

PRESS RELEASE
For Immediate Release

THIS SEASON, BE INSPIRED BY WOOL

Dalton, Georgia (May 25th 2016) – Beaulieu is proud to launch *Wool Inspiration*, a new carpet collection which was inspired by the European trend of integrated elemental style. This new collection of 12 patterned loops is designed to capture the look of classic woven wools, but engineered for the convenience and value desired of today's savvy consumer. This trendy collection features patterns and textures which resemble the raw yet refined look of wool but with a lower price tag and easier care and maintenance requirements.

According to Laurie Dillingham, Director of Product Styling and Design at Beaulieu Group, wool products bring both a timelessness and traditional quality into our homes. All patterns have been crafted with a combination of contemporary and classic color options allowing each individual to define his style while getting the quietness, warmth, and softness of today's superior engineered carpet.

Even though wool is a smart choice in terms of trend and design, it's an expensive material that may not be suitable for every budget. It's then interesting to know that some fibers offer great alternatives. "At Beaulieu, we offer olefin which is an affordable alternative to wool. The fiber is solution dyed which offers superior stain resistance and allows us to blend and bundle the yarns in a way to create subtle color transitions which were meant to emulate the beautiful organic irregularities found in the natural fiber itself", says Laurie Dillingham. It's then possible to get the look and softness of wool combined with the strength of olefin for comfortable and affordable carpet.

The *Wool Inspiration* collection is available in a brand new fresh white Beaulieu display that allows customers to focus on the textured look of the flooring collection. All 12 patterns are displayed in a simple and visual manner which simplifies the selection process and showcases the diversity and beauty of the collection. *Wool Inspiration* is currently being promoted on Beaulieu's new incentive program, B.Rewarded that you can register for at: www.beaulieurewards.com. You can also see the complete carpet collection at: www.beaulieuflooring.com.

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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.

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