

## Press Release :

### Palason, a Canadian based company Celebrates 50 Years of Excellence

#### A Family Legacy of Integrity and Innovation in the Billiard and Game Room Industry

Montreal, Quebec Canada — August 21st, 2025 — This year marks a major milestone for Palason Billiards Inc., a beloved local family-owned business that has been a cornerstone of the billiards and outdoor furniture industry for 50 years. Known for its unwavering integrity, exceptional customer service, and vast selection of high-quality products, Palason is celebrating five decades of helping families, schools, retirement communities, hotels, bars, pool halls, restaurant and businesses across Canada create memorable spaces for fun, relaxation, and connection.

Founded in 1975 by Laurent Gervais, Palason began in the family garage and quickly grew from modest roots into a thriving local shop. Today, it stands as a leading Canadian manufacturer with a large facility in Montreal, Quebec, and four retail store locations.

The name Palason is a heartfelt blend of the names Patricia, Laurent, and son—representing the original team: Laurent, his wife Patricia, and their 16-year-old son, Michael. From a young age, Michael worked alongside his father, learning to build and install pool tables and helping with sales.

Now celebrating its 50th anniversary, Palason remains proudly family-owned and operated. The company employs nearly 30 people and continues to grow under Michael Gervais now President, his son Christopher as manager of retail operations, while his brother Patrick oversees Purchasing, Service, Shipping, and Global Imports from partners in Italy, Brazil, Canada, the U.S., China, and beyond as Vice President.

Palason is more than a business—it's a legacy built on craftsmanship, family, and a passion for quality that spans generations.

"We're incredibly proud to celebrate 50 years serving our community with honesty, heart, and a passion for play," said Michael Gervais, second-generation owner of Palason. "From our first cue stick sale to the latest delivery of one of made to measure outdoor patio sets tailored to the customers' choice of cushion colour and frame finish, we've remained committed to offering not just products—but the promise of quality, fun, and lasting memories". "We don't just sell products; we help create lasting fun family memories and warmer home settings."

Today, Palason has grown into one of Canada's longest standing manufacturer, distributor, wholesaler and retailer in the billiard industry, now with 4 locations in Vaudreuil, Laval, St-Hubert and Ottawa and is renowned for its huge selection and expertise for helping customers design customized game rooms and entertainment spaces for every lifestyle. Whether you're furnishing a family basement, outfitting a school recreation room, or adding excitement to a retirement home, the team at Palason brings decades of knowledge and a personal touch to every project.

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## THE SELECTION

Palason offers more than 60 different pool table models including the top industry brands, such as Rasson professional tournament models, as well as the Brunswick and Majestic brands. The company directly imports several dozen game table models and carries over 175 models of Canadian-made kitchen stools by Amisco and Trica, that can be made to measure with choice of fabric and metal finish with a 10 year warranty. Over the spring and summer months Palason provides a carefully selected choice of hundreds of quality patio umbrella and customizable outdoor furniture. "We prefer not selling problems and rather focus on better quality long-lasting reliable products" said Michael Gervais. "It's what has maintained our reputation for so long to this day and what keeps our customers' peace of mind and wanting to come back for products they can depend on for their fun and relaxation".

## RECYCLING / UPCYCLING

Since 1975 Palason has been repairing, rebuilding, and restoring antique pool tables and refurbishing pool tables for insurance purposes after home or commercial fires and disasters. Constantly recovering otherwise trash pool tables for parts to re-use on other used tables needing repair and even recycle the wood for crating to help minimize the environmental impact and help reduce landfill. Palason can also create custom bars and displays with repurposed billiard slate, according to your dimensions, your choice of finish, and a variety of materials.

To celebrate its golden anniversary, Palason invites customers old and new to visit and experience firsthand the new product lines and to see what has made Palason a trusted name in fun for half a century. For more information, visit [www.palason.ca](http://www.palason.ca) or stop by one of the 4 showrooms locations in Vaudreuil, Laval, St-Hubert or Ottawa.

## About Palason

Family-owned and operated since 1975, Palason has been a leader in the recreational furniture and games industry, offering everything from billiards and ping-pong to stylish outdoor furniture and man cave must-haves. Built on integrity, personalized service, and an unmatched product selection, Palason is where fun lives — indoors and out.

Over the years, the company has expanded its offerings to become a one-stop destination for everything indoor and outdoor entertainment—including outdoor furniture, ping-pong tables, darts, foosball (soccer) tables, arcade games, and an impressive collection of décor and furniture for man caves, family rooms, condo game rooms, retirement homes and more. After decades in the industry, Palason has also been well recognized by its peers as not only a manufacturer and reseller but also as an innovative company bringing new ideas and improvements. One of its most recognized products is the Trouble Shooter short pool cue, regarded as the best in its class, due to the professional style shaft taper form, multiple size offering and a unique weighted and balanced construction, making it not only a better cue to use in smaller room setting or around a trouble area like a basement post, but also has become the greatest cue for kids to learn with.