



# MIRAGE PRESENTS ITS ANNUAL SPIRIT AWARD WINNER



## PRESS RELEASE

for immediate release

**Saint-Georges (Quebec), February 20, 2019** — Mirage, the hardwood flooring brand renowned for its outstanding quality, presented its annual Spirit Award at a special event held as part of the 2019 Surfaces Exhibition in Las Vegas on January 23, 2019.

The award recognizes a Mirage distributor who has demonstrated outstanding performance in the previous year.

Derr Flooring Co., a Mirage distributor for 12 years, has received the President's Award for having the highest sales increase percentage for 2018.

This is the fifth Spirit Award for Derr Flooring Co. since 2007, a testament to their determination, dedication, and unwavering support in enabling Mirage to remain the top-quality brand in the United States.

"Mirage has become a best-in-class brand thanks to the passion and dedication of our people and partners," said Pierre Thabet, president of Boa-Franc which manufactures Mirage flooring. "It's important for us to recognize the ongoing efforts of Derr Flooring Co. who, day-in and day-out, help our brand succeed. In an environment that is growing ever more complex, it's a never-ending challenge to excel—and to keep that pole position as successfully achieved by Derr Flooring Co. That's why we strongly believe in celebrating the strengths and achievements of all our partners."



From left to right: Mike Bivona, Rick Holden, Pierre Thabet, Don Lefebvre and Chris Thompson.

-30-

### About Mirage

Mirage prefinished hardwood floors, designed and manufactured by Boa-Franc in Saint-Georges, Quebec, are synonymous with superior quality, beauty, durability, guaranteed product consistency, added value, and lifelong good looks. Mirage epitomizes attention to detail and the desire to create a product in perfect harmony with its environment. For more than 35 years, Mirage has been committed to operating in an environmentally responsible manner in order to ensure sustainable development for current and future generations.

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