



FOR IMMEDIATE RELEASE

## **Metrie™ marketing programs earn accolades on an international stage**

**VANCOUVER, B.C. (April 14, 2015)** [Metrie™](#) is pleased to announce that its rebranding initiative and integrated marketing programs have been internationally recognized with three prestigious honors.

Metrie, the largest manufacturer and supplier of interior finishings in North America, has won awards on a global scale for its highly interactive website, innovative merchandising displays and internal rebranding communications program.

“We are grateful for the recognition that we have received for our marketing efforts in 2014,” said Kent Bowie, Executive Vice-President Sales and Marketing for Metrie. “Through our work to inspire consumers with great product design and increase awareness of using interior finishings to express one’s personal style, we believe we can create more value for our customers and partners while building a strong brand.”

Recognizing excellence in interactive media production, the 2014 Horizon Interactive Awards received over 1,200 entries from 27 countries, and Metrie was among the winners. Metrie’s website, part of an award-winning and industry-leading digital marketing strategy, won a silver Horizon Interactive Award in the “Website: Consumer Information” category.

The planning tools offered on [Metrie.com](#) to engage consumers include their [Style Quiz](#), a feature that helps customers find a coordinated Collection that aligns with 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 before-and-after galleries of spaces, along with home decor projects with detailed how-to instructions and videos.

While Metrie’s five professionally designed [Then & Now Finishing Collections™](#) can be found on its website, they can also be viewed in-person with Metrie’s new Home Decor Module displays—which have received a bronze Outstanding Merchandising Award (OMA) in the “Home and Garden” category from Point of Purchase Advertising International (POPAI). These new merchandising displays were created to transform the retail consumer experience to make it easy for a homeowner, designer or contractor to select interior finishings. The OMA Awards recognize in-store display excellence and outstanding achievement in retail merchandising.

Not only was Metrie acknowledged by the Horizon Interactive Awards and POPAI, but the company also earned top honors from Ragan Communications. Ragan's Employee Communications Awards recognize internal communications excellence worldwide, and when the 2014 accolades were announced, Metrie had secured the "Best Rebranding Campaign" award for its internal rebranding program. The "Setting the Stage" employee communications campaign kept employees informed and engaged during the company's transition from Moulding & Millwork to Metrie.

In addition, Metrie was also honored at a regional level. The *Metrie The Finished Space First Edition* catalog and *Metrie<sup>2™</sup> Made to Measure* catalog respectively won a gold and bronze American Advertising Award (ADDY) from the American Advertising Federation of Cleveland. Winning the gold ADDY from the local ad club is just the first step in a three-tier, national competition that rewards creativity in the art of advertising.

It has been just over a year since Metrie rebranded in February 2014, launched its Then & Now Finishing Collections, and made the strategic decision to provide inspiration and support to homeowners and professional designers who use interior trim and doors. These recent awards reinforce that Metrie's industry-unique strategy is taking hold.

**About Metrie:**

Our story began in 1926 as a small, family-owned and operated business in Vancouver, B.C. 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 [Metrie.com](http://Metrie.com) or our blog [TheFinishedSpace.com](http://TheFinishedSpace.com) for more information.

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**Metrie Social Media:**

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Instagram – [Instagram.com/OfficialMetrie](https://Instagram.com/OfficialMetrie)  
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