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CHALIFOUR LAUNCHES INDUSTRY'S FIRST VIRTUAL TRADESHOW

Virtuo 2014 Offers Chalifour Customers and TIM-BR MART Members Convenient Online Buying Opportunities

VAUGHAN, ON, November 19, 2014 – Chalifour Canada Ltd. (Chalifour), TIM-BR MART Group's (TIM-BR MART) hardware, lumber, and building material distribution company, launches Virtuo 2014, the industry's first virtual tradeshow. In lieu of Chalifour's annual physical tradeshow, Virtuo 2014 is Chalifour's fully hosted, web-based, customized tradeshow platform allowing attendees easy, 24-hour online access to virtual buying and networking opportunities at a significantly lower cost than a traditional tradeshow. Officially going live this past Monday, November 17, 2014, Virtuo 2014 will be accessible to Chalifour customers and TIM-BR MART members through Friday, November 21, 2014.

"Virtuo allows us to offer our customers – large and small – the full tradeshow experience, with all the buying and networking opportunities of a physical tradeshow yet without the expense of time and travel associated with one," says Randy Martin, Vice President of Business Development for TIM-BR MART. "Eliminating travel out of the equation not only cuts costs for our customers and members alike, but also reduces costs for our vendors, who have been able to offer our customers and dealers more competitive buys as a result."

"Virtual events like this one also cut down on our carbon footprint; we don't have the excess amount of paper waste from show guides and brochures that a physical tradeshow creates, nor are contributing to air pollution created by attendees flying and/or driving in to attend the show," says Andrew Pantelides, Chalifour's Procurement Manager.

"At previous Chalifour shows, I would spend time travelling to the venue and then once at the show, only get to spend a couple hours there," says Michel Daigle from Quincaillerie Auto Daigle in Thetford-Mines, QC, a customer of Chalifour. "With Virtuo, I can take my time and don't feel pressured to buy right away; it's a lot more convenient."

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“With Virtuo I can browse at my own speed, go back to my store and take care of customers, and then log back on to my computer at night and complete my purchase – the virtual show really suits my needs as a business owner,” says Richard Morin, from Quincallerie Windsor, in Windsor, QC, a TIM-BR MART member who had foregone Chalifour shows in the past in order to tend to his store.

About Virtuo 2014

Virtuo 2014 is Chalifour’s virtual tradeshow is taking place from Monday, November 17, 2014 through Friday, November 21, 2014. The virtual tradeshow is a cross between a 3D environment and a video conference. Chalifour customers and TIM-BR MART members are free explore the tradeshow floor and able to “meet” vendors via video conference and live chat. The tradeshow platform is web-based, meaning Chalifour customers and TIM-BR MART members are able to log in and access the tradeshow 24 hours a day – and all from the comfort and convenience of their home or store computer. To learn more about Virtuo 2014, watch this short [video](#) or visit www.virtuo2014.com.

About Chalifour Canada

A 100% Canadian-owned hardware, lumber and building material distribution company, Chalifour Canada Ltd., is part of the TIM-BR MART Group and serves independent home improvement entrepreneurs in every province and territory. From five warehouses and offices in British Columbia, Ontario, and Quebec, Chalifour Canada offers full transportation and logistics services, cutting-edge product ordering and inventory management technologies, plus a dedicated national sales team providing in-store retail support. To learn more, visit www.chalifourcanada.com.

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