



METRIE™

THE ART OF FORM

METRIE™ TO HIGHLIGHT NEW OPTION {M} PRODUCT SOLUTION AT 2018 INTERNATIONAL BUILDERS' SHOW

FOR IMMEDIATE RELEASE

VANCOUVER, B.C. (January 9, 2018) [Metrie™](#), North America's leading manufacturer and distributor of interior finishings, will feature three product lines and an interactive booth at the 2018 International Builders' Show (IBS), designed to help builders and designers transform interior spaces with ease. Metrie™ will be located at booth #W3653 in the West Hall between January 9 and January 11, 2018.

The Metrie booth will highlight [Option {M}](#), its newest product solution of pre-selected moulding profiles and complementary door styles curated by designers to help easily achieve today's top home décor trends, including:

- Fresh, inviting, memorable **Modern Farmhouse**
- Classic, tailored, sophisticated **New Traditional**
- Funky, eclectic, unconventional **Bohemian**
- Delicate, ornamental, well-lived **Shabby Chic**
- Urban, edgy, strong **Vintage Industrial**
- Casual, friendly, comfortable **Country**

"Option {M} takes out the uncertainty in the selection process by providing design solutions that help builders, designers and their customers easily and affordably achieve a desired look during a home build or remodel project" says Andreas Kaufmann, Senior Director of Product Management at Metrie. "Metrie strives to be a leader in creating beautiful interior spaces by developing unique product solutions, such as Finishing Collections and the newly launched Option {M}. Whether it's helping builders communicate products to homeowners or improving the consultation and selection process for designers, our goal is to make room transformations easier."

Metrie's booth will also feature three professionally designed [Then & Now Finishing Collections™](#) vignettes to show how to achieve a high-end, custom millwork look, as well as a "Builder Central" area to arm builders with information on how to add value to their business with interior finishings.

Those attending the International Builders' Show are encouraged to visit Metrie's booth on January 9 from 3:00pm to 4:30pm for their *Builder & Designer Challenge Award Event*, where a Grand Prize winner and three People's Choice winners will be announced. [Metrie's 2017 Builder & Designer Challenge](#) contest encouraged builders and designers across North America to showcase their design skills by transforming an interior space using Metrie's Then & Now Finishing Collections™. IBS attendees interested in attending the *Builder & Designer Challenge Award Event* can register [here](#).



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About Metrie™:

For more than 90 years, Metrie has helped buyers create finished spaces where life can unfold, one story at a time. The Metrie story began in 1926 as a small, family-owned and -operated business in Vancouver, B.C. Since then, Metrie's commitment to innovative design and fine craftsmanship has helped the company expand operations to include seven solid wood and MDF manufacturing facilities, plus 26 distribution centers of moulding and interior doors in the U.S. and Canada. Metrie has evolved over the last nine decades to become the largest manufacturer of moulding in North America. Those interested in interior design ideas can subscribe to Metrie's monthly "The Finished Space" e-newsletter [here](#).

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