

# b. Informed

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## IN THIS ISSUE

**b. Inspired - Cure Foundation**  
\$30,000 Donation Offers Hope  
for a CURE ..... 1

**b. Stylish - Kingston Flooring** ... 2

**b. Floored - New LVP**  
The Market's Most Anticipated  
Flooring Product..... 3

**b. Distinctive - Milano and Genova  
Collections**  
Make a Statement ..... 3

**b. Fresh - Peerless Comfort**  
Spring for Comfort..... 4

**b. Social**  
Magic Fresh YouTube Spot ..... 4

## **b.** Inspired - Cure Foundation

### \$30,000 Donation Offers Hope for a CURE

For the past two years, Beaulieu Canada, Canada's largest carpet manufacturer and flooring distributor, has partnered with the CURE Foundation to raise awareness and funds for breast cancer research. At this year's 2012 national sales meeting, the company's sales team and Executive Directors joined together to present a \$30,000 check to Ms. JoAnne LaPointe Braun, the Director of the CURE Foundation. The donation was raised from sales of Beaulieu Canada's successful laminate flooring line, Esperanza, which in Spanish means hope. Created with Beaulieu Canada's support of women's health issues in mind, the product is manufactured with a pink cushion underlayment to increase consumer awareness.



Ms. JoAnne Lapointe Braun, Director of the CURE Foundation and Karel Vercruyssen, CEO of Beaulieu Canada

Last year, Beaulieu Canada organized a 5-week, cross-Canada, Tour for the CURE, which showcased its Esperanza I and Esperanza II laminate products, and directly enhanced customer knowledge of the company's partnership with CURE. To date, Beaulieu Canada has donated \$63,490 to the CURE Foundation through the sale of Esperanza I and II flooring, the Tour for the CURE and National Denim

Day. CURE is a national foundation that provides funding for basic and clinical research for breast cancer. Their mission is to work together with health professionals, cancer foundations and Canadian teaching hospitals to improve breast cancer outcomes for those affected. Since its creation, CURE has helped raise over 16 million dollars for breast cancer research, education and equipment. □



Beaulieu Canada presents Director of the Cure Foundation with \$30,000 donation check at Acton Vale Golf Club

## b. Stylish - Kingston Flooring

Calvin Boldt, owner of Kingston Flooring, in Abbotsford, BC, recently signed on as a new Your HomeStyle dealer. When planning for the new display, Boldt took extra time and precaution to seamlessly incorporate the YHS set-up into Kingston Flooring. He wanted the re-designed display racks to be the focal point of the entire store to ensure it had the biggest impact on consumers.

The sales staff at Kingston Flooring also approve of the refreshing use of white stainless steel infrastructure and neutral color palette because it enhances, rather than overwhelms the products. When talking about Beaulieu Canada's innovative merchandising system compared to other flooring programs on the market, one of Boldt's staff members was overheard saying: "Finally... finally someone got it right!"

The look and feel of YHS was another important reason Boldt decided to assimilate the product line into his store. The program fits the unique style of Kingston Flooring that offers its customers a fashionable, yet calming atmosphere with on-trend products.



As a new YHS dealer, Boldt received the in-store launch package that included an array of colorful marketing material. He used the promotional material to complement the program because it considered the demographics of his unique consumers: "It speaks to them, and to where they are right now in their lives... the marketing visuals give them a sense that we as a store understand who they are and what they are like." The results of the Your HomeStyle program at Kingston Flooring have been immediate and meaningful. Even after the first month, Boldt saw increased sales and higher margins.

Kingston Flooring is secure in the continued success of the Your HomeStyle merchandising system and its positive relationship with Beaulieu Canada. Calvin Boldt's store is managed by Paul Thomson, a Territory Manager for B.C. and the 2011 Top Achiever for his region. □

“ Finally... finally someone got it right! ”

- Sales Associate at Kingston Flooring



Visit Kingston Flooring website for more information <http://kingstonfloors.com>

## b. Floored - New LVP

### The Market's Most Anticipated Flooring Product

This year, Beaulieu Canada is launching two new luxury vinyl plank (LVP) collections: Reflection and Expression from its *Inspiration at Your Feet* hard surfaces line. Luxury vinyl flooring is fast becoming



one of the most innovative and evolved floor surfaces in the industry. Due to its multilayered construction of pure PVC material and fiberglass stabilizing layer, LVP offers exceptional durability that can withstand high-traffic areas of the home or office. It is also more comfortable to stand on and warmer under your feet than other hard surface floors. Unlike real wood floors, Beaulieu's luxury vinyl flooring can be installed below, on or above grade and is completely water resistant. One of luxury vinyl flooring's main advantages, however, is its ability to replicate a vast array of unique materials, textures and designs including real hardwood.



Luxury Vinyl Plank  
Expression Collection, Silverton Oak

With their amazing aesthetics, Beaulieu Canada's new *Reflection* and *Expression* collections offer a broad range of colors and designs, with the added benefits of easy maintenance and installation. Reflection's 3 mm luxury vinyl planks are available in extra-wide widths and can be easily

installed using glue. Expression's 5 mm luxury planks are floated using the popular Unilin locking system. Both LVP flooring collections are characterized by their water and stain resistance, enhanced durability for long-term use and cost effectiveness. □

## b. Distinctive - Milano and Genova Collections

### Make a Statement



The Milano and Genova collections in Beaulieu Canada's b. Rugs line feature top quality area rugs at affordable prices. Both collections

boast a hand-made appearance but are actually produced using state-of-the-art machinery, making them more accessible to the average consumer. The Milano and Genova collections are manufactured in Canada using a modern, chromojet printer, capable of printing up to 12 colors per pattern. Inspired by nature's beauty with an urban edge, each rug seamlessly blends a neutral color palette with bold accent colors. The rugs consist

of 100% BCF nylon fiber and are available in one size, 5'X7' (152 cm X 213 cm).

**Look for Milano and Genova on e-connect and talk to your Beaulieu Canada Territory Manager about featuring these collections in your store. □**

## 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.



## b. Fresh - Peerless Comfort

### Spring for Comfort

Spring has come early to Peerless Comfort carpet dealers this year! The 2012 Peerless Comfort "Refresh Your Space" spring event is lasting from February 13<sup>th</sup> till April 27<sup>th</sup> and includes great sales on many beautiful carpet styles. This exact yardage promotional event attracts customers to the store with colorful marketing material including flower floor decals, posters and "spring for comfort" discount tags.

All other advertising materials like radio scripts and high-resolution images are available on the FTP. Only orders booked on e-connect will be eligible for the Spiff. Peerless Comfort carpets have long been recognized for their superior quality and wide selection. Take advantage of this promotion today! □



Example of Peerless Comfort promotional material

## b. Social - Magic Fresh YouTube Spot



Last month, Beaulieu Canada had the exciting opportunity to participate in an Alexanian Carpet YouTube commercial. Our public relations specialist Madison Taylor met with Shelley and Andrew Alexanian at their store in Mississauga, Toronto to promote Beaulieu Canada's carpet treated with Magic Fresh. Filmed

by a professional crew, Madison and Shelley assisted a potential customer choose the best Magic Fresh carpet for her home and busy life with kids and pets. **The Magic Fresh commercial will be available soon to view on YouTube!** □