



Beaulieu Canada  
335, rue de Roxton  
Acton Vale QC J0H 1A0

FOR IMMEDIATE RELEASE

### **Beaulieu Canada Introduces Esperanza II Laminate Flooring**

5 new stock keeping units unveiled at the 2nd annual Tour for the CURE

**Acton Vale, QC—September, 2011**—Beaulieu Canada, Canada's largest carpet manufacturer and flooring distributor, introduced Esperanza II during the 2nd annual Tour for the CURE. The new line follows the success of their popular Esperanza laminate flooring product line.

In 2011, Beaulieu Canada made a \$25,000.00 donation to the CURE Foundation from sales of its original Esperanza product line, introduced in 2010. This year's Tour for the CURE was a month-long, 16 city, cross-Canada tour to raise awareness of Beaulieu Canada's new products and its partnership with the CURE Foundation. The CURE Foundation was established in 1996 and supports breast cancer research, education and equipment.

Esperanza II, like the original Esperanza product line, is manufactured with a vivid pink low-density polyethylene underlayment to let customers know that a percentage of sales go to support Beaulieu Canada's partnership with the CURE Foundation. Underlayment creates a smooth, level surface on subfloors that absorbs imperfections and creates a stable foundation for the flooring that is comfortable and acoustically pleasing.

To provide a larger showcase for the distinct wood grain pattern, Esperanza II features 5<sup>1/2</sup> inch wide planks that are available in five sought-after, neutral shades of cool gray and understated beige.

Esperanza II is an addition to the original Esperanza line, which is still available and will continue to be fully serviced.



Beaulieu Canada is the largest carpet manufacturer in Canada. For more than 50 years, the company has shipped carpets to its clients across Canada, the US and the rest of the world. To complement its core manufacturing operations, the company imports and distributes a wide range of flooring products such as laminate, hardwood, resilient and area rugs for both residential and commercial applications. Beaulieu Canada operates two manufacturing facilities in Quebec as well as distribution centers in Farnham, Quebec and Calgary, Alberta. It also has satellite sales offices in Montreal, Toronto and Calgary. Beaulieu Canada is a privately owned company. For more information, visit [www.beaulieucanada.ca](http://www.beaulieucanada.ca).

####