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Regal ideas Inc. Launches New Video Series with Paul Lafrance



(Delta, BC) – Regal ideas Inc., the world’s leading manufacturer of award winning aluminum railing systems and telescopic ladders, has launched a series of cutting-edge “How-To” videos, featuring Celebrity TV host and Professional Builder, Paul Lafrance, with special guest appearances by Katie Campbell and David Kenney.

In time for the decking season, the video series is designed to take the viewer through the installation process from start to finish.

Episodes include the easy 1-2-3 step railing installation, lighting up your deck with Regal ideas LED lighting system, and adding stair handrailing with the QuickStep stair system to any deck.

“Packed with tips and tricks from Paul Lafrance, these videos are not only informative, but also entertaining to watch” states Ernie Couillard, Executive Vice President of Regal ideas Inc. *“watching the time-lapse video of the BroLaws install 11 sections of tempered glass railing in under an hour is a true testament to our easy to use, easy to maintain principles.”*

The videos are part of Regal ideas continued online marketing strategy and can be found on the newly launched, mobile ready website regalideas.com and Regal ideas YouTube channel.

Regal ideas is not just building materials, they are also the original creator of the telescopic ladder under the brand Telesteps. In another series of videos launched this week, Katie Campbell, home improvement media celebrity, joins Paul Lafrance as they showcase the innovation, versatility and ease of use that these engineered climbing products offer. “Telesteps is the essential tool for all contractors, professionals and homeowners” comments Paul Lafrance in an article you can read online at regalideas.com/the-essential-tool

More videos are planned to launch later this year.

About Regal ideas Inc.

Winner of the 2017 Best of IBS Award for Most Innovative Building Product at the International Builders Show, Regal ideas continues to deliver a wide range of innovative products designed to make life easier for homeowners and contractors alike. Regal ideas is the world's leading manufacturer of aluminum railing systems and continues to be the industry leader on both sides of the border and across the globe.

Regal ideas spends a considerable amount of time researching and evolving its product mix adding LED-lit railing systems, frameless glass systems, and complete stair systems, just to name a few, to its portfolio of innovative building materials.

Regal ideas is not just building materials! Regal ideas is also the original inventor and manufacturer of the most innovative and comprehensive lines of engineered climbing products – Telesteps (www.telestepsworldwide.com). The Telesteps brand provides a full range of automatic telescopic ladders for use around the home as well as professional grade equipment for trades and commercial use. The engineered climbing products are designed to be strong and manufactured with aircraft grade aluminum to make them light and easier to move around.

For product information visit www.regalideas.com

About Paul Lafrance

Paul Lafrance is the creator, owner, and CEO of Paul Lafrance Design. With more than fifteen years of generating innovative and state-of-the-art custom deck designs, he is no stranger to the decking and landscaping world. He has successfully designed and built over a thousand decks across Southern Ontario — plus, he has designed thousands more across North America. With designs that are always original, each project offers its own uniqueness and the beauty that has come to define a Paul Lafrance Deck.

Paul is the host of HGTV's *Decked Out*, *Disaster Decks*, and *Deck Wars* as well as one of the judges on *Canada's Handyman Challenge*. You can catch Paul on his new HGTV series, *Custom Built*, which features innovative interior designs and home makeovers, done in the Paul Lafrance Style.

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