

NEW EXTENDED HOURS

Mon-Fri 8:00am to 8:00pm
 Saturday 9:00am to 5:00pm
 Sunday 10:00am to 4:00pm

Show Specials! Okotoks Trade & Lifestyle Show

Plan to drop by the Okotoks Trade & Lifestyle Show, **Friday evening April 24th or from 9-5PM Saturday the 25th at the Okotoks Recreation Centre.**

We will have booths for both Simply Floors and the Okotoks Flooring Outlet, with our fabulous staff on hand to answer your questions about the latest in flooring

products and trends.

If you're ready to begin that flooring project, this could be the weekend to get started. We've been working hard with our suppliers to provide weekend Show Specials on hardwood, engineered hardwood, laminate, carpet and vinyl specifically for this event. We'll also have a free draw for one of

our amazing area rugs, and a sign up list for our very popular evening DIY workshops. See you there!



Value

Welcome to our first customer newsletter. We will be publishing these regularly to provide you with updates on products and promotions to help create beautiful living spaces with style, character and of course, value.

It is commonly held that you get what you pay for. And as consumers, we have been very effectively influenced to make purchasing decisions often on price alone. Particularly in these current economic times, we tend to place price above almost all other purchase considerations. The constant barrage of deep discount promotions for almost every commodity reinforces the message that the lowest price represents the best value.

But not always. Sometimes you can get considerably less than what you pay for, and this is especially true with flooring. We like to compare apples to apples, and when there is truly no difference between one ap-

ple and another, the comparison is straightforward. This however, is rarely the case with flooring as it is unlike most other consumer products.

At Simply Floors, our benchmark is value. While this certainly includes competitive pricing, we work with our customers to compare all points of cost and benefit.

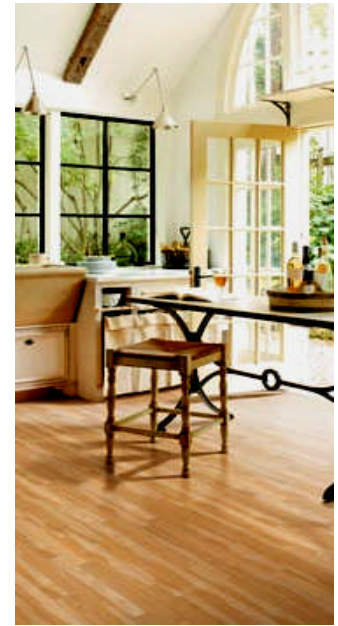
While it is tempting to view price as the only difference between several flooring samples this is seldom realistic. The criteria for quality flooring must go well beyond the price tag to include materials, engineering, aesthetic qualities, color selection, environmental stewardship, ease of installation, warranties and specific local factors. Taken together, these elements determine a floor's overall value.

At Simply Floors, our benchmark is value. While this certainly includes competitive pricing, we work with our customers to compare all points of both cost and benefit. We are committed to selling quality and overall value, an approach that has proven to save both time and money in the long run.

When it comes to flooring products, we believe that the most critical decision is not what to buy, but whom to buy from. We understand that we are not just selling a product or commodity by the square foot.

In reality, we are also offering expertise, reliability, service, fair prices, and warranties that relate to flooring. While consumers can buy floor products at a price point anywhere, nowhere else will they find our combination of price, integrity, service, and quality.

And that, we believe, represents true value.



SPRING SALE

April 3rd—May 15th
Scratch & Save
up to \$2500

Every card's a winner!

service

excellence

design

expertise

quality

warranty

value