



PRESS RELEASE
For Immediate Release

BEAULIEU IS PROUD TO PRESENT ITS NEW WEBSITE

Acton Vale, Québec (February 24, 2017) – After months of hard work, Beaulieu is pleased to launch a beautiful and modern website that provides easy access to all the information about its brands, products, certifications, stores and more. “Our goal is for this new website to be as consumer-friendly as possible in order to attract more online shoppers”, says Sophie-Tania Lupien, Vice-President of Marketing.

Another important objective of Beaulieu’s website is to direct customers towards retailer stores. This is why the “Find a Retailer” section is always visible at the top of each page. Moreover, a lot of efforts and research was put into the design of its new website. It is now based on visuals more than text, since the brain processes images 60,000 times faster. It is also responsive, meaning that it adapts to all devices (desktop, tablet and mobile) and screen sizes. Finally, it now features a complete flooring catalog, including all product specifications.

“We strongly encourage all of our partners and customers to visit www.beaulieuflooring.com/canada/en to learn more about all the advantages our new website has to offer”, concludes Mrs. Lupien.

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About Beaulieu Canada: Beaulieu Canada is a key supplier in the residential and commercial flooring markets in North America. For over 50 years, Beaulieu Canada has been an industry leader in the manufacturing and distribution of flooring products to retailers and home improvement centers across Canada.

Press Contact

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