



PRESS RELEASE
For Immediate Release

JOIN THE EVOLUTION WITH BEAULIEU'S YOUR HOMESTYLE®

Dalton, Georgia (September 6, 2016) – Your HomeStyle® (YHS) is Beaulieu's unique selling system and partners program and it has recently been launched in the United States. Since the program is not available to everyone and there's a limited number of partners' seats available, now is the best time to partner up.

The YHS program was first launched in 85 locations in Canada for testing. A year later, the feedback was compiled and the results were great. Craig Wingerak, owner of Mint Floor Coverings in Edmonton, Canada and Denver, United States said: "we have been a Your HomeStyle dealer for over 3 years now and looking back wish we have joined sooner. [...] The clean inviting displays make it easy for the customers to navigate through the different products offered in the collection. [...] I can really appreciate the products offered which have helped increase our upgrades and margins not to mention the Rebate and Co-op Advertising program offered with Your HomeStyle".

The selling system is just one part of a comprehensive dealer program. It includes over a dozen features such as: rewards programs, service guarantees and training and support. The program also offers a bundle of features that no other manufacturer has dared to offer. It is our hope that these features of Your HomeStyle partners' program will demonstrate how committed Beaulieu is to a partnership that is mutually beneficial.

If you'd like to become a partner of the YHS program, visit our website at <http://yourhomestyle.ca/usa/en/becomeapartner> and fill out the contact form. Someone from our team will then communicate with you and make sure you meet all the requirements. Join the evolution of the flooring industry with Your HomeStyle!

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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 Your HomeStyle® program visit the website at: www.beaulieuflooring.com.

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