



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

**BEAULIEU'S MAGIC FRESH: BETTER THAN THE COMPETITION**

**Acton Vale, Québec (June 22, 2016)** – For the last 13 years, Magic Fresh, Beaulieu's exclusive carpet odor eliminator, has been a leader in the market. It is an environmentally-friendly carpet treatment specially formulated to eliminate common household odors such as pet urine, food and cigarette smoke. It is a self-renewing, odor reducing formula that is effective for the life of the carpet and it is safe and natural. "We have continually improved application methods to obtain a sustainable product that reactivates through numerous professional cleanings", says Tracey Steelman, Product Developer at Beaulieu.

Beaulieu's marketing team recently revamped the Magic Fresh image to modernize it and to showcase how efficient the treatment is when it comes to eliminating odors. It works faster, lasts longer and eliminates a broader range of household odors than the competition. Magic Fresh is one of the most efficient carpet odor eliminators in the market and offers the best in performance and reliability for your home.

Moreover, Magic Fresh is clinically proven. It was tested using two most common odor complaints in the home: pet urine and cigarette smoke. When comparing results on a carpet treated with Magic Fresh versus a non-treated carpet, after a full 90 minutes the measured improvement on the Magic Fresh treated carpet was 80.8% for pet urine and 90% for cigarette smoke.

**Sprucing Up the Brand**

In order to stay consistent with the Magic Fresh brand, the logo's design is staying the same but the colors are getting bolder and more modern. The use of orange and teal is trendy and brings a crisp feel to the visual. The new ads will be very simple and let the images speak for themselves.

Beaulieu uses proprietary and exclusive materials applied to carpet fibers during the manufacturing process to give the carpet its Magic Fresh capabilities. In order for consumers to grasp this process quickly, the tagline "Odor Eliminator ... Built in!" was added to the logo. The new logo, tagline and illustrations associated with Magic Fresh are very consistent with Beaulieu's clean, modern and European-inspired image.

**About Beaulieu Canada:** Beaulieu Canada is a key supplier in the residential and commercial flooring markets in North America. For over 50 years, Beaulieu Canada has been an industry leader in the

manufacturing and distribution of flooring products to retailers and home improvement centers across Canada.

**About Beaulieu America:** 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, visit the website: [www.beulieuflooring.com](http://www.beulieuflooring.com).

**Press Contact Canada**

Beaulieu Marketing

[marketing@beulieucanada.ca](mailto:marketing@beulieucanada.ca)

**Press Contact U.S.A**

Beaulieu Marketing

[marketing@beulieugroup.com](mailto:marketing@beulieugroup.com)