

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

**BEAULIEU... CREATING BRAND CHAMPIONS!**

**Dalton, Georgia (May 25<sup>th</sup> 2016)** - Beaulieu America is excited to announce the launch of its new incentive program, B. Rewarded! With this complete incentive program, Beaulieu's goal is to create brand champions. The idea behind B. Rewarded is the idea that to be successful at selling and satisfying customers, retail sales associates (RSA) need both knowledge and incentive.

Beaulieu is starting a revolution in the flooring industry with its fashion-forward, high quality products and it is striving to encourage its partners to join in. To do so, it has created an interactive platform with complete learning modules to help RSAs succeed and gain confidence regarding the products that they sell each day. The goal of the program is to change the conversation between the RSA and the customer.

RSAs can gain points by selling qualified Beaulieu products, completing specialized product trainings, and participating in valuable surveys. Participants can redeem points towards a variety of exciting items, such as reloadable cards, merchandise, and great trips. Additionally, exclusive product promotions will be offered to B. Rewarded participants regularly.

Knowledge and understanding of the Beaulieu brand and its flooring products is a high priority for this flooring giant, as it recognizes that its partners are an extension of the Beaulieu family. The company promotes that idea and believes that its partners' success is its success.

New product training modules will be available to participants on the B. Rewarded platform weekly and there will also be monthly challenges where RSAs can earn points for sharing their opinions. This means that RSAs can learn to earn with Beaulieu!

Beaulieu retailers can register at [www.beaulieurewards.com](http://www.beaulieurewards.com) and start earning valuable points and industry knowledge! This is an exciting time in Beaulieu's long history, as it continues to strengthen and improve its relationship with its partners, its family, and its retailers. Be part of the evolution with Beaulieu!

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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.

**Press Contact**

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