



Expressive floors™

## LSI Floors and BÖLYÜ Partner in US Distribution Agreement

### FOR IMMEDIATE RELEASE

**Toronto, Ontario (May 2011)** – In a move that will simplify the specification of flooring and increase client service, LSI Floors, a leader in luxury vinyl tiles and planks, and BÖLYÜ, one of the largest privately-held carpet producers in North America, announce a joint distribution agreement. This agreement will see the full weight of the BÖLYÜ sales network support the sales and distribution of LSI Floors throughout the US.

Both LSI Floors and BÖLYÜ are excited by the opportunity to partner two high quality product lines within one sales force organization. The companies share a corporate commitment to the environment and the mutual mandate to present high value products to the market in a simplified manner.

Rick Moffat, LSI Floors Creative Director and Founder, explains; “This alliance expands the possibilities available to the specifier and simplifies the sourcing process by providing a single resource for the two most critical flooring materials in any installation.”

The LSI Floor products have the option to match the carpet tile in thickness and scale making the two materials simple to integrate into multi-function areas where both materials are required to serve the needs of the facility. Joint presentation materials will be available shortly to highlight the complimentary color and patterns of the two lines further easing the specification of the two materials.

“Our sales network is excited about the expanded product line available to our client base. The addition of an elegant, high designed vinyl tile offering, that complements our BÖLYÜ brand, allows our specifying community to resolve more needs with one phone call or one meeting. In this move we have increased the service we provide to our clients, thus increasing our position as a valued resource,” says Glenn King, Vice President of Marketing for BÖLYÜ.

The joint distribution agreement will be in full effect at NeoCon 2011 held this year from June 13-15. Both LSI Floors and BÖLYÜ will present their combined product offering on the 11<sup>th</sup> floor of the Merchandise Mart in showroom #1170.

### About LSI Floors

LSI Floors is a leader in luxury vinyl tiles and planks for high performance applications in commercial, healthcare, retail and hospitality facilities. As the initiator of water, grass and river rock imagery on flooring LSI has expanded its photo imaging technology to bring uniquely designed floors to all spaces. Also an innovator in recycling vinyl, LSI wants their floors back! Flooring past its useful life will be turned into other everyday products that enhance our lives. For more information, visit [www.lsifloors.com](http://www.lsifloors.com) LSI. Expressive Floors™ for creative minds.



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### **About BÖLYÜ**

BÖLYÜ is a registered brand of Beaulieu Commercial, which manufactures and markets stylish, technically superior carpet for all segments of the commercial market. A fully integrated company, the foremost objective of BÖLYÜ is to satisfy customer needs through the design, production and delivery of quality flooring products while protecting and preserving our limited resources by the specification and production of environmentally responsible products. For more information, visit [www.bolyu.com](http://www.bolyu.com)

Media contacts:

#### **LSI Floors**

Rick Moffatt, Creative Director/President  
1.800.449.3916  
[rmoffatt@lsifloors.com](mailto:rmoffatt@lsifloors.com)

#### **BÖLYÜ**

Glenn King, Vice President of Marketing  
1.800.451.1250 x 2219  
[glenn.king@bolyu.com](mailto:glenn.king@bolyu.com)