



PRESS RELEASE
For Immediate Release

STYLISH BEAUTY: NYLON AT ITS BEST

Acton Vale, Québec (August 23, 2016) – Beaulieu is happy to announce the launch of the new Stylish Beauty collection. It consists of highly styled, nicely colored carpets, all made with Beaulieu’s exclusive nylon. The Stylish Beauty collection is the obvious choice for customers who want elegant, inviting, and comfortable floors to enhance their home décor while expressing their individuality. Both stylish and resistant, these carpets make the perfect canvas for any home.

The Power of Nylon

When it comes to carpet fibers, there’s an array of choices and just as wide an array of information. While there are many fibers available on the market, nylon has remained the most durable, versatile, and beautiful option for fine carpets. This is why Beaulieu chose this fiber for its Stylish Beauty collection. Included in the collection are soft and inviting patterns formed by precise loop and cut placement, textures in solids, tweeds, and pin dots, in addition to loops with texture and dimensional excitement. All carpets can be installed with confidence as they are all designed and built with the customer in mind. All are easy to clean and treated to resist common stains and spills as well as everyday soil and grime. In addition, long-term performance is assured) as all carpets are engineered to maximize the resistance to foot traffic and household activities.

As if all these benefits weren’t enough, these high performance carpets also feature Magic Fresh[®], a revolutionary treatment that eliminates all kinds of household odors. Finally, all Stylish Beauty carpets are also certified Green Label Plus[®] and Scotchgard[™]. To learn more about the benefits of nylon and the Stylish Beauty collection visit the website: www.beaulieuflooring.com.

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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.beaulieuflooring.com.

Press Contact Canada
Beaulieu Marketing
marketing@beaulieucanada.ca

Press Contact U.S.A
Beaulieu Marketing
marketing@beaulieugroup.com