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Paul Lafrance, Celebrity TV Host and Professional Builder, Teams Up with Regal ideas inc.



(Delta, BC) – **Paul Lafrance**, the Celebrity TV Host and Professional Builder, from hit shows including *Decked Out*, *Disaster Decks*, *Deck Wars*, *Custom Built*, as well as being a judge on *Canada's Handyman Challenge*, is teaming up with Regal ideas Inc., North America's leading and most trusted brand in Aluminum Railings, Outdoor Building products, and Telesteps Engineered Climbing products to launch a series of cutting edge products in 2016.

The Paul Lafrance and Regal ideas Inc. partnership also includes a series of installation videos, event appearances, social media and website collaborations, national promotions and the launch of the Regal ideas University and Contractor Certification Programs. Regal will be the exclusive aluminum railing system and Telesteps will be the only telescopic ladders used on future Paul Lafrance TV shows.

"Regal ideas passion for innovation, quality and service are next to none. I have been using the Regal ideas products for many years on my projects, and they still look as good as the first day they were installed. As a homeowner, I appreciate the ease of installation and the low maintenance of the product. From a contractor's perspective I value the reduced amount of time it takes to complete a job." says Paul

"We are all about innovation, quality and the customer experience. Regal is the only product that comes with the patented lock-in picket system that ensures once the railing is put together – it stays together" states Ernie Couillard, Executive Vice President of Regal ideas Inc.

Couillard goes on to say *"We are excited to launch this partnership with Paul Lafrance. Paul's innovative and creative attributes are a perfect complement to Regal's vision, culture and future plans. With Paul Lafrance on board, we are able to expand our customer reach to a younger set of demographics, driving more traffic to our retail partners, and showcasing Regal ideas innovation and quality products nationally."*

Regal ideas officially announced its partnership internally at their Corporate Offices last week during their Annual Sales and Marketing Meetings in Delta BC.

Paul will make his first appearance with Regal ideas at the International Builders show, Central Hall Booth# C8846 in Las Vegas, January 19, 2016, followed by the Western Retail Lumber Association (WRLA) Buying Show in Calgary, January 22, 2016.

About Regal ideas Inc.

Innovation runs deep at Regal Ideas. Over 30 years ago, the company opened its doors with one product line, Regal Aluminum Railing. Today, Regal Railing is the largest selling brand of aluminum railing in North America. With a wide range of innovative products designed to make life easier for homeowners and contractors alike, Regal Ideas is an industry leader on both sides of the border and across the globe.

Regal Ideas spends a considerable amount of time researching and evolving its product mix adding LED-lit railing systems, low maintenance aluminum fencing and aluminum stair stringers, just to name a few, to its portfolio of innovative building materials.

Regal Ideas is not just building materials! Regal Ideas is also the manufacturer of the most innovative and comprehensive lines of engineered climbing products – Telesteps (www.telesteps.net). The Telesteps brand provides a full range of automatic telescopic ladders for use around the home as well as professional grade equipment for trades and commercial use. The engineered climbing products are designed to be strong and manufactured with aircraft grade aluminum to make them light and easier to move around.

About Paul Lafrance

Paul Lafrance is the creator, owner, and CEO of Paul Lafrance Design. With more than fifteen years of generating innovative and state-of-the-art custom deck designs, he is no stranger to the decking and landscaping world. He has successfully designed and built over a thousand decks across Southern Ontario — plus, he has designed thousands more across Canada and the U.S.A.. Paul has recently expanded his design firm to include all of North America, greatly broadening the frontier for his custom designs. With designs that are always original, each project offers its own uniqueness and the beauty that has come to define a Paul Lafrance Deck.

Paul is the host of HGTV's *Decked Out*, *Disaster Decks*, and *Deck Wars* as well as one of the judges on *Canada's Handyman Challenge*. You can catch Paul on his new HGTV series, *Custom Built*, which features innovative interior designs and home makeovers, done in the Paul Lafrance Style.

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