



# METRIE™

THE ART OF FORM

## **METRIE™ TO UNVEIL NEW BOOTH AND EXCLUSIVE CHALLENGE FOR BUILDERS AND DESIGNERS AT IBS**

*Inspirational ideas and interior finishings solutions, plus compelling contest for industry professionals, to be showcased at International Builders' Show in Las Vegas*

### **FOR IMMEDIATE RELEASE**

**VANCOUVER, B.C. (January 14, 2016)** [Metrie™](#) will unveil a new booth at the NAHB International Builders' Show in Las Vegas (January 19-21, 2016) to demonstrate how integrating interior finishing products such as baseboards, casing and crown moulding into design and build projects can set the stage for any room.

"This year our booth has three specific product category sections designed to highlight how designers, architects, builders and homeowners can use interior finishings to create impact, achieve design flow and save money," says Kent Bowie, Executive Vice President at Metrie. "For too long in this industry customers had to navigate the chaos of choice while buying and coordinating interior finishings. We've changed that and made it easier to create beautiful designs and exceptional interior spaces."

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 – Metrie's booth (C5026) at IBS 2016 will offer three product category sections:

- *Then & Now Finishing Collections™ Gallery* – Find inspirational ideas while strolling through five mini room vignettes artfully crafted and designed using Finishing Collection moulding and coordinated interior doors, including a socialite's dressing room, sommelier's wine cellar, foodie's kitchen, author's library, and weekender's retreat foyer
- *Metrie Complete®* - Discover Metrie's pre-painted moulding solutions that save professionals time and money.
- *Create The Look* – Explore pre-selected moulding profiles from Metrie's vast assortment to learn how to "create the look" that clients and homeowners are asking for.

Metrie will also launch a compelling and exclusive contest for industry professionals at IBS 2016. The "Every Room Tells a Story – 2016 Builder & Designer Challenge" is open to all professional builders, interior designers, architects, installers, and remodelers in North America (excluding North Dakota due to legal reasons). It provides an opportunity for professionals to showcase their world-class design skills by creating and building a room featuring Metrie's Then & Now Finishing Collections.

"Our team is excited to work with leading industry professionals on our Builder & Designer Challenge. Working directly with our product specialists, entrants have the opportunity to transform a space using interior finishings," says Bowie. "Whether you are a builder, designer or architect, reach out to the Metrie Design and Business Development team for assistance on your project. Let us help bring your vision to life."

The Challenge will begin on January 19, 2016 when the International Builders' Show opens in Las Vegas and will run until September 2016. The winner will be selected by a panel of Metrie appointed industry expert judges, for a grand prize package worth more than \$25,000, including \$10,000 in cash, a trip for two to IBS 2017 in Orlando, promotions, and more. There will also be three People's Choice winners that include a \$1,000 cash prize, a trip for two to IBS, and more. Professionals can learn more and enter the

challenge at [Metrie.com/Challenge](http://Metrie.com/Challenge), and share their story as it unfolds on social media using the #MyMetrieStory hashtag.

**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 [www.Metrie.com](http://www.Metrie.com) or our blog [TheFinishedSpace.com](http://TheFinishedSpace.com) for more information.

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