



PRESS RELEASE
For immediate release

René St-Cyr (1996) Inc. in Las Vegas
ANNOUNCEMENT FOR THE TEMAVI® AT SURFACES 2011,
THE AMERICAN FLOORING INDUSTRY'S BIGGEST TRADE SHOW

Las Vegas, January 26th, 2011 – “We’re very proud to announce our first licensee of the TEMAVI® process at SURFACES, Las Vegas,” declared Guylaine St-Cyr, president of René St-Cyr (1996) Inc. hardwood flooring manufacturer. “This remarkable stage in the company’s development is looking very promising in seeing the TEMAVI® process becoming a new standard of excellence within the hardwood flooring industry. We’re confident that other licensees will join us in 2011 to help promote and utilize this new technology in North America.” said St-Cyr.

The first manufacturer to purchase a TEMAVI® process license is Kennebec Lumber Company from Solon, Maine (www.kennebeclumber.com). Kennebec operates a Modern Hardwood Sawmill and has just started a new plant to manufacture solid hardwood flooring. Kennebec has a strong presence in the US hardwood Lumber market and it’s flooring products are also growing in brand recognition.

In 2010, the TEMAVI® process helped René St-Cyr (1996) Inc. boost its sales despite a challenging year for the hardwood industry. One of their goals is to license the TEMAVI® process to major hardwood flooring manufacturers. This process reduces production costs and increases the standard of quality for hardwood flooring products available on the market. “The boards come out more consistent and uniform. Installation and sanding times are reduced together with cost and the floors are virtually flawless,” said St-Cyr.

The TEMAVI® process is the first breakthrough in the hardwood flooring industry since 1941. Having already received several innovation and technology awards, it appears to be on its way in becoming the new industry standard. “We believe that the TEMAVI® process will go on to support our business growth and development for the future,” said St-Cyr.

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Source: René St-Cyr Inc.
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N.B. An online video of the TEMAVI® technology in action is available at www.rene-st-cyr.com/video.html