

# b. Informed

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## b. Glitz & Glam!

Enter Beaulieu Canada's Glitz & Glam world at Surfaces 2014



Beaulieu Canada will be participating at Surfaces 2014, a must for all players in the flooring industry. Come visit us from January 27<sup>th</sup> to January 29<sup>th</sup> and immerse yourself in our world of Glitz & Glam.

**Mandalay Bay Convention Center**  
Ballroom I (hall Shorelines)

Monday, January 27	10 am - 5 pm
Tuesday, January 28	8 am - 5 pm
Wednesday, January 29	8 am - 5 pm

You will discover new products that will be launched in 2014. Be the first to take in our new carpet, carpet tiles, sheet vinyl and luxury vinyl tiles collections.

Contact your Territory Manager to schedule an appointment with us at Surfaces 2014. □



## b. Connected!

Beaulieu Canada is proud to unveil the new [www.beaulieucanada.com](http://www.beaulieucanada.com)



Launched this last October, the new Beaulieu Canada website has been revamped from A to Z in collaboration with Standish Communications, a web design specialised firm from Sherbrooke, QC.

The new [www.beaulieucanada.com](http://www.beaulieucanada.com) displays a modern look accented with bold colours and user-friendly interface. New functionalities have been added: product detail page for all our products, section featuring our promos, download centre, inspiration gallery, "search" function, subscription to our newsletter and many more to come. These new functionalities have been added to all the others already available on our former website like the store locator, eConnect access (dealer exclusive interactive site) and various information about Beaulieu Canada.

One of the main goals for creating the new website was to make it the most user-friendly possible as well as being accessible and functional on all web browsers (Internet Explorer, Google Chrome, Safari, Firefox, etc.) and all web devices (computers, smart phones, tablets, etc.).

A mobile version of the website has recently been brought online. It is a lighter version of the new website featuring the most important functions to be used on a mobile phone:

- Product by category
- Product details
- Search function
- Store Locator
- The possibility to visit the full website

We invite you to visit our new website at

# [beaulieucanada.com](http://www.beaulieucanada.com)

## b. Brand new!

Discover Booster, a brand new sheet vinyl collection

**This new collection combines 20 styles with designs and textures drawn from the latest decoration trends.** Ideal for families, products from the Booster collection offer cosy comfort and soft warmth underfoot due to its vinyl foam backing in addition to providing sound insulation and are easy to clean. The polyurethane wear layer provides great durability and excellent stain resistance. Sustainability of the environment being at the heart of our concerns, Booster products are designed to be environmentally friendly and they are 100% recyclable.

The new Booster display will be available starting February 2014. □

  
**BOOSTER**  
COLLECTION



## b. Recovered!

Beulieu Canada donates \$10,000 to a Calgary Food Bank to help support southern Alberta flood victims.

Beulieu Canada announces a donation of \$10,000 to help rebuild the lives of those communities that were faced with the challenges of the devastating flood damage in Southern Alberta this year. Beulieu Canada's b.Recovered-Supporting Alberta Flood Relief 2013 national in-store campaign has raised \$10,000 over the last 4 months which will be donated to The Calgary Interfaith Food Bank.



*"The well-being of our fellow Albertans who have been impacted by this devastating flood is important to us, and we strongly believe in helping our local communities in any which way we can!"* says Sophie-Tanya Lupien, Vice-President Marketing.

A generous personal contribution has also been made by members from Beulieu Canada's Calgary Sales Team: Candace Paul, Dave Pariseau and Susan Stone. In addition to the funds donated by these 3 employees, funds were also raised from a Beulieu's local Flood Relief Charity Lunch during their Spectacular Fall Event last September. With a combined total of \$2,000 raised, this contribution will be donated evenly to various local charities including: Calgary Drop Inn Centre, The Calgary Interfaith Food Bank, The Calgary Boys and Girls Club, AARCS – Alberta Animal Rescue Crew Society, Pound Rescue, and The Calgary Zoo.

*"We have been personally touched by the overwhelming support of our fellow Canadians and having witnessed first-hand the damage to our communities and the challenges of trying to recover, we are happy to pitch in and support this worthy cause!"* says Candace Paul, Territory Manager. □

## b. Caring!

Beulieu Canada is proud to announce that a total of \$2870 has been raised for Centraide.

**Beulieu Canada recognizes the importance of social responsibility and therefore offers support to several organizations such as Centraide. Centraide tackles major social issues and implements winning strategies to fight poverty and exclusion.**

As a result of a fundraising campaign for Centraide which was held from November 4<sup>th</sup> to November 15<sup>th</sup> 2013, Beulieu Canada is proud to announce that a total of \$2870 has been raised. This amount includes contributions from employees in addition to the contribution from Beulieu Canada.

Hoping that this gesture will inspire you to do the same! □

[unitedway.ca/get-involved/give](http://unitedway.ca/get-involved/give)



**Centraide  
United Way  
Canada**

## Everything you need...

Beulieu Canada is proudly leading the way with innovative green strategies, socially responsible initiatives and fresh new thinking about its products, programs and how it supports its partners to better serve its customers.

# INVISIBLEMAGIC



## b. Invisible Magic!

Experience Magic Fresh during our Invisible Magic promo event, on now until February 28<sup>th</sup>, 2014.

**Magic Fresh is an environmentally friendly carpet treatment specially formulated to neutralize common household odours like pet urine, food and cigarette.**

Magic Fresh is a valued benefit for many reasons:

- environmentally friendly
- withstands repeated cleanings
- carpet treatment exclusive to Beaulieu
- self-renewing, odour neutralizing formula that is effective for the life of the carpet - unlike other treatments in the

market which may not be effective after the carpet has been steam cleaned

- adds value to the carpet

Visit one of our authorised dealers to take advantage of the Invisible Magic of Magic Fresh promotion. ☐

# MagicFresh®

## b. Inspired!

Discover the Inspiration at your feet engineered hardwood display



**Beautiful double tower display featuring 6 trend-setting collections for a total of 24 samples 16" x 18".**

Natural and rustic looking floor trends were a hit in 2013 but will be even bigger in 2014. These 6 collections perfectly reflect this trend with their different finishes such as wire brushed, hand-scraped and distressed, giving them a more natural, authentic and rustic look. It will not go unnoticed in your showroom!

# Happy Holidays!



*May your holidays sparkle with moments of love and laughter! And may the upcoming year be full of happiness and bliss!*

### Customer Service Holiday Schedule

December 23  
Open from 8 am to 6 pm  
December 24 - 25 - 26  
Closed  
December 27  
Open from 8 am to 6 pm

December 30  
Open from 8 am to 6 pm  
December 31 - January 1  
Closed  
January 2 - 3  
Open from 8 am to 6 pm