

# b. Informed

□ ISSUE NUMBER 1 | □ WINTER | □ 2013

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## **b.** et on Style at Surfaces 2013!

Beaulieu Canada showcases its beautiful assets at Surfaces 2013, an event you won't want to miss

We are pleased to announce that Beaulieu Canada will be part of the Surfaces 2013 flooring show in Las Vegas from January 28<sup>th</sup> to January 30<sup>th</sup> 2013:



**Mandalay Bay Convention Center**  
Ballroom I (hall Shorelines)  
Monday, January 28 10 a.m. - 5 p.m.  
Tuesday, January 29 8 a.m. - 5 p.m.  
Wednesday, January 30 8 a.m. - 5 p.m.

Visit Beaulieu Canada at Surfaces and discover our wide selection of NEW products to be introduced in 2013! Be the first to contemplate our new collections for carpet, laminate, sheet vinyl, luxury vinyl tile, luxury vinyl plank and engineered hardwood. The theme this year is "Bet on Style", to emphasize the focus on the many new styles to be showcased at Surfaces 2013.

## **b. Welcome to Mario Bergamin!**

Appointed Vice-President Sales, Residential Division



**Beaulieu Canada is proud to announce the appointment of Mario Bergamin as Vice-President Sales, Residential Division for Beaulieu Canada. In this position, Mario's mandate will be to grow both soft and hard surface product segments throughout Beaulieu's multi-channel customer base. Wayne Tuck has been promoted to Senior Executive Vice-President, Residential Division and will continue to oversee both sales and marketing for Beaulieu Canada.**

Mario holds a Master of Business Administration degree from Concordia University as well over twenty years of experience in both selling and marketing building materials through various channels across North America.

Most recently Mario held the position of Vice-President Sales and Marketing for Lauzon Distinctive Hardwood Flooring and spent the last six years developing hardwood flooring business through specialty flooring dealers,

national hardware chains as well as buying groups throughout Canada and the United States.

Beaulieu Canada is pleased to welcome Mario Bergamin in its family! □

## **b. eaulieu adds another string to its bow!**

Beaulieu Canada becomes the Canadian distributor of Gerflor residential product



### **Three branded collections Texline, HQR & Hitex**

We are pleased to announce that Beaulieu Canada has been chosen by Gerflor Canada as of November 1<sup>st</sup>, 2012, to become the Canadian distributor of Gerflor residential branded products.

Beaulieu Canada has been distributing Gerflor residential sheet vinyl products under private label since 2009, and therefore is very familiar and knowledgeable of these products. Since November 1st, 2012, Beaulieu Canada is distributing the following additional Gerflor residential branded collections: Texline, HQR and Hitex. Both Gerflor Canada and Beaulieu Canada are looking forward to working with all the Gerflor residential branded retailers and will continue to support them with their business. □

## b. Always evolving!

Wider selection of product and availability in stock at our new point of service in Delta, British Columbia

One of Beaulieu Canada's goals is to continuously improve its services and this is why the company will offer a wider selection of hard surface products in Delta, for the following categories: hardwood, engineered hardwood, laminate, LVP, LVT and their related accessories. Starting March 1<sup>st</sup>, the inventory level of the selected products will be adjusted based on the always growing demand of hard surface flooring.



Customers from the Western territory will benefit from this inventory and will be able to book their hard surface orders via e-Connect. They will also be able to continue booking orders from Farnham or Calgary, if the merchandise they require is not available in Delta.

This change enables Beaulieu Canada to offer shorter delivery times to its customers across Canada. □



## b. New!

A new fiber technology by Stainmaster®

Stainmaster® SolarMax™ is a new fiber technology. Stainmaster® SolarMax™ carpet resists fading, even in intense sunlight. In addition to fade resistance, SolarMax™ carpet is also exceptionally durable and easy to clean.

SolarMax™ carpet offers a lifetime warranty on stains, anti-static, soil and pet accidents. □



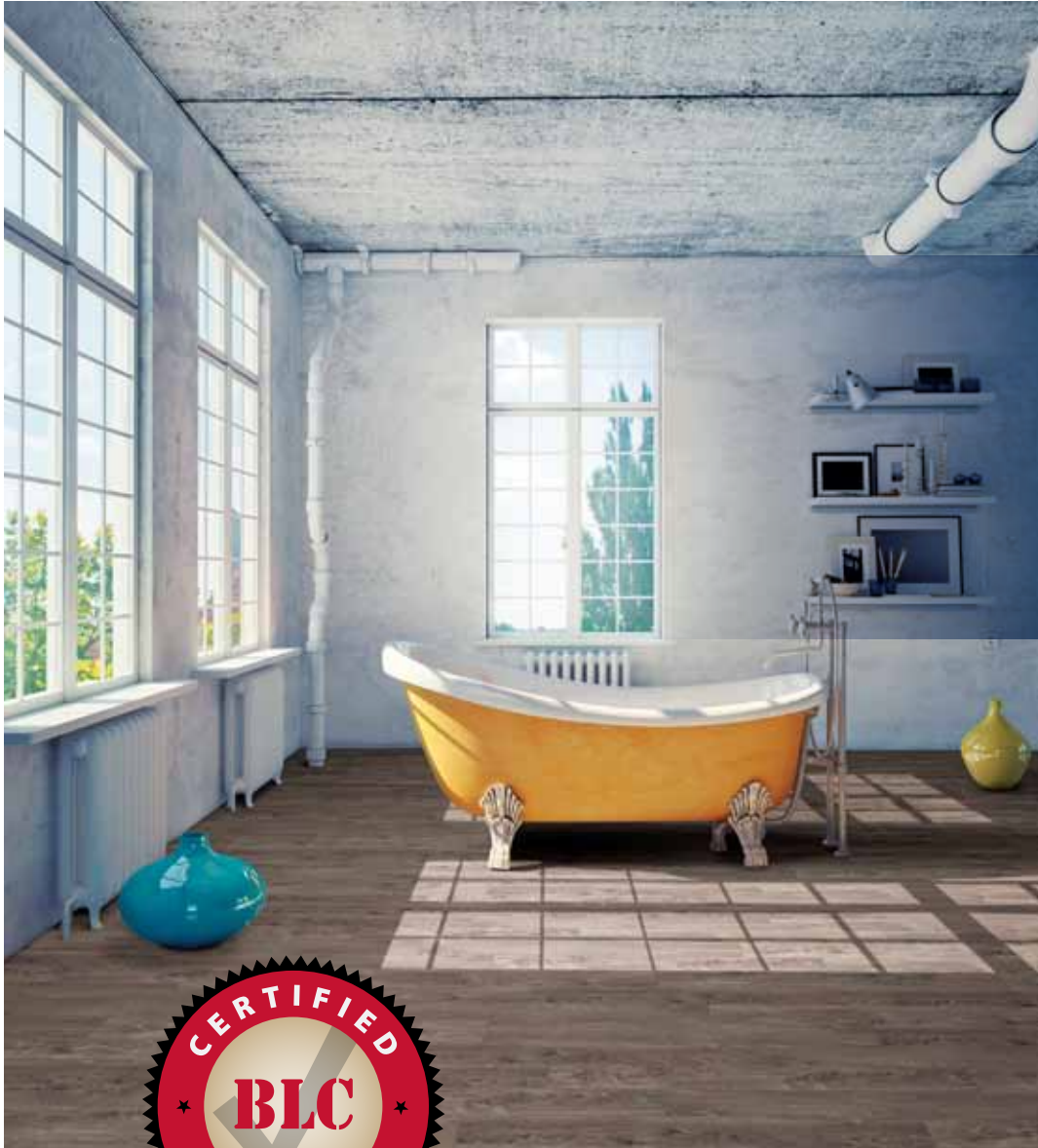
## Everything you need...

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. Certified quality!

### New quality certification for hard surface flooring

Customer satisfaction, quality product and sustainability are fundamental aspects of the Beaulieu Canada company vision. The company is constantly improving its procedure to respect those criteria, for the well-being of everyone. Beaulieu Canada is proud to unveil its new quality certification: Beaulieu Lab Certified (BLC).



#### Overview of the laboratory tests

- moisture content
- formaldehyde emission
- brightness
- wear and abrasion resistance
- stain resistance
- impact resistance
- bending in the presence of heat
- varnish brightness and resistance

varnish resistance, etc. Each test is documented with detailed reports, photos and videos to guarantee the accuracy. Beaulieu Canada is therefore confident that its products maintain high quality criteria.

The majority of Beaulieu Canada hard surface flooring will now respect this certification and they will be easily recognisable by the BLC logo on the product box. Beaulieu Canada is one of the only flooring manufacturers and distributors to require these tests for its hard surface products. The company believes this is a crucial step for an enhanced quality control. □

For each category of hard surface flooring, a dozen of tests are performed to ensure a strict quality control and the conformity with industry regulation. A physical inspection is executed during the manufacturing process to verify the color, the length, the width, etc.

Moreover, advanced tests are made in a laboratory by a specialised firm. Here is a brief overview of the many tests performed: moisture content, formaldehyde emission, brightness, wear and abrasion resistance, stain resistance, impact resistance, bending in the presence of heat, varnish brightness,