

## Québec-based Pierre Belvédère Celebrates Its 50<sup>th</sup> Anniversary

*For this occasion, the company behind the Essence du Papier banner launches its new website*

New technologies are constantly evolving and now permeate our daily lives. Despite this unstoppable technological progress, a handwritten note on fine stationery will always hold a special place in our hearts. Whether it is used to convey our best wishes, share our emotions with our loved ones or add an important event to our calendar, paper remains an important communication tool.

In this context, Mr. Bélanger, President of *Groupe Pierre Belvédère*, shares with us his company's raison d'être: "For the past 50 years, we have strived to offer products that can become part of our customers' memories, both big and small. That our customers use our wares to communicate with their loved ones, highlight special moments in their own lives, enhance their daily lives or have fun with their kids is truly an honour for us."

Upon its founding in 1960 by Pierre Desmarais, the company was the first in Canada to offer stationery products made in Europe. Throughout the years, new innovative items enriched the company's offerings. Today, it holds an important part of the market through both the distribution and development of top quality paper products, as well as its magnificent collections of office, home and family products.

Ever seeking new ways to better serve its customers, the company is taking advantage of its 50<sup>th</sup> anniversary to redesign its website, [www.pierrebelvedere.com](http://www.pierrebelvedere.com), which offers countless tips and helps consumers find the nearest outlet. Web surfers will discover the company's four divisions, namely Fine Stationery and Gifts, *Semikolon*, Toys and Accents.

### **About Pierre Belvédère**

*Groupe Pierre Belvédère* is a private Canadian company, whose head office and breathtaking showroom are located in the Old Port borough of Montréal, Québec. Several retailers across the country offer its products. Furthermore, the company owns a chain of six stores operating under the *Essence du Papier* banner. These outlets, located in Montréal and Toronto, are renowned for their vast selection of prestige items.

*Groupe Pierre Belvédère* is also involved in social and humanitarian activities. Indeed, it created the M.I.L.K. Foundation in 2003 to foster the humanitarian values. All funds raised support humanitarian and charity organizations whose mission is to protect human life and dignity. Furthermore, the company is proud to be associated with the fight against breast cancer. Each year, *Groupe Pierre Belvédère* edits the "Canadian Artists" card collection to raise funds in support of breast cancer research.