

b. Informed

□ ISSUE NUMBER 2 | □ SUMMER | □ 2014

IN THIS ISSUE

b. Happy retirement Mr. Tuck!
Mr. Wayne Tuck, Sr.1

b. Spring 2014 - Show and Tell
.....1

b. Plenty of new carpets!
Tryesse, Nyluxe, Tryelle2

b. Plenty of new hard surfaces!
Sheet Vinyl, Luxury Vinyl Tile3

b. Hope Contribution4

b. Staying Connected4

b. Beaulieu Canada loves Facebook4

b. Do you know your eConnect?4

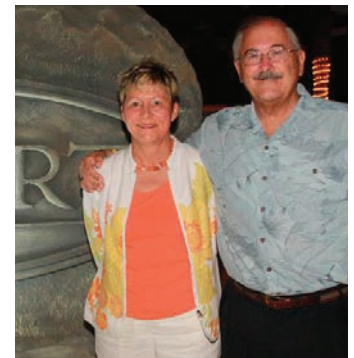
b. Happy retirement Mr. Tuck!

Mr. Wayne Tuck Sr., Senior Executive Vice-President Residential Division, retired on March 31st after over 17 years of exceptional service.

Wayne began in 1996 for Coronet as a District Manager based in British Columbia and then transferred to Alberta, in 1999. He then became Director of Western Sales in 2000. In 2007, he was promoted to Regional Vice-President of Sales for Western Canada and continued his evolution as the Executive Vice-President of Sales in 2008, and Vice-President of Sales, Residential Division in 2009. In October 2012, he became Senior Executive Vice-President, Residential Division.

Throughout his career at Beaulieu Canada, Wayne has been instrumental in imparting a culture that was focused on caring for the customer. For Wayne, the customer has always come first. He is and will continue to be a reference

in the art of selling and sales management, not to mention marketing. We would like to thank Wayne for all of these years of loyal service and we wish him the best of luck for the future and especially many occasions to play golf!



Mr. Wayne Tuck, Sr. and his wife, Kathy.



b. Spring 2014 - Show and Tell

Spring 2014 – Beaulieu Canada representatives presented our new collections to Quebec customers under the theme, “Spring 2014 - Show and Tell”. The three main places visited were Gatineau, Laval and Québec City. The crowd favourite was unquestionably the new sheet vinyl displays. All of the clients who saw them were unanimous and confirmed that the WOW effect was definitely there.

The Hollytex carpet tile collection as well as the Vibrations luxury vinyl tile collection were both very well received and several displays have since then been ordered. Clients are highly anticipating these two collections.

On May 1st and 2nd in Gatineau, Québec, Beaulieu Canada was present at the Salon PAL which was organized by Pilon Ltée. This event allowed us to present several of our products.

Our top featured products were the 10 mm laminate collection, Galaxi and the luxury vinyl tile collection, Vibrations. A mixed consumer group confirmed without a doubt that luxury vinyl tile collection, Vibrations would be a must have this year.

Many important figures from the region, including public figures, attended this event.

MONDAY MARCH 17th FROM 1 PM TO 6 PM TUESDAY MARCH 18th FROM 9 AM TO 4 PM
CLUB DE GOLF TECUMSEH • 475 SAINT-LOUIS STREET • GATINEAU QC • 879 662 4400

**SPRING 2014
SHOW AND TELL
EVENT** **b.** beaulieu
CANADA

LUNCH AND REFRESHMENTS WILL BE SERVED
PLEASE CONTACT YOUR BEAULIEU CANADA TERRITORY MANAGER FOR MORE INFORMATION

b. Plenty of new carpets!

Nyluxe
ultra soft nylon

TRYESSE

TRYELLE



T6443 Radiant Touch / T6445 Luminous Touch



Nyluxe

Discover Nyluxe, our new patented ultra-soft and resistant nylon fibre. Carpets made with Nyluxe fibres are soil and stain resistant and neutralize odours, thanks to both their Scotchgard and Magic Fresh protections. Here are the 8 new Nyluxe carpet styles:

T2417 Perfect Walk
T2418 Perfect Day



T2420 Perfect Home

T1251 Perfect Avenue

T2415 Perfect World



T1253 Perfect Way

T2413 Perfect Rhyme
T2414 Perfect Reason

Tryelle

Tryelle is our new patented polyester fibre which offers a soft and luxurious touch, limitless styling and lasting performance. Carpets made with Tryelle have a triple protection thanks to Scotchgard, a stain and soil protector, Silver Release, a treatment obstructing the growth of bacteria, mold and mildew and Magic Fresh, an odour neutralizer. Here are the 3 new Tryelle carpet styles:

T3110 Javenese



T3108 Persian

T3109 Toyger

Tryesse

Already in stores, the new Tryesse frieze carpet styles have metallic fibre insertions giving them a unique look on the market. Adding metallic accents is one of the big current decorating trends and these carpets, inspired by this trend, are the perfect final touch to every décor.

b. Plenty of new hard surfaces!

LVT - Vibrations

A brand new luxury vinyl tile collection which offers several benefits like an anti-microbial, anti-fungal and anti-bacterial protection, a high resistance to wear and stains, as well as being easy to install because of its 2G click no glue system from Välinge.

*Vibrations 2044
Unity*

*Vibrations 2045
Alliant*

*Vibrations 2048
Tranquility*

Sheet Vinyl

Our sheet vinyl selection has entirely been revitalized. Featuring over 60 new styles, divided into 8 collections, this new assortment, which consists of 120 styles, offers a variety of products inspired by today's market trends.

*Vogue G1667
Fisherman Ocean*

*Karisma G1680
Lord Dark*

*Pietro B096M
Chalet Oak*

*Home Comfort G1632
Tweed Cream*

*HQR G1769
Karonga Grigio*

*Vogue G1541
Ceramic Light Grey*

*Texline G1521
Portland Green*

*HQR G1677
Arty Dark*

*Booster G1813
Patio Dark*

Everything you need...

Beaulieu Canada is proudly leading the way with innovative green strategies, socially responsible initiatives and fresh new thinking about its products, programs and how it supports its partners to better serve its customers.



FONDATION
CURE
FOUNDATION
cancer du sein
breast cancer

HOPE

CONTRIBUTION

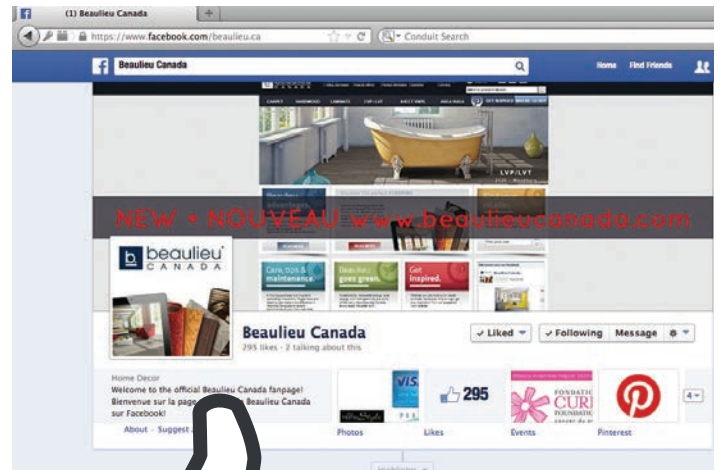
On February 4th, 2014, Beaulieu Canada donated \$28,000 to a cause close to its heart, the CURE Foundation. Since 2011, Beaulieu Canada has donated \$118,000 to the CURE Foundation from its Esperanza I & II fundraising campaign.

b. Staying Connected

Our marketing team is at your disposal for any questions or comments concerning Beaulieu Canada on the web, social media, the coop advertising program, promotions, communications or any other subjects related to the marketing department.

Do not hesitate to contact us at: marketing@beaulieucanada.ca.

b. Beaulieu Canada loves



Like our Facebook page and catch up on all of Beaulieu Canada's latest news, contests and tips.

b. Do you know your eConnect?

eConnect is Beaulieu Canada's interactive website that 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 to register.



eConnect is currently being revamped and will soon be online with its new easy to use interface.