



PRESS RELEASE

For Immediate Release

Beaulieu America launches the latest innovation: ContinuousColor™

Dalton, Georgia (July 10, 2017) – Beaulieu America brings to the market, under the BOLYU® and Beaulieu® brands, an exclusive and pioneering fiber technology that is relevant to both residential and commercial consumers, while simultaneously providing a unique flooring product. ContinuousColor, winner of the Best of NeoCon 2017 Silver Award, is a patented fiber technology that results in multiple 100% solution-dyed colored fibers twisted on to one another that allows for the creation of dimensional color and texture throughout the yarn bundle. This produces unique color characteristics uniquely superior to those associated with space-dyed yarns. The beauty of the ContinuousColor fiber is enhanced with tuft technology to highlight the organic features of the fiber. This technology allows for endless combinations and unlimited designs with vast 100% solution-dyed color choices. Even simplistic, small scale patterns come to life with subtle depth and dimension, while large scale elements showcase a sophisticated stria visual. Consumers will find that ContinuousColor serves as a superior choice when installing in conjunction with hard surface products. The combination of the super soft fiber and the ContinuousColor technology creates a blended effect, which emulates beautiful color gradations much like those found in nature, making it a wonderful complement to hard surface areas. Mulberry and So Suede, the latter being one of Beaulieu's top selling products in the history of the company, are manufactured with Beaulieu's Nyluxe® fiber and ContinuousColor technology, and will allow consumers to create the color combinations they want in their homes with all the commercial benefits of a 100% solution-dyed fiber. The natural characteristics of the technology also help to minimize the appearance of soil, stain and wear. ContinuousColor carpets also provide the patented Magic Fresh® odor eliminating technology found only in Beaulieu products.

Beaulieu is investing in ContinuousColor environmental technology that reduces overall energy and saves over 600 gallons of water for every 350 square yards of carpet fiber produced (pile weight of 48 ounces).

About Beaulieu

Beaulieu is a privately-owned American company that manufactures and distributes high-end quality products in carpet, engineered hardwood, laminate, and luxury vinyl. Beaulieu Group, LLC has operations in North Georgia including Dalton, Gainesville, Adairsville, and Chatsworth, as well as a fabric plant in Bridgeport, Alabama. To learn more about Beaulieu, visit the website at: www.beaulieuflooring.com or check out the Facebook page.

Press Contact

Tom Ellis, Chief Marketing Officer, Beaulieu Group LLC
tom.ellis@beaulieugroup.com
706.370.7032