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Beaulieu Canada launches websites powered by Roomvo

Stunning websites with always up-to-date product catalogue lets Beaulieu Canada's dealers expand their sales potential.

Acton Vale, February 4, 2021 – Beaulieu Canada, a leading Canadian flooring manufacturer with over 65 years of experience in production, distribution and sales of carpet, carpet tiles, engineered hardwood, laminate, luxury vinyl, engineered luxury vinyl, and sheet vinyl, has partnered with Toronto-based tech company Roomvo, to offer revolutionary websites to all its retailers. Roomvo Sites, which launched last month, is the ultimate sales tool for flooring retailers. These custom websites continuously showcase the most up-to-date Beaulieu Canada product catalogue and have Roomvo's cutting-edge visualizer built in, providing consumers with an unparalleled purchasing experience.

"We are excited to extend our partnership with Roomvo by offering Roomvo Sites to our members. As more business is conducted remotely, this partnership enables our dealers to generate more leads and build strong relationships with their customers, wherever they are. By making it easy for consumers to see how our current products look in their own homes, these new Roomvo websites help dealers close sales quickly, both in-store and remotely." explains Sophie-Tanya Lupien, marketing VP at Beaulieu Canada.

"By expanding our product offering to Beaulieu Canada, we are pleased to offer Roomvo Sites to a major flooring company that continuously launches innovative products to meet the needs of the rapidly evolving flooring market", adds Pawel Rajszel, CEO of Roomvo. "The flooring industry is changing faster than ever before and we are excited to help Beaulieu Canada stay at the cutting edge."

Roomvo Sites is available in both English and French and dealers can have their website up and running in under 5 minutes. To learn more about Roomvo Sites, visit www.roomvo.com/websites.

About Beaulieu Canada

Beaulieu Canada employs approximately 500 people and has its headquarters in Acton Vale, Québec. In June 2018, Beaulieu Canada joined Beaulieu International Group (B.I.G). B.I.G is one of the leading global industrial groups in the production of raw materials and engineered products, and in the supply of finished floor coverings. B.I.G. employs nearly 5,000 people with a major presence in 17 countries all over Eurasia, the Americas and Oceania. The company achieved a 2019 turnover of €2 billion and is serving customers in 140 countries.

About Roomvo

Roomvo is the top visualization solution for the flooring industry. This proprietary technology has a proven track record of increasing sales by allowing consumers to preview floors in their own rooms in just seconds. Millions of consumers have used Roomvo at leading brands around the world. To learn more, visit roomvo.com or email hello@roomvo.com.