



METRIE™

THE ART OF FORM

## **METRIE™ TO SHOWCASE INTERIOR FINISHING TRENDS APPLIED IN KEY SPACES – KITCHEN, BATH AND DINING ROOM**

*Celebrity design professionals will answer decor questions and help homeowners and builders create unique living spaces during NAHB International Builders' Show in Las Vegas*

### **FOR IMMEDIATE RELEASE**

**VANCOUVER, B.C.** (January 15, 2015) [Metrie™](#) will transform its booth at the IBS Trade Show in Las Vegas (January 20-22, 2015) to demonstrate how designers, architects, builders and homeowners can use Interior Finishings such as trimwork, doors and mouldings in principle rooms of the home to create impact, achieve design flow and save money.

Building off the success of Metrie's [Then & Now Finishing Collections™](#) — the first professionally designed, perfectly proportioned and coordinated collections of interior trim and doors in North America (featured in Elle Decor and This Old House among others), Metrie's booth will use the collections to demonstrate a hot decor trend of applying Interior Finishings to ceilings and walls in the kitchen, bathroom and dining room. The space will also exhibit the impact architectural trim can have on the feeling and flow of a space.

"This year we are showcasing a different use of our Then and Now Finishing Collections™ at IBS to share trends and demonstrate how impactful trim and doors can be when applied to the most important rooms of a home," says Kent Bowie, Executive Vice President at Metrie. "Whether you are a builder, designer or architect our booth will help inspire great ideas to differentiate your project and show how one can bring unity to open-concept spaces using of the trim and doors from our collections."

### **Other Metrie booth highlights:**

- Celebrity designers Andrew Pike and Amanda Forrest will be onsite at Metrie's 40ft by 60ft booth (# C5026 in Central Hall, Las Vegas Convention Centre) to answer design questions and share inspirations for 2015.
- Interactive areas with touch-screen TV's where attendees can digitally create and change the look of rooms using architectural trim to suit various decor styles using the 'Room Styler' tool (also available on Metrie's website).
- New merchandizing displays presented to help anyone from channel partners to homeowners navigate the chaos of choice in choosing the right proportions and style of coordinated Interior Finishings like casings, baseboards and doors. Home Decor Modules featuring doors and product from Metrie's five [Then & Now Finishing Collections™](#) will be displayed.
- A new door will be launched as part of the Very Square Finishing Collection, offering a lower-cost option to suit any budget.

“We have also created an educational seminar that builders, remodelers, architects, designers, or kitchen and bath specialists will want to take part in. Some of what will be discussed will be learning how, when and why to integrate interior finishes into the design process and the helpful language needed to communicate with customers about interior finishes.” says Bowie. The [IBS Education Seminar, entitled Finish Before You Start: Integrating Interior Finishes into Your Designs](#) launches on Wednesday, January 21 (1pm – 2pm) at South 231. Counting as one CEU course hour, and offered as part of the NAHB Continuing Education program.

“New online tools helping to make it easier to choose our design-centric offerings have just been added to our industry-leading and award winning website,” says Bowie, adding, “it’s been a big year for us between our rebrand, the most successful product launch in our history, and winning a Digital Innovation Award. We hope to see you at the booth and online.”

Metrie’s award-winning digital marketing program includes a highly-interactive website and planning tools, including their [Style Quiz](#), a feature that helps customers find a coordinated collection that most matches their personal style, and a [Room Styler](#), which enables users to digitally customize the look of a room. The site’s [Inspired Living](#) section hosts galleries of before and after rooms, home decor projects with detailed how-to instructions and videos, and their inspirational blog, [The Finished Space](#), shares design trends and industry news.

#### **About Metrie™:**

Our story began in 1926 as a small, family-owned and operated business. But our innovative designs and commitment to fine craftsmanship have helped us expand operations to include seven solid wood and MDF manufacturing facilities, plus 26 distribution centers in the U.S. and Canada. Our legacy has grown to include more than 5,000 moulding profiles and products manufactured in an environmentally responsible and sustainable manner. This enables us to help create finished spaces where life can unfold, one story at a time. Visit [www.Metrie.com](http://www.Metrie.com), our blog [TheFinishedSpace.com](http://TheFinishedSpace.com), or check out our eNewsletter [Metrie.com/finishedstyle](http://Metrie.com/finishedstyle) for more information.

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#### **Metrie™ Social Media:**

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