



**PRESS RELEASE**  
**For Immediate Release**

**IMPERVIO: IMPERVIOUS TO ALMOST ANYTHING**

**Dalton, Georgia (November 28, 2016)** – Beaulieu® is happy to introduce IMPERVIO™, the engineered waterproof flooring that is impervious to almost anything in today's homes. This innovative and pet-friendly product has a durable top layer that protects beautiful floors from scratches and everyday traffic. These easy to install and easy to maintain planks come with a lifetime waterproof warranty so customers can rest assured that Beaulieu has them covered for their active lifestyles.

IMPERVIO can be installed over existing or new floors with an easy to recognize click system due to its rigid nature. It also requires less floor preparation compared to traditional luxury vinyl tiles. What also makes this introduction newsworthy is the range of styles, variety of sizes, durability and the acoustic (factory applied) underlayment that provides a more comfortable, quiet and warm flooring. IMPERVIO is the latest technology in the previously recognized wood-plastic composite product line up.

“Beaulieu offers IMPERVIO in three stunning collections. Consumers will have the luxury of finding their perfect floor by browsing the styles of Lux Haus, Adventure and The New Standard”, says Tom Ellis, Chief Marketing Officer at Beaulieu America. Each collection provides unique designs and great benefits. Firstly, Lux Haus will allow homeowners to create a European-inspired décor in their home with long and wide planks available. Secondly, the styles of the Adventure collection will be a great addition to active households while offering a contemporary and wood-like touch. Thirdly, the 12 beautiful designs of The New Standard collection with the character of real hardwood will enhance any décor.

**Beaulieu's Healthy Home**

The launch of IMPERVIO is in perfect alignment with Beaulieu's Healthy Home philosophy. Always bringing innovative, durable and purposeful flooring products to the market is Beaulieu's way to help keep people's houses healthy homes. With all these exciting new introductions, our 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](http://www.beaulieuflooring.com) or check out the Facebook page.

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