

Beaulieu Canada hires Coveney, earns EcoLogo for carpet tile “Nexterra” products

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Acton Vale, Quebec – Canadian rug and carpet manufacturer and distributor Beaulieu Canada Co. has appointed flooring industry veteran Robert Coveney to regional director of residential sales for Quebec.

Coveney played top leadership roles at some major floor covering companies, including Peerless Carpet, Forbo, Torlys and Lauzon Hardwood Flooring.

In his new position, Coveney’s immediate priority is to bolster the sales of residential carpet in Quebec and establish Beaulieu as a major distributor of hard surface products in the province. He also works closely with the contract division.

In other company news, Beaulieu Canada has earned the EcoLogo designation on the majority of its carpet tile products featuring the Nexterra backing system.

Originally founded in 1988 by the Government of Canada, the EcoLogo Program has developed science-based criteria that reflect the entire lifecycle of a product and allows for easier comparison of products and services within the same category. The program awards the EcoLogo designation only to those that comply with the criteria, as verified by an independent third-party.

In a separate effort to seek third-party certification on its products, Beaulieu was the

first carpet mill to achieve the Platinum level on its Nexterra backing system within the new sustainable carpet assessment standard – NSF/ANSI 140-2007. In addition, Nexterra recently passed a major environmental assessment – Environmental Choice New Zealand.

“Our EcoLogo certification is the latest proof that Beaulieu’s Nexterra products meet the most stringent standards of environmental best practices.” says Marcel Poirier, vp, commercial sales, Beaulieu Canada. “We have provided our customers with enough data points to validate our environmental claims such as our unprecedented levels of post-consumer recycled content and our renewable energy usage”.