



## **PRESS RELEASE**

**For Immediate Release**

### **LAMINATE: BEAULIEU'S NEWEST ADDITION**

**Dalton, Georgia (June 29, 2016)** – Beaulieu is happy to add a new floor covering option to its already vast offer. American consumers will now be able to choose from five fashionable collections of laminate flooring. Combining realistic designs with strong and durable finishes, laminate floors are perfect for active rooms in the home and especially practical in homes with children and animals. This type of flooring is available in styles replicating the look of real wood, sophisticated ceramics and natural stone. From the look of exotic mahogany to ebony, marble, slate or antique pine, only your sense of adventure, and not your budget, will dictate your choices.

Laminate planks are composed of several layers bonded together for improved stability. They are also extremely durable due to such structured materials like melamine and fiberboard that make up each layer. Laminate floors easily imitate other types of hard surface flooring as the pattern is reproduced by printing a high-definition image that is protected by a resin resulting in a variety of styles and designs. This technology has improved dramatically in recent years to include beveled edges, registered embossing, multiple widths and different lengths. There is a style and texture to suit every décor imaginable. Laminate flooring can be installed over almost any flat surface. The great majority of laminate floor coverings are so easy to install that many people do it themselves and save substantial installation costs.

The vast majority of Beaulieu's laminate hold the CARB II Compliant and Beaulieu Lab Certified (BLC) certifications. CARB II Compliant is the seal of approval from the California Air Resources Board certifying that the product meets stringent standards for volatile organic compound (VOC) emissions. For its part, the BLC certification assures that each category of hard surface flooring undergoes many tests performed by an independent, professional, and certified laboratory. They guarantee a strict quality control and conformity to industry regulations. It is interesting to know that Beaulieu is one of the only flooring distributors to require these tests.

The five collections of laminate offered by Beaulieu are made up of 30 beautiful and timeless styles. With the Epik, Impressive Effect, Intrigue, Poetik and Prime collections to choose from, American consumers will fall for this eco-friendly and trendy floor covering option.

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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](http://www.beaulieuflooring.com).

#### **Press Contact**

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