

MIRAGE X PRESS

Newsletter published for members of the  sales network — July 2019 Volume 20 - #3

Mirage is first again!



Once again, the industry has spoken: Mirage still sets the standard for quality in North America.

AN IRVING-CLOUD COMPANY
floor coveringnews

FLOOR FOCUS®

FCW
FLOOR COVERING WEEKLY
Published by Interne News & Marketing Services



A WORD FROM THE PRESIDENT



Pierre Thabet, President

A winning management philosophy

For over 35 years, all of our business decisions have been based on a management philosophy focused on fundamental values such as passion, respect, integrity, commitment, and innovation. Day after day, that philosophy has allowed us to follow through on our promise of delivering consistent quality in everything we do: products, services, training, merchandising, and marketing tools.

Once again this year, we ranked 1st in quality in *Floor Covering News*' Award of Excellence Survey, in *Floor Covering Weekly*'s ReCo Survey and in *Floor Focus*' What the Retailers Think Survey. In all, Mirage flooring has been recognized for quality 37 times. That is a unique industry achievement.

Thank you for your loyalty and your continued trust in Mirage. Together, let's keep pursuing our shared passion and our firm belief that no detail is too small. That philosophy is the key to our success.

Have a great summer!



AWARD OF EXCELLENCE

Mirage is still number one!

floorcoveringnews

Mirage has been named North America's top hardwood flooring manufacturer for the tenth time by *Floor Covering News* magazine. This distinction is based on results of the annual "Award of Excellence" competition by this trade publication. *Floor Covering News* asked thousands of floor covering dealers throughout Canada and the U.S. to vote for the best hardwood flooring manufacturer through its website and magazine.



From left to right: Reginald Tucker (FCNews), Lindsay Baillie (FCNews), Chris Thompson (Mirage), and Michelle Swayze (Informa).



The results of *Floor Covering Weekly*'s "ReCo Survey" have once again confirmed that Mirage is the top brand for quality, coming in ahead of the industry's biggest players for an eighth time. Furthermore, Mirage is the only Canadian brand to be ranked in the following categories; Service, Merchandising Support, Consumer Preference, Complaints/Claims and Training.

FLOOR FOCUS What the Retailers Think

Mirage has once again captured honors in the "What the Retailers Think" Survey conducted by *Floor Focus* magazine. This survey has put the Mirage brand at the head of the field thirteen times since 2003, and the results attest to Mirage's stature as a top quality leader.

A major project for Mirage

Located in the heart of Chicago, Bartlit Beck LLP is a prestigious law firm that cumulates the awards year after year. Thanks to the architects at Gensler in Chicago, the firm's lawyers and clients can now appreciate the beauty of White Oak R&Q Brushed Natural across the firm's 14,000 sq. ft. office space.

A high end setting perfect for the Mirage brand!

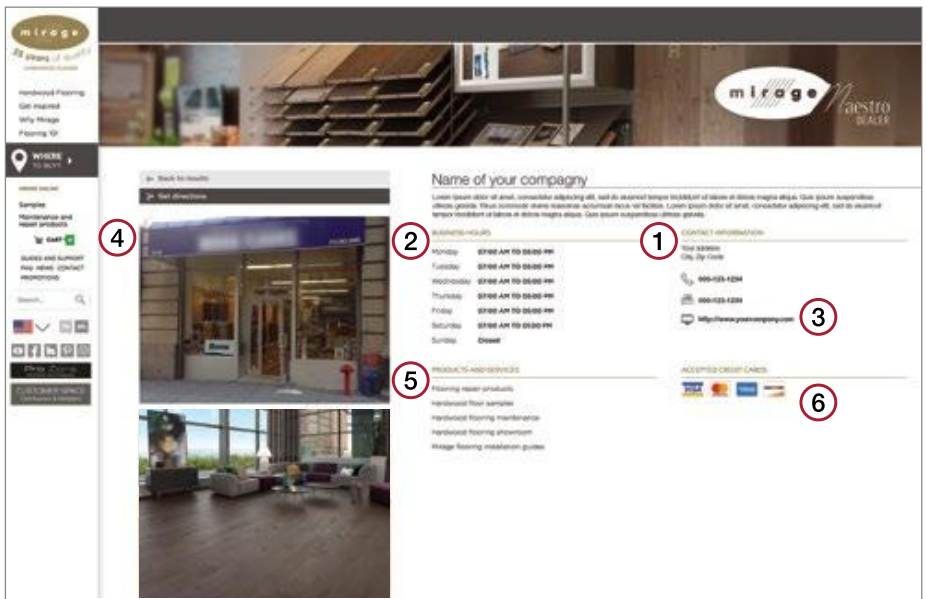


© Garrett Rowland | Design by Gensler

Freshen up your Web Maestro page!

There are many benefits in keeping your Web Maestro page up to date with current information. It lets consumers looking for a Mirage dealer in your area find you in the "Where to Buy" section of our website and provides key details: address ¹, business hours ², website link ³, photos ⁴, product and services ⁵ and the payment methods accepted ⁶.

Your Maestro page offers you added visibility and boosts your referencing in large online search engines. This helps you become the local reference for Mirage products. Make sure we have the right information!



Contact us today at **1-800-463-1303** or e-marketing@miragefloors.com to update your Maestro page.

TESTIMONY

The Mirage quality and difference: What they're saying

You can feel the Mirage difference at every level, as shown by this testimonial from our retailer Aspen Wood Floors, in Mississauga, Ontario.

"We, at Aspen Wood Floors, are devoted to supplying our customers great quality floors and that is what we receive every time with the Mirage brand. Mirage is really setting apart from the competition with the consistency in their production output from batch to batch in milling, grading, stain color and delivery times. Also, Mirage continually brings updates to their product lines to match what is coming forward in the design trends and delivers current, stylish, textures and colors. This helps us provide products that our customers desire.

Thanks for being such an important partner for us!"

Michael Feltham, President – Aspen Wood Floors



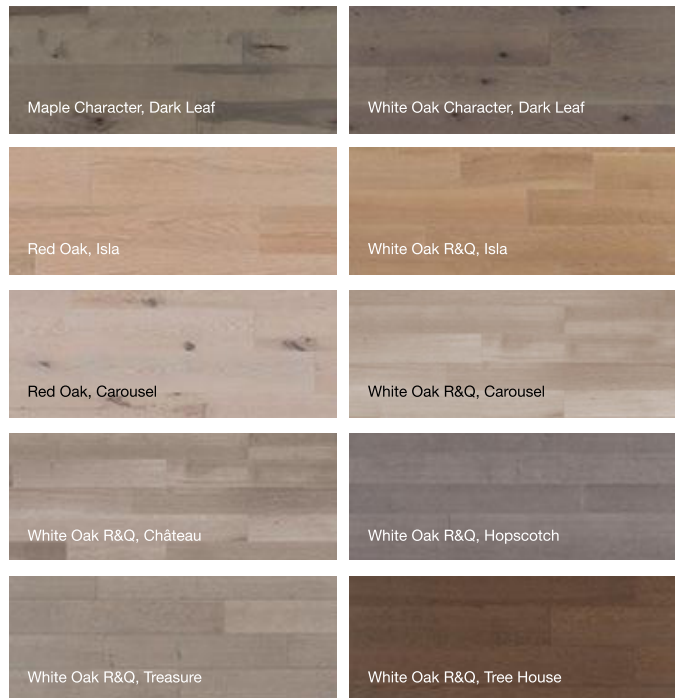
Michael Feltham (Aspen Wood Floors) and Sam Conte (Mirage)

DISCONTINUED products

As of **July 2019**, the following products will be completely removed from the Mirage lineup. Please remove the corresponding samples from your displays as well:

- **Dark Leaf:** all widths and species
- **Isla** in **Red Oak** and **White Oak R&Q**
- **Carousel** in **Red Oak** and **White Oak R&Q**
- **White Oak R&Q** in **Château**, **Hopscotch**, **Treasure**, and **Tree House** in the **Sweet Memories** Collection
- **Classic 3-1/4"** width in the **Sweet Memories** and **Flair** Collections

Feel free to contact your Mirage representative or Customer Service agent if you have any questions.



www.miragefloors.com

1255, 98th Street, St-Georges QC Canada G5Y 8J5
T.: 418-227-1181 • 1-800-463-1303 • F.: 418-227-1188



50%

©2019 Litho Canada