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MOULDING & MILLWORK REBRANDS AS METRIE™

VANCOUVER, B.C. (February 3, 2014) – In its 88th year of business, Moulding & Millwork – the largest manufacturer of interior finishings in North America – is changing its name to Metrie™. The new name is part of a strategic decision to heighten the company's focus on providing inspiration and support to homeowners and professional designers who use interior trim (such as crown, wall and baseboard mouldings, doors and other decorative elements) to add style and beauty to a room.

The launch of the new company name coincides with the debut of five all-encompassing design Collections of coordinated interior trim and doors.

"Our new Collections present a completely new way of thinking about, shopping for and selecting interior finishings," says Gregory Stoner, CEO of Metrie. "Until now, consumers were required to wade through bins of moulding and racks of doors to find the right products for their home. Selecting the right dimensions of moulding that fit together, in designs that work with and enhance your current decorating style is next to impossible. Metrie has taken the guesswork out of the process by introducing our new, professionally designed Collections."

In addition to coordinated moulding elements of crown, baseboard, casing and more, each Collection offers solid core and glass interior doors especially designed to complement the mouldings for a cohesive, harmonized look in the home.

At this year's International Builders' Show (IBS) in Las Vegas, the company will unveil the five new design Collections called Metrie Then & Now Finishing Collections™. Each inspired by a different architectural style, the Collections blend elements of modern and classic, so it's easy to find something that will work with virtually any decorating style. They are:

- Metrie™ French Curves™ Collection
- Metrie™ True Craft™ Collection
- Metrie™ Very Square™ Collection
- Metrie™ Fashion Forward™ Collection
- Metrie™ Pretty Simple™ Collection

Each Collection offers the consumer a pre-selection of all the moulding elements needed in a home, including crowns, casings, baseboards and rosettes, as well as a range of solid, premium interior doors. All mouldings within a single Collection are sized to fit together in the right proportions. Interior doors in the Collection coordinate with their mouldings, making it easy for homeowners to achieve an aesthetic flow throughout the home and a result worthy of professional design standards.



"For the homeowner, the selection process is simple," says Alexandra Marshall, Metrie's Vice President of Marketing. "Consumers select their preferred Collection style, choose the mouldings they desire, and select from solid core or glass doors – especially designed for that Collection's décor style. Painting or staining is left to the homeowner to decide, but we'll be providing a wealth of inspiration and ideas through our new website and social media platforms."

Metrie's new online presence at www.metrie.com features inspiration for consumers, as well as tools to support pros and the designer community, including CEU courses, a Room Styler™ design tool and how-to videos. A comprehensive social and digital program is also in place, including a new design trends blog *The Finished Space*™ for the latest styles in interior finishings and weekend project ideas. Offline, new merchandising displays will showcase the Collections' doors, mouldings and trim elements together, making coordination and selection easy.

"This is an exciting time for us, as well as our customers and partners," says Mr. Stoner. "Our focus is on building upon the rich history and more than 80-year legacy of our company, ensuring that we continue to exceed expectations for the quality and consistency of our products and service, while embarking on new directions in product design and innovation to meet the needs of today's home fashion enthusiast."

ABOUT METRIE

Our story began in 1926 as a small, family-owned and operated business. But our innovative design and commitment to fine craftsmanship have helped us expand operations to include eight 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 or our blog at TheFinishedSpace.com, for more information. And connect with Metrie on social media for the latest updates: Facebook.com/OfficialMetrie, Twitter.com/OfficialMetrie, Pinterest.com/OfficialMetrie, LinkedIn.com/company/Metrie and YouTube.com/OfficialMetrie.