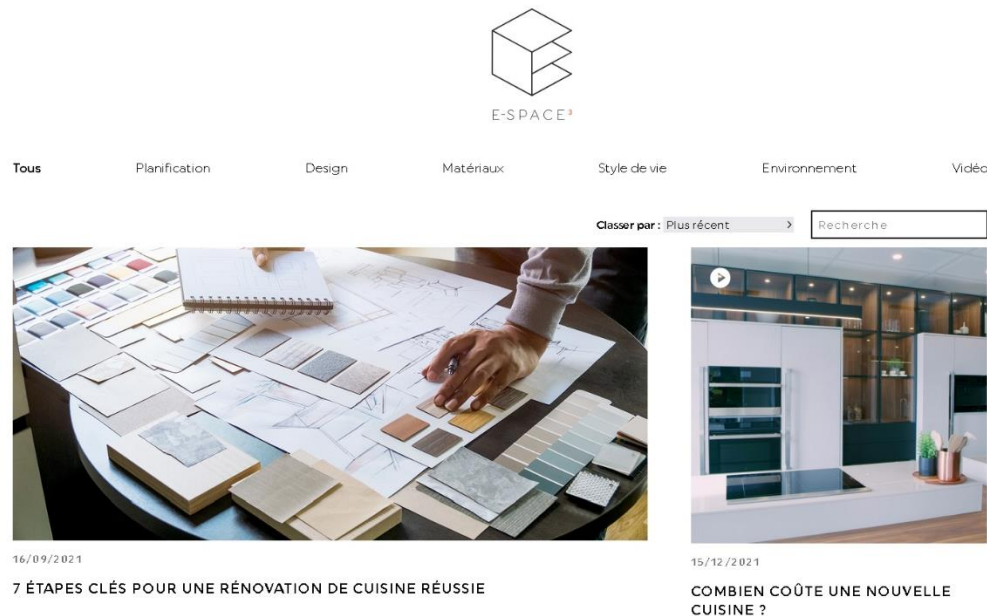


PRESS RELEASE  
FOR IMMEDIATE RELEASE

## MIRALIS LAUNCHES **E-SPACE<sup>3</sup>**: NEW DIGITAL PLATFORM TO DEMYSTIFY KITCHEN RENOVATION



**February 23, 2022** – It goes without saying that the pandemic has shaken up our daily lives, our habits and even our relationship to the spaces around us. After all, we have spent many, many hours in our homes! This situation has had a stimulating effect on the renovation industry. According to a study by the Association des professionnels de la construction et de l’habitation du Québec (APCHQ) and RénoAssistance, nearly three quarters (72%) of the surveyed Quebec homeowners are planning to remodel their living spaces in the next three years. Full bathroom (28%) and kitchen (26%) renovations are among the most popular projects. In light of this ongoing trend, Miralis—a manufacturer of custom kitchen cabinets based in Rimouski, Quebec—seized the opportunity to create a new digital platform that provides consumers the information they need. This free resource aims to demystify all aspects of kitchen renovation and construction: [www.e-space3.com](http://www.e-space3.com).

### What is E-SPACE<sup>3</sup>?

Via a wide selection of articles, videos and a planning guide for download, people dreaming of a new kitchen will now be better prepared before starting their project. From design to technical specs and environmental concerns to lifestyle issues, E-SPACE<sup>3</sup> answers a myriad of common questions: How much will it cost to renovate my kitchen? What are the key steps in the process? What options are available for materials? What is a kitchen designer-specialist?

“It was important for us to create a non-commercial spot where people can get good information early on in their process. A well-informed consumer with the proper tools is better prepared to take on a project like this and make good decisions every step of the way,” says Valérie Brière, Brand Manager at Miralis. Online, there is not much content for those looking for information to help them plan their new kitchen project from start to finish.

### **The launch of E-SPACE<sup>3</sup>: from overwhelm to inspiration**

Florence, a young professional and friend of Miralis, redid her kitchen a few years ago. Letting out a long sigh, she told us she was feeling a little overwhelmed and had no idea where to start. She had a huge collection of kitchen photos on her tablet, all stunningly beautiful. But then what? Where should she look? Where should she start? Her knee-jerk reaction was to go to a well-known big-box store.

Florence’s overwhelm is what inspired us to create E-SPACE<sup>3</sup>. Florence’s story rings true for many others who are delving into the vast world of renovation and construction. “That’s what prompted us to leverage Miralis’s expertise to offer people a relevant resource,” says Ms. Brière. E-SPACE<sup>3</sup> is an online environment consumers can confidently explore to find sound, non-commercial and accurate information. In short, it is a first step that will guide determined consumers on their journey, by demystifying the many facets of kitchen renovation.

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