

FOR IMMEDIATE RELEASE

## **Preverco Innovates Again with the Launch of its Unique Wave Texture of Hardwood Flooring**

SAINT-AUGUSTIN-DE-DESMAURES, Québec, Canada (July 21, 2011) - Preverco, a leading brand of hardwood floors in North America, innovates again with a unique type of flooring featuring a revolutionary **Wave texture**. Born in South America, this original finish stems from skillfully studied board planing and polishing techniques by seasoned wood craftsmen. "To capture the spirit of the islands and their surf, our research and development team has created a brand-new **"Handscraped"** type of finish. Inspired by the work of these artisans, we have developed a unique manufacturing process that allows us to obtain a wavy texture offering an absolutely striking effect!" Vice President of Marketing Etienne Chabot said.

The Wave Texture is launched in 16 different shades and all of them are evocative of the islands or well known seaside resorts whose names alone are the stuff of dreams. Some of them embody authenticity within a modern, urban context while some others will fit more traditional decor. The variety of colors and textures offers a richness and depth never before seen from North American flooring manufacturers. The 16 shades are:

- Laguna
- Baja
- Maui
- Nembrala
- Fujisawa
- Seychelles
- Maldives
- Fidji
- Bali
- Bora
- Samoa
- Ibiza
- Caïcos
- Waikiki
- Makaha
- Navagio

The new Wave texture and all the other Preverco products are only available at specialized floor coverings stores and hardwood retailers. These specialists are the most knowledgeable in the industry to help consumers make wise decisions when it comes to hardwood flooring.

### About Preverco

Founded in 1988 in Quebec, Canada, Preverco is an industry leading manufacturer of high-end hardwood flooring, offering the widest variety of species, colors, widths and grades, as well as the highest-quality finishes available. Preverco also offers a quality warranty for its superior products, as well as floor maintenance products to protect customers' investments. Its reputation for excellent customer service, continuous quality and dependable delivery is impeccable in the industry.

For more information about Preverco's complete line of hardwood floors, contact Preverco at 1-866-890-WOOD or visit its Web site at [www.preverco.com](http://www.preverco.com).

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