

Simply Floors Ltd.

22 Crystalridge Drive, Okotoks, AB 403.995.3321 www.simplyfloors.ca

Newsletter April, 2010

HOURS

Mon., Tues., Wed. & Friday:

9AM to 6PM

Thursday: 9AM to 8PM

Saturday: 10:00AM to 5:00PM

Sunday: Closed

SIMPLYdesign

PROFESSIONAL INTERIOR DESIGN & HOME RENOVATION
A Division of Simply Floors Ltd.

Cait Lottis

Interior Designer BID (Applied)



Meet Our Interior Designer

We are delighted to announce the opening of Simply Design, our new division led by Cait Lottis. Cait holds a Bachelor of Interior Design degree from Mount Royal University and works with our clients in designing new or renovated home interiors, Kitchen & Bath spaces, countertops, millwork, paint & window treatments and furniture placement.

What is your personal approach to interior design?

Any successful interior design must be sensitive to the client. When working on a project, I focus on three main areas. First is enhancing the space. Whether it's re-designing a kitchen to increase its functionality or creating a completely new layout, the finished product has to enhance my client's way of life. Second, I spend the time necessary to understand and embrace my client's unique life-style. Your interior space needs to accommodate and enhance the way you live, and meet the specific demands of various stages of life. Finally, I focus on reflecting your personality. Your home needs to be a reflection of who you are through color, style, and personal taste.

What current interior design trends do you see?

Simplicity is emerging as a major design trend, but it's important to recognize that this doesn't always mean a space has to be 'modern' to be 'simple'.

Simplicity refers more to a sense of timelessness within your space; an uncluttered approach to living where everything has a place and a purpose. This is seen in enduring paint colours, timeless furniture pieces, and certainly in quality flooring choices. We're seeing a lot of colors and textures drawn from the natural world around us like linen, stone grey, and rich walnut. Thoughtfully utilizing these colors and textures will ground your personal space, creating a sense of ease and comfort.

When you have a strong base to your room, you can then modify your accessories and decorative items to suit any season or personal choice, giving you maximum flexibility in your space.



How important is quality flooring to overall design?

Flooring is a fundamental design component for any new home or renovation. It is one of the larger investments you'll make in your home, and the right floor will ground the rest of your design choices. Flooring helps to create environments that reflect the important elements of your life: places for celebrations, for relaxation, and for gatherings with family and friends. Flooring can also create a sense of luxury and warmth, and offers peace of mind because you know that quality stands the test of time. Quality flooring will not only enhance your living space, it will grow and age with you, becoming a true investment in everyday life as well as the home.

What services does Simply Design provide?

Simply Design is a full service, professional Interior Design firm that takes care of the client from start to finish. A complimentary initial consultation will clearly assess your needs, personal preferences, and lifestyle considerations. This ensures that appropriate choices are made for your home throughout the design process. Whether your project is big or small, Simply Design can manage it from material and product selection, comprehensive floor plans, contracting services, scheduling, through to final installation. Simply Design strives to make your project...simple.

Did You Know That We Provide:

- Friendly & knowledgeable front line customer service
- Professional estimating & quoting in a timely fashion
- Skilled & dependable installers
- First Class customer satisfaction
- A great selection of innovative flooring from leading North American and European manufacturers
- Full service, one stop shopping. Make your decision and we'll take care of the rest.

Simply Floors is a local family owned business founded upon three pillars: Experience, Quality & Service. Owners Yves and Barb Mercier bring over 30 years of flooring knowledge and experience to our customers. Our team of flooring professionals has extensive experience with all types of quality flooring.

We pride ourselves on providing premium quality products and superb customer service.

We have two locations in Okotoks, our main showroom on CrystalRidge Drive, and Okotoks Flooring Outlet, our DIY store on Fisher Street.

