



PRESS RELEASE
For Immediate Release

BEAULIEU INTRODUCES *HEALTHY HOME* TO CONSUMERS

Dalton, Georgia (February 1, 2017) – Beaulieu is happy to announce today the launch of *Healthy Home*[™]. “We are a family-owned business that aims to always exceed our customers and partners’ expectations on quality, value and service. *Healthy Home* was created as a frame of reference to let them know why we do what we do,” says Tom Ellis, Chief Marketing Officer at Beaulieu America. The company decided to put forward all the features, benefits and certifications of its products in a way that truly addresses what is important to consumers: the well-being of their families.

The *Healthy Home* identity shows that there are attributes built into Beaulieu’s products that contribute to the performance homeowners want in their flooring. For example, *Healthy Home* carpet products will feature one or more benefits ranging from Beaulieu’s exclusive MagicFresh[®] odor eliminator, Silver Release[™] antimicrobials and a range of high performance fibers like Nyluxe[®] nylon.

“This positioning is a way to tell customers that we know what a privilege it is to be part of their homes and that we take this responsibility very seriously,” adds Mr. Ellis. This is why Beaulieu promises to constantly strive to be at the cutting edge of industry’s product certifications and to always lead the way towards wholesome and safe floor products.

Always Innovating

In the next few weeks, Beaulieu will be introducing a unique hardwood finish. Always bringing innovative, durable and purposeful flooring products on the market is Beaulieu’s way to help keep people’s houses healthy homes.

With all these exciting new projects, partners and consumers should definitely keep an eye out for Beaulieu’s initiatives in the months to come.

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About Beaulieu

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

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