



**PRESS RELEASE**  
**For Immediate Release**

## **BEAULIEU RAISES THE STANDARD IN PRODUCT QUALITY CONTROL**

**Acton Vale, Québec (July 20, 2016)** – Nowadays, consumers are more demanding than ever when it comes to the quality and the price of the products they purchase. In order to stay relevant in this kind of market, companies have to find ways to differentiate themselves from the competition and to offer customers more bang for their buck.

Five years ago, Beaulieu did just that, by creating its own hands-on quality control process, making it one of the only hard surface flooring distributor to do so. Beaulieu's certification, Beaulieu Lab Certified (BLC), was developed to ensure the products are being made according to the company's high quality standards. Each category of hard surface flooring is subjected to multiple quality and content tests that are done in two stages. First, a visual inspection is performed at the factory during the manufacturing process. Secondly comes the lab inspection. Every product undergoes several tests and if one is failed, it is sent back to the factory. Each test is documented with detailed reports, photos and videos to guarantee accuracy.

This certification is easily recognizable by the BLC logo which is affixed to the samples and appears in the brochures and on the website. Beaulieu firmly believes this is a crucial step for quality control enhancement. For consumers, choosing products that have undergone a certification shows commitment not only to their family's welfare, but also to the quality of the products they are buying.

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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.

**About Beaulieu America:** Beaulieu America is a privately-owned American company that manufactures and distributes high-end quality products in carpet but also in engineered hardwood, laminate and luxury vinyl. To learn more about Beaulieu, visit the website: [www.beaulieuflooring.com](http://www.beaulieuflooring.com).

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