

Beaulieu Canada
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FOR IMMEDIATE RELEASE

Beaulieu Canada Introduces Esperenza 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 Esperenza II during the 2nd annual Tour for the CURE. The new line follows the success of their popular Esperenza laminate flooring product line.

In 2011, Beaulieu Canada made a \$25,000.00 donation to the CURE Foundation from sales of their original Esperenza 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.

Esperenza II, like the original Esperenza product line, is manufactured with a vivid pink urethane cushion underlayment to let customers know that a percentage of sales goes to support Beaulieu Canada's partnership with the CURE Foundation. Underlayment creates a smooth, hard 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, Esperenza II features 5^{1/2} " wide planks that are available in 5 sought-after, neutral shades of cool gray and understated beige.

Esperenza II is an addition to the original Esperenza line. The original Esperenza line 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 three 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 beaulieucanada.ca.

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