



PRESS RELEASE
For Immediate Release

BEAULIEU'S NEXT GENERATION

Dalton, Georgia (June 17, 2016) – The next generation of the Bouckaert family is getting more involved with Beaulieu America and planning the next phase of growth for the business. “Beaulieu has been in business for 38 years, and the next generation is positioning it for the next 38 years”, says Steve Hillis, President of Flooring at Beaulieu America.

Part of this next phase was a restructuring of the company’s top leadership in order to stay as efficient as ever. Four new senior management positions have been created over the past few weeks. Firstly, Michael Pollard, founder Carl Bouckaert’s son-in-law, was recently named President. He will lead the development and execution of the company’s refreshed long-term strategy and manage talent. Secondly, Stan Bouckaert has moved from his position as Director of Hard Surfaces to Senior Vice-President of Special Projects. He will provide counsel on Beaulieu’s new business strategy to identify and capitalize on new opportunities for growth. Thirdly, as Chief Operating Officer, Mike Hoffman will be responsible for all manufacturing and distribution operations.

Finally, Steve Hillis, President of Beaulieu Commercial, will also assume responsibility for the residential flooring side of the business. In his expanded role as President of Flooring, Mr. Hillis will be responsible for leading all sales activities, resources and reporting for both commercial and residential functions. “This is a very important and exciting time for our company as we revisit the way we operate to ensure we are best positioned for current and future success” says Mr. Hillis.

Karel Vercruyssen and Del Land will carry on with their respective functions of CEO and CFO of Beaulieu America. “The Board of Directors and I have put a lot of time, thought, and energy into these leadership changes to ensure we have the right people in place who are committed to the long-term success of Beaulieu America”, concludes Mr. Vercruyssen.

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About Beaulieu

Beaulieu America is a privately-owned American company that manufactures and distributes high-end quality products in carpet but also in engineered hardwood, laminate and luxury vinyl. To learn more about Beaulieu and its products, visit the website at: www.beaulieuflooring.com.

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