



PRESS RELEASE

For Immediate Release

BEAULIEU CANADA REVAMPS PEERLESS IMAGE AND WEBSITE

Acton Vale, Quebec (April 4, 2018) – Beaulieu Canada renews brand image of its Peerless marketing program by releasing a brand-new website. By doing so, Beaulieu Canada aspires to better support its Peerless retailers and give a new face to the program. For the past 50 years, Peerless evolved with the industry to be what it is today, dynamic and complete. By pairing Peerless carpets and Beaulieu Canada's hard surface products, Peerless retailers have everything and anything a customer would want. This revamp fits within the program's vision to be simple and versatile.

Peerless answers the needs of the modern consumer by offering a user-friendly and dynamic website, all for the purpose of giving better support to the retailers, which has always been in the program's nature. New features include filter and advanced search possibilities for an easier and quicker access to information. Through a mobile-friendly responsive design interface, retailers and customers now have access to detailed specifications for all product categories, as well as automated product bulletins.

Beaulieu Canada took advantage of this initiative to give a new face to the Peerless program. By giving it a modern twist, the new brand image represents the program's vision to adapt to the constantly-changing flooring industry. This renewal carries Peerless' heritage, while focusing on the vision of the program: modernity and constant customer support.

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. To learn more about Beaulieu, visit the website at: www.beaulieuflooring.com or check out the Facebook page.

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