

Press Release

January 2007

Brintons Fuses Art and Carpet

Brintons are delighted to announce the launch of a stunning new collection of carpet designs for the hospitality sector: artfusion.

Largely influenced by hand-painted designs from Brintons' historic archive, the overall theme is spontaneous sketchiness. The designs incorporate freehand stencilled and layered patterns with the new colour palettes that are currently emerging. The result is an original collection of organic and geometric designs, which are at the cutting edge in terms of today's hospitality environment. With contributions from European, American and Asian designers, the range of carpet designs has global appeal.

The designs allow for impressive large-scale coordinated installations in hotel lobbies, corridors, restaurants and bars, being available in complementary colourways.

The artfusion designs are suitable for heavy commercial use, designed to be woven as 80% wool 20% nylon axminster. In comfort and appearance terms there is nothing to match the high quality of a woven axminster carpet as this weaving method ensures excellent dimensional stability.

Brintons is an international luxury flooring organisation, which leads in design and style. With manufacturing plants in four countries and sales offices throughout the world, Brintons is the world's largest manufacturer of woven axminster carpets, and the performance of our products is renowned throughout the industry.

ENDS

For further details or images, please contact **Carolyn Rowe** in the Commercial Marketing team on 01562 635661 or email [**commercialpressoffice@brintons.co.uk**](mailto:commercialpressoffice@brintons.co.uk)
