



Boaz Feiner (in red jacket) answers detailed questions from Austrian guests.

GERANIUM HOSTS HARD HAT TOUR FOR AUSTRIAN BUILDERS

Building Industry and Land Development (BILD) Association's staff called upon Home Builder of the Year **Geranium Homes** when 30 members of the Austrian Home Builders' Association requested a tour of a wood-frame construction project. Geranium's **President Boaz Feiner** immediately scheduled a framing walkthrough

at Geranium's **Cardinal Point** in Stouffville and **Forest Trail Estates** in Ballantrae.

"The fact that a European home builders' association looks to the GTA as an example of quality construction practices speaks volumes about how our industry is viewed on a global scale," said BILD **President and CEO Bryan Tuckey**.

On June 6, the Austrians toured a 5,000-plus-square-foot bungalow-loft and a block of townhomes. "Our guests were really impressed by the framing tour and very curious about how these homes looked when finished," said Feiner. "They were familiar with our materials but were intrigued by the efficiencies achieved by using far fewer standardized measures of pre-cut lumber," he added.

"I would like to thank Geranium Homes for the excellent, educational morning that has surely left a positive impression on our Austrian colleagues," concluded Tuckey.

■ geraniumhomes.com • bildgta.ca



Brad Carr.

MONARCH APPOINTS NEW PRESIDENT

Monarch Corporation has announced that **Brad Carr** has been promoted to **President** and **David George** to **Executive Vice President**. Monarch is the Canadian division of U.S.-based home builder **Taylor Morrison**.

Senior Vice President of low-rise operations since 2004, Carr assumes the job from Brian Johnston. Under Carr's leadership, the division saw dramatic growth to become one of the industry's top-performing businesses, leading all North American division sales in 2010 and 2011.

"I would like to thank Brian for his contribution over the years and wish Brad continued success in growing the Monarch brand," said **Taylor Morrison President and CEO Sheryl Palmer**. "Brad and his executive team have delivered exceptional results over the last several years and we are excited about the opportunities that lie ahead under his guidance. Senior Vice President **Emilio Tesolin**, who adds a wealth of experience, will continue to run our high-rise developments."

David George will assume the roles of executive vice president, general counsel and corporate secretary.

■ taylormorrison.com
monarchgroup.net



Torlys TerraWood™ Rocky Mountain Oak flooring.

TORLYS INC. LAUNCHES TERRAWOOD™ HYBRID FLOORS

TORLYS Inc., a leading Canadian flooring company, has introduced a flooring industry first — **TORLYS TerraWood™**. The company states that this product is an exceptionally durable, eco-friendly hybrid wood floor, made in Germany with a blend of softwood and hardwoods melded into a durable dent-resistant wood plank.

"TORLYS TerraWood™ fulfills the need for a unique flooring product for consumers who want the look and beauty of hardwood and the durability of laminate at an affordable price," said **Peter Barretto, President and CEO**. "We've engineered added features into this hybrid floor: it's FSC (Forest Stewardship Council®)-certified; CARB (California Air Resources Board)-compliant; 100 per cent of the log is used in the production process; and it's made with only natural resins, with no added formaldehyde. It's a quiet and warm floor with the CorkPlus™ attached cork underlay. A lot has been built into this floor — beauty, environmental responsibility and performance."

Available in 10 styles of classic, domestic and exotic wood looks, in smooth or gently textured surfaces in three lengths. ■ torlys.com

More News on pages 24, 26 & 28.