

Company Overview

TORLYS is a flooring company specializing in floating floors. TORLYS distributes across Canada Laminate, Cork, Hardwood and Leather flooring.

The company was started in January 1988 as TORLYS Import and Distribution Company. Its founders were **Fernando Luz**, a Portuguese-Canadian entrepreneur and former banker with Sottomayor Bank Canada and the Canadian Imperial Bank of Commerce (CIBC), and a financial partner, **Anibal Claudino**. The name TORLYS is derived from Toronto and Lysboa (Lisbon). Fernando Luz was TORLYS's first president.

Originally, TORLYS was an importer and distributor of Portuguese-made building products, serving the Toronto and Golden Horseshoe markets. The TORLYS Import and Distribution Company supplied independent building supply yards and hardwood flooring contractors with a wide variety of building and flooring products including pine shutters and bifold doors; lighting panels and plastic sheeting; bathroom fixtures; prefinished and unfinished parquet tile; ceramic floor and wall tile; cork sheets and boards; unfinished strip and plank flooring as well as hardwood flooring accessories; and painting and drywall tools and accessories.

In the early 1990s, with Canada locked in the grip of a severe economic recession and the market place showing signs of impending radical change, TORLYS streamlined its operations and product offerings to focus on being a provider of specialty decorating products, primarily focusing on floor covering products. By 1991, 85 per cent of TORLYS's product offerings were related to floor coverings: cork rolls, pine shutters, peel-and-stick vinyl tile, and unfinished hardwood flooring.

Company founder and first president, Fernando Luz, returned to Portugal in 1991 to start a new distribution company, Listor, that imported products from Canada and the Far East. He remained TORLYS's president-in-absentia for several years in the 1990s although a new local management team was brought on board. The company name was changed and officially incorporated in Canada as TORLYS Inc.

Peter Barretto, the current president and CEO of TORLYS Inc., joined the company as part of the new management team in 1991, in the role of Sales and Marketing Manager, becoming Marketing Director in 1994 when TORLYS expanded its sales and marketing team.

Anibal Claudino, who was a founding partner of the company, managed operations and finance following the departure of Fernando Luz, becoming Controller and General Manager in 1993. He is currently Chief Operating Officer.

By the mid-1990s, TORLYS Inc. had undergone expansion and three moves to larger premises, expanded its sales force and product lines — including the introduction of floating floors — and was undergoing unprecedented annual growth.

An entrepreneurial company, TORLYS has over the past 15 years successfully become the fastest-growing floor covering marketer and distributor in Canada, experiencing unprecedented top-line revenue growth of more than 37 per cent compounded annually. This has been accomplished by being innovative and offering added value for customers as well as demonstrating its willingness to take a risk on programs, products and services TORLYS believes will contribute to the strategic vision of the company and offer quality and value for customers and its strategic partner vendors.

TORLYS has grown to more than 80 full-time associates representing every province in Canada, with head-office operations located in a 86,000-square-foot facility in Mississauga. TORLYS also has sales offices in Moncton and Montreal, and a 30,000-square-foot sales office/warehouse/showroom facility in Delta, B.C. The TORLYS brand of Cork, Hardwood Leather and Laminates, are sold through a network of more than 200 independent floorcovering dealers across Canada.

As a marketer and not a manufacturer of premium Uniclic system flooring products, TORLYS concentrates on building relationships with strategic partner vendors. This enables the company to provide a continuous stream of new, innovative and competitive products. TORLYS offers a fresh approach to consumer-oriented marketing in the floorcovering industry.

TORLYS is now concentrating 100 per cent on TORLYS Hardwood, Cork, Leather and Laminate flooring, abandoning many glue-down floor covering products that helped make the company successful.

The focus on Uniclic products is a key element of a new brand positioning strategy, TORLYS Smart Floors™. This branding strategy, introduced in 2007, differentiates TORLYS in the Canadian floor covering industry. It positions Uniclic flooring as an easy home décor and design flooring solution, and TORLYS as a home décor and design partner, not just a flooring provider.

TORLYS is a member of the National Floor Covering Association (NFCA), the Floor Covering Institute of Ontario (FIO), the British Columbia Floor Covering Association (BCFCA) and the Atlantic Floor Covering Association (AFCA).

In 2003, TORLYS became a national sponsor of Habitat for Humanity Canada. TORLYS will provide floors for one room in every Habitat Home built during the 2003 and 2004 construction seasons, and will also support Habitat ReStores. The initial sponsorship is for two years; however, TORLYS intends to be a long-term sponsor of Habitat for Humanity Canada, which builds affordable housing for Canadians in need. Also in 2008, TORLYS marked its twentieth anniversary as the innovative leader in the Canadian flooring marketplace.