



Metallic colours are really coming back! Mix them to add a modern touch to every décor: chrome, brushed nickel or pewter, antique brass and bronze, vintage gold and rustic copper.



We have the flooring to complement all of these trends.

FOCUS ON PRODUCTS | 2015

Focus on 2015 new introductions!

Nice weather comes bearing an abundance of novelties; new displays, new program, new fibre and new products are arriving.



NEW DISPLAYS | HARD SURFACE

A new type of display is making its debut in 2015

It has been developed to welcome a full plank sample format while maximizing the space on your sales floor.

Two new collections are available with this type of display:

Vinyl2Go - Luxury vinyl planks

Installation at its easiest:

- Just lay the planks and voilà - a new floor!
- Anti-microbial, anti-fungal and anti-bacterial protection
- Naturally water resistant
- Quality certified by professional lab inspection
- Easy to install and maintain

Poetik - Laminate planks

Trendy rustic laminate for a vintage, comfortable and natural look!

- Quality certified by professional lab inspection
- Stain/Wear resistant - AC4 rating
- Resistant to spills and indentation
- Easy to install and maintain



NEW DISPLAY | CARPET

Mainstreet carpet display

The Mainstreet carpets are now offered in an all new sleek and modern-looking display. In addition to the styles already offered, several new ones have been or will soon be introduced in the collection:

- | | |
|--------------------------|---------------------|
| • J4547 Nymph | • J7181 Pontos |
| • J4553 Horace | • J7185 Ouranos |
| • J4554 Othon | • J7183 Renfield |
| • J7162 Supplement II 20 | • J7697 Dashwood |
| • J7164 Supplement II 28 | • J7698 Marius |
| • J7177 Eaglet | • J2730 Partridge |
| • J7179 Cheshire | • J9130 Swift Drift |



The warranty has also been revised and improved to better suit the needs of the market.



b. NEW PRODUCTS | CARPET

The new Stainmaster PetProtect carpets: Less cleaning, more playing!

Stainmaster PetProtect carpet is made with the built-in stain protection of SuperiaSD solution-dyed nylon 6.6 fibre – making it resistant to fading, even when exposed to intense sunlight and powerful cleaning agents.

The proprietary moisture barrier found on Stainmaster carpet cushion helps keep moisture and spills from soaking into the cushion and subfloor, allowing for more thorough cleaning and odour reduction.

Laboratory testing reveals that more pet hair is removed when vacuuming Stainmaster PetProtect carpet than the majority of other carpets.

PETPROTECT STYLES YOU WILL BE RECEIVING SOON:

A4681 Bichon / A4683 Collie • A4685 Terrier • 1661 Simple Elegance / 1663 Simple Beauty • 3661 Simple Attraction

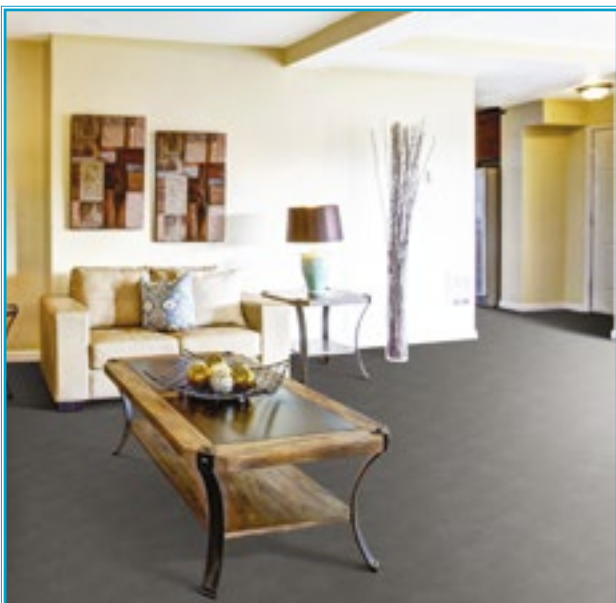


Tryelle carpets: Softness and texture no one can resist!

The Tryelle carpets are made with 100 % Ultra Soft Tryelle® BCF polyester fibre.

TRYELLE STYLES YOU WILL BE RECEIVING SOON:

T3128 Abyssin • T3150 Tabby / T3151 Sphynx • T3152 Munchkin / T3158 Siberian



Introducing SOLUX: a soft, luxurious and durable nylon fibre.

Enjoy everyday luxury with these stylish carpets made of our latest innovative SOLUX fibre. These carpets are offered in a trendy, fresh colour palette so you are sure to find that perfect colour that will harmonize with your décor. Soft, durable and treated with the Magic Fresh odour neutralizer – the magic recipe for a comfortable and fresh home!

SOLUX STYLES YOU WILL BE RECEIVING SOON:

- T2424 Astral Spirit / T2425 Divine Spirit
- T2427 Seraphic Spirit

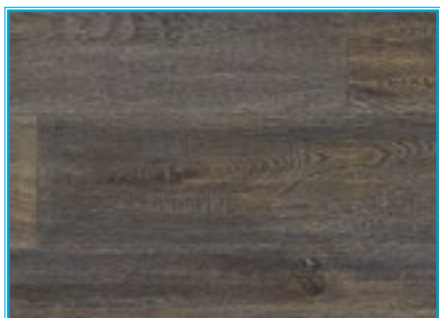


NEW PRODUCTS | HARD SURFACE

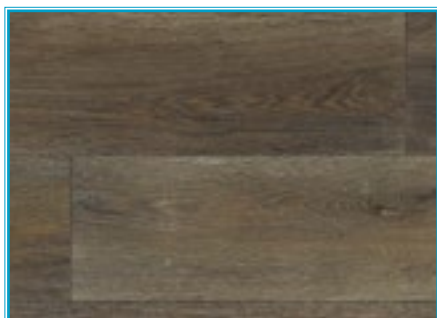
Here are the forthcoming new hard surface products:

Numerous collections have been refreshed with the introduction of new trendy colours:

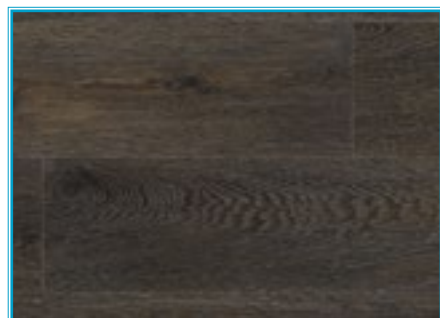
Engineered hardwood - Regale Collection



4111 Pinot



4112 Merlot



4113 Malbec

Laminate - Primus Collection



8114 Bowser



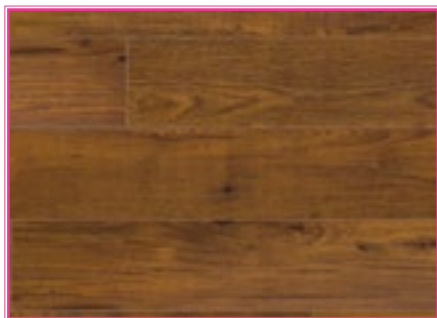
8115 Kelowna



Laminate - Esperanza / Esperanza II Collections



1407 Structural / Esperanza



1426 Sigma / Esperanza II



1427 Zeta / Esperanza II

Visit our website at www.beaulieucanada.com to discover the complete product offerings.



b NEW PRODUCTS | HARD SURFACE

Laminate - Replica 8.3 / 12.3 mm Collection



8006/1206 Naples



8007/1207 Modena

Luxury vinyl - Rythmik and Titans Collections

Our luxury vinyl planks offering has been enhanced with two new collections: Rythmik and Titans

- Anti-microbial, anti-fungal and anti-bacterial protection
- Quality certified by professional lab inspection
- Naturally water resistant
- Easy to install and maintain

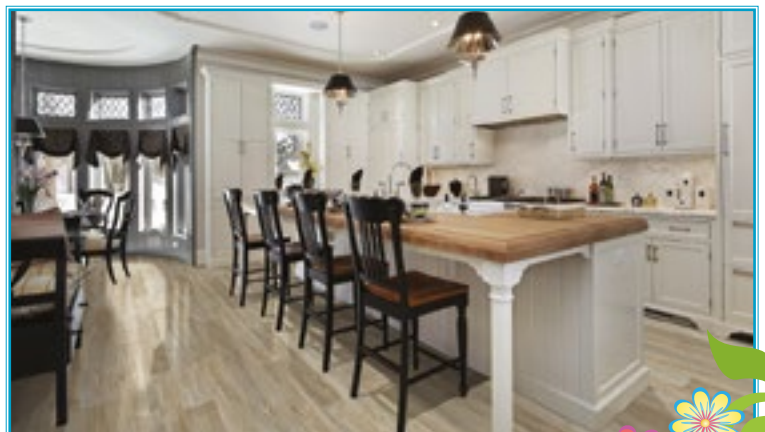


b NEW PRODUCTS | HARD SURFACE

New sheet vinyl program

Our sheet vinyl product offering has been revamped with four new European collections, specifically chosen for their trendy designs and excellent qualities with competitive prices. These collections are featured in the *Inspiration At Your Feet* cradles:

- Canvas (new)
- Theatrika (new)
- Philosophik (new)
- Pietro
- Royal (new)





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Vinyl2Go

JUST LAY THE PLANKS AND VOILÀ – A NEW FLOOR!

- INSTALLATION AT ITS EASIEST
- ANTI-MICROBIAL – ANTI-FUNGAL – ANTI-BACTERIAL
- NATURALLY WATER RESISTANT
- QUALITY CERTIFIED BY LAB INSPECTION
- EASY TO MAINTAIN

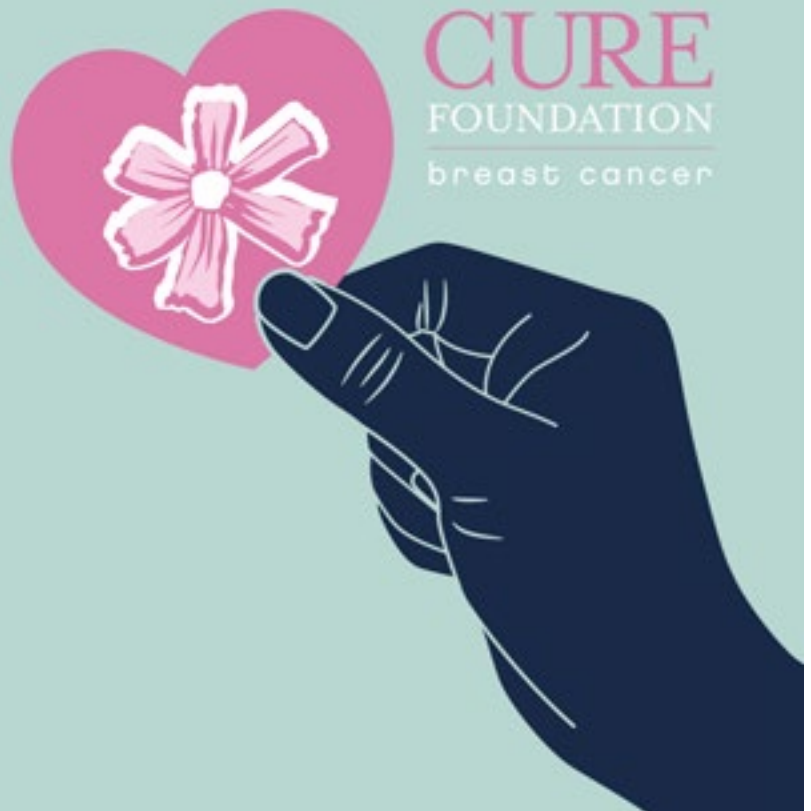




\$27,000

On February 5th, 2015, \$27,000 was donated to the CURE Foundation, a cause close to our hearts.

We would like to take this opportunity to thank everyone who contributed to this donation by purchasing some of our laminate products from the Esperanza and Esperanza II collections.



b. AN ACHIEVER

Top Achiever Awards

We would like to congratulate the 2014 Top Achievers – Residential Sales Division:



Colin Smithdorf | Western Canada



Marc Boysen | Ontario and Maritimes



Valérie Dumont | Québec

Bravo and thank you for contributing to Beaulieu Canada's success!

b. ORIGINAL

Follow us on social medias!



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MAINSTREET

MULTITASK CARPET COLLECTION



A PLEDGE OF BEAUTY, COMFORT AND PERFORMANCE

Ideal for multi-task rooms that host a multitude of activities

Stain control for advanced stain and soil resistance

Quality product from a proudly Canadian company

Certified Green Label Plus for the highest standard in indoor air quality