



## NEW COLLECTION

Suretouch is continuously evolving. We are pleased to present our latest arrival, the Durham Stone Collection. Inspired by the masonry of yesteryear, it features oversize stones and a rough texture reminiscent of French manor houses, and is offered in three colour blends.



## ...new colour

The **Morency Collection** has also added a new colour range: Newport grey. The collection is now available in four colours.

## An eloquent testimony

Below is an extract from a letter sent to Daniel Dufour, a representative for Central and Eastern Quebec, by satisfied customers Caroline Landry and Pierre Minville.

" ... We can't say enough about the extraordinary service we got from you and Mr. Dacres, who was working on a site nearby and dropped by almost every day to give us helpful tips for our project. We can't tell you how much we appreciate the outstanding service and the quality of your product.

Everyone has congratulated us on this transformation. You can be sure that we will be proud to recommend your product. In fact, one of my work colleagues will be renovating his house this spring, and plans to use your product.

Please accept our sincere thanks, Mr. Dufour, and convey them to Mr. Dacres. Thanks to you and Suretouch, we have a brand new house."

## The Suretouch team

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## NEW DISTRIBUTORS

**In Quebec**, new distributors have joined our network: Agremat in Mirabel, Beto-Bloc in Laval and Briques et Pierres Saint-Constant. Furthermore, in addition to the other Maconnex stores, the Suretouch line will now also be offered in the Saint-Basile-le-Grand store.

**In Ontario**, Byron Building Supplies in North Bay, Maple Leaf Masonry in Sudbury and Rehill in Peterborough are now part of our extensive network.

# TV, Magazine and Web Advertisements

- This spring Suretouch has a new advertising campaign. Our TV spot is now airing on LCN, MétéoMédia, HGTV and DIY. The campaign is also supported by advertisements in *Homes & Cottages* and *La Maison du 21<sup>e</sup> Siècle*, not to mention our presence on the Internet. To view the TV spot, select Advertisement on the drop-down menu under the Videos-Photos tab on our website.

## New Brochure

Our new brochure is hot of the press. It features impressive projects, as well as a new **Before and After** section. Contact us to ask for your copies.



DON'T FORGET...

... that Suretouch identification signs for project sites, brochures and installation guides are available, ask your representative.



## The 2012 Suretouch Product Tour is in full swing

This winter and spring, many Quebec and Ontario distributors are participating in the very first product tour to show consumers how Suretouch can make their dream house a reality. So far, it has been a great success, and we plan to continue with this enriching initiative. Thanks to all!



## Trade Fairs AND Shows

As we do every year, Suretouch is participating in quite a few shows and trade fairs, including the Salon Reno Laval and Expo Habitat Quebec. There is always strong interest from the public. What's more, in Quebec City, the Suretouch booth was one of the main attractions of the show.

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