

b. Informed

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b. Excited

New Look for Your HomeStyle Retail Flooring Program

After many months of hard work, the marketing team at Beaulieu Canada is excited to unveil its newly revamped Your HomeStyle merchandising system. Long celebrated for its keen perception of varying consumer lifestyles, and designed to simplify the carpet shopping experience, the Your Homestyle (YHS) brand image has been rejuvenated with a fresh, modern spin. The brand has expanded to feature hard surfaces such as hardwood, resilient and laminate in addition to carpets. By analyzing new market research which included current consumer demographics, the marketing team was able to target the female shopper as the key decision maker for interior home purchases. The data also highlighted the need for a fourth lifestyle movement in order to more accurately portray the ever-changing segments of our society. Despite the redesigned outer-appearance of YHS, which includes both bold use of bright color and an innovative display package designed specifically with the female in mind, the brand still maintains its core philosophy: by classifying customers

into four main lifestyle trends- Boho Chic, Cozy Casa, Studio Urbano and Classik Elegance- the brand can better anticipate and accommodate the unique values and trends that influence consumer flooring purchases.

Boho Chic, the newest lifestyle trend, targets the budding population of young adults who are both ecologically-conscious and reformative. Described as eclectic, bohemian and organic, these customers prefer a handmade, casual look with nature-inspired themes. The marketing team has also redefined the original three lifestyles with a refreshing twist. Cozy Casa centers on the family- with many budget friendly and practical options

that identify with the comfortable, colorful and dynamic atmosphere of a home. Form meets function in the Studio Urbano assortment of floors that use modern, sensible pieces to complement the consumer's vivid, cosmopolitan style. Finally, the more traditional customers will continue to enjoy the same timeless, upscale designs of Classik Elegance.

Your Homestyle remains Beaulieu Canada's most exclusive retail program for independent flooring dealers featuring the best assortment of its products. Presented in a uniform lifestyle-oriented merchandising system, YHS continues to symbolize a truly unique and enjoyable flooring experience for the consumer. □



YHS new showroom package overview.

b. Stylish

The Canadian Home Furnishing Market

For forty years, the Canadian Home Furnishings Market (TCHFM) has prevailed as the most distinguished furniture industry trade event in Canada. TCHFM has become an important reference for home decor by highlighting upcoming trends and targeting the Canadian consumer. This month, hundreds of retailers, designers, decorators and suppliers flocked to Toronto to witness the stunning showcases and innovative styles from various manufacturers. During the weekend trade show, Montreal-based design team Pierre D'Anjou and André Caron revealed their 12th annual Trends Display. Each year, D'Anjou and Caron put together a selection of Canadian-made products that they envision the consumer will shop for during the year.

Arranged in 12 realistic vignettes, the Trends Display had a flooring component this year in addition to home furnishings. D'Anjou, who previously worked with Beaulieu Canada

to renovate the Your HomeStyle image, selected Beaulieu flooring for his display. Beaulieu Canada's Pür and Kosmo laminate, Karisma resilient and H825 Mystical Lake



TCHFM Trend Display - Pür Collection, 1244 Berkeley Oak.



TCHFM Trend Display - Kosmo Collection, 1222 Black Walnut.

Front carpet were a few of the products he used in the vignettes. Designed around Your HomeStyle's four lifestyle movements, D'Anjou and Caron's 2012 Trends Display portrayed Beaulieu Canada's beautiful flooring and exceptional merchandising system as fashionable forecasts for the consumer market this year. □

b. Distinctive

Beaulieu Canada Reveals New Rug Collection



With the start of 2012, Beaulieu Canada is pleased to introduce the Cosmopolitan Collection to supplement its b.Rugs line with high-end

aesthetics. The Cosmopolitan Collection is a welcome and innovative addition to the esteemed Beaulieu carpet and rug line. With its unique textural characteristics, the consumer will find the Cosmopolitan Collection to be a distinctive blend of earth's natural hues and fibers on par with the latest fashion trends. Handmade using 100% wool selected from every corner of the world, this stunning showcase is sure to add

warmth and softness to any living space. Customers will also be drawn to the rich, organic colors each rug offers.

These rugs are hand tufted and hand knotted, which further exemplifies the collection's exceptional style and attention to detail. Offered in twelve awe-inspiring patterns and two sizes, 5' X 8' and 8' X 10', the Cosmopolitan Collection will be available in retail stores across Canada. □

b. Floored!

Make Any Home a Castle

This year, make any home a castle with two of Beaulieu Canada's new, engineered collections from US Floors. Based in Dalton, Georgia, US Floors is a renowned manufacturer of sustainable and eco-friendly floors. US Floors understands the

importance of taking environmental initiatives and incorporates cork materials as well as natural oil in the production of its flooring. The natural oil finish penetrates the oak wear layer to protect the surface and enhance the natural splendor



by raised knots and deep fissures. The distinctive character of each plank is achieved using a variety of aging techniques and finished with natural oils to preserve the original beauty of the wood.

The Navarre collection creates an elegant atmosphere with its expansive wide oak planks, unique hand-crafted surfaces and a natural oil finish. Through distressing, hand scraping and antiquing techniques, Navarre provides an heirloom quality to each plank unmatched by other flooring options. The thickness and durability of the wear layer in each plank are able to withstand even the most active households for years to come.

Both the Castle Combe and Navarre engineered collections are sure to be popular selections due to their striking appearance, modern efficiency and sustainable production. Each collection is being sold in retail stores across Canada. □

of the grain. Each beautifully-aged, FSC-certified flooring collection gives any home the timeless appeal of hardwood with the modern functionality of engineered floor. Castle Combe offers each room the look and feel of an ancient, reclaimed floor but with the 21st century advantages of engineered. This collection's handcrafted visuals are characterized



b. Social

Join the conversation! Beaulieu Canada now has its own Facebook page to share with you our latest products, collections, events and promotions. With over 500 million users and counting, the massively popular social media site is an easy and fun way to network with friends, colleagues and customers alike.

Connect with Beaulieu Canada's online community today and share with us your flooring experiences!

[Facebook.com/beaulieu.ca](https://www.facebook.com/beaulieu.ca)



Everything you need...

Beaulieu Canada is proudly leading the way with innovative green strategies, socially responsible initiatives and fresh new thinking about our products, programs and how we support our partners to better serve our customers.

b. Appreciated

Customer Appreciation Trip to Mexico

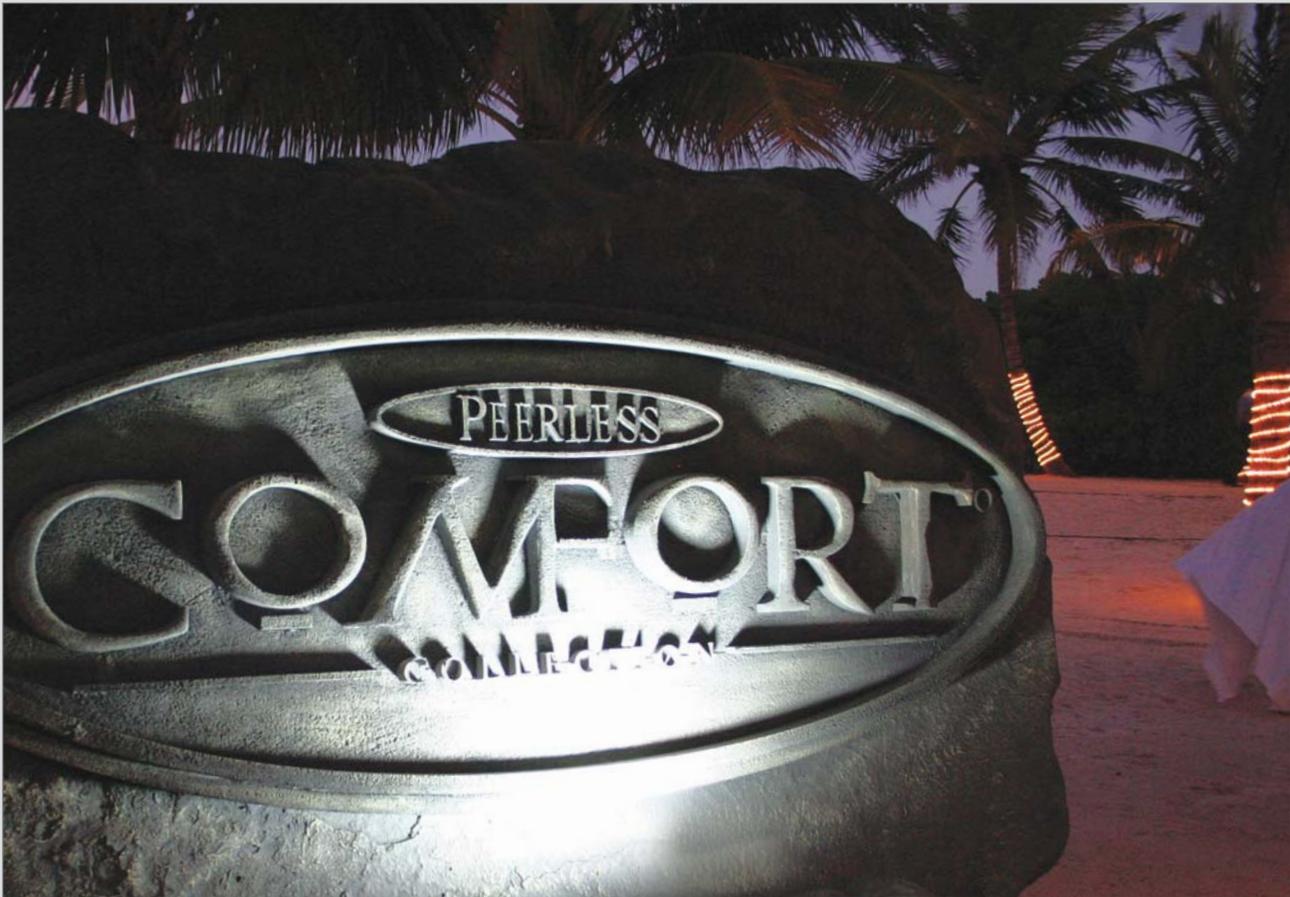
One of the key reasons Beaulieu Canada is able to remain Canada's largest carpet manufacturer and flooring distributor is due to the hard work of our retail program members. Their continued partnership enables our company to supply Canadian consumers with superior flooring products. This month, Beaulieu Canada demonstrated its gratitude by accompanying 163 members of the Peerless Comfort program on a 7-day incentive trip to Riviera Maya, Mexico. Members stayed at the stunning Grand Palladium

White Sands Resort and Spa while enjoying a fun-filled week of cocktail parties, fiesta-themed banquets, adventurous excursions and lasting camaraderie with one another. The planning for this extremely successful trip was coordinated by Spog International, a renowned travel agency that is famous for its attention to detail and excellent service. As an example of the agency's unique flair, each guest was greeted with fresh flowers in their suite, followed by a fruit basket and bottle of tequila.

During the week, each Peerless Comfort member was able to choose complimentary daytime activities that involved exploring ancient Mayan ruins, such as Ek Balam, or discovering the vast underground river at Rio Secreto. Members of Beaulieu Canada, including Mieke De Clerck, owner of Beaulieu Canada and her son Nicolas Bouckaert, as well as Karel Vercruyssen, CEO, were present for the farewell celebration at the end of the week. As a token of our appreciation each guest received a copy of the

infamous Mayan Calendar to forever remember this remarkable trip.

We would like to thank all of our Peerless Comfort members who joined us on the Riviera Maya, Mexico Incentive Trip. We sincerely enjoyed your company and hope you had a wonderful time. Your continued support and partnership is important to us. □



Peerless Comfort incentive trip, Riviera Maya, Mexico