

There are exciting things happening in the Taiga Flooring division this year. Many of the early kinks have been ironed out and our many players are ready to hit the ground with both feet and run with the program.

Taiga's flooring division is led by several key players.

Paul McDonald, Product Manager Flooring ensures each branch has the inventory they need to achieve their sales goals and to keep their customers coming back. Paul keeps a close eye on each branches inventory and makes sure they always have the inventory required to meet their sales.

Ian Holt, Flooring Sales Manager Western Canada is the go-to guy for our Western branches – from BC to Manitoba – and helps keep his sales team motivated through education and organization. Ian focuses on the specialty store groups such as the upcoming Flooring Canada launch that is happening in September.

Rick Churchill, Flooring Sales Manager Eastern Canada keeps the Eastern provinces – from Ontario to Newfoundland – organized and on top of their game plan by keeping them informed on market trends and making sure they are ready for anything and everything. Rick is focused on our lumber yard groups and focuses on maximizing our sales by continuing to meet their needs and surpass their expectations.

As a whole, the flooring division is shaping up to be a great addition to the Taiga family!

Last December, Taiga Calgary hosted the Taiga National Wood Flooring Association (NWFA) flooring conference which was sponsored by Trillium and Wickham and presented by Taiga Building Products. There were over 90 attendees from all over Western Canada and much was learned over the course of the two day conference.

It has been Taiga's goal to become a real "player" in Canada's flooring market and the NWFA conference saw the beginnings of this goal come to fruition. Many of our current customers came as well as some newcomers, which turned into new accounts for our Western regions. Relationships were strengthened and created and the time spent at the conference created a great opportunity for our flooring division.

The feedback from attendees was very positive and we hope to hold another conference – this time in Eastern Canada – at some point in the future.

Taiga Flooring has introduced several new products to the line up. In order to gain a competitive edge, Taiga introduced a truly Canadian product called Sanctuary Hardwood Flooring. This product has 11 SKUs and is manufactured here in Canada. The line is doing very well in the West and is picking up quickly in the East. We are very excited about the long term prospects of this product and have gotten back excellent feedback from customers.

North Haven Hardwood comes from the same Canadian mill as Sanctuary but has been re-branded for sale to lumber yards and big box stores. Having the same product under two different brands allows the division to cater to two very different markets while still providing a great product and our exemplary service.

Abod Hardwood is our Chinese product and offers our customers a lower price point allowing them to have a mid-point product for their price conscious consumers. There are 14 SKUs in this line and orders for this product keep coming in. The Canadian market has responded very positively to this line.

We have also added two new laminate categories. The first is Taiga Select Euro – a European product that is replacing the Desire line. This is an 8.3 mm product that is a slightly higher quality and price point than our Adore line. Sales of this product have been mostly concentrated in the Eastern provinces but are set to debut in the Western provinces over the summer months.

The second line is our Renaissance line. This product consists of four high gloss colours and three (soon to be four) colours that are hand scraped to give it a warm, country feel. Renaissance is being launched throughout Canada right now and we are very excited about the market feedback we are receiving.

Through the past year Taiga has seen some tough times and the flooring division is proud that they were able to make it through this time without losing ground. Now we are seeing an upswing and the flooring division is excited to show Taiga what it is really made of. With the divisions restructure now complete, the flooring division is gearing up for a full launch this September.

Overall, you can see that there are some new and very exciting things happening within the Taiga flooring division. We hope that there will be much more to report back to everyone soon!

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