

Peerless Carpet Corporation

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Marketing Profile

Peerless' Carpet Corporation, founded in 1954, ranks among the world's largest carpet manufacturers with annual sales of nearly C\$ 500 million. Headquartered in Montreal, Quebec, Peerless Carpet Corporation is Canada's largest manufacturer and distributor of carpet in terms of sales and volume.

Peerless' broadloom carpet products account for approximately 84% of Corporate sales. The company manufactures over 100 styles and virtually all of the major style groups, including saxonomies and plushes, cut and loops, level loops, and multi-level loops. A variety of grades, prints, patterns, and colours are produced within each style group, both for residential and commercial markets. Peerless International is the leading brand of commercial carpet in Canada. The product spectrum covers a wide variety of price points and styles targeted to most users of the commercial market, including office building, hospitals, nursing homes, retail operations, hospital facilities, schools, government buildings, and the transportation industry. Peerless recently completed a \$30 million capital expenditure program to upgrade its manufacturing facilities. These expenditures have allowed Peerless to obtain a high standard of productivity, efficiency and quality. Peerless manufacturing facilities are modern enough to assure high efficiency, yet flexible enough to cater to specific customers' needs through special qualities and colouring.

Peerless is actively selling in 46 countries today and exploring new markets each year. Peerless is increasing popularity with synthetic carpets in this market through its local subsidiary, Peerless Carpet Distributors PTY Ltd., which is the largest importer of synthetic carpet in Australia. Peerless also maintains inventory in a bonded warehouse in Holland to service its European customers. Peerless Carpet Corporation is seeking to expand its penetration throughout the world and is interested in working through agents or distributors in various markets worldwide.

Products/Services Available for Export:
Broadloom Carpets