



press release

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BRINTONS INTRODUCES NEW DESIGN COLLECTION

Atlanta – Designers will get a fresh start on creating extraordinary hospitality interiors by tapping into Brintons’ newest custom carpet design collection - **Genesis**, a diverse series of impressive contemporary designs.

Created to provide the first spark of inspiration on a new project, **Genesis** offers a huge variety of styles and patterns for every application, from large-scale organics and abstract asymmetricals to whimsical modern designs.

“We have assembled a virtual melting pot of designs,” notes Johnny Massey, Brintons’ U.S. Marketing Manager. “Derived from our research on current design trends and fashion forecasts in all regions of the US, our design director Mark Page and in-house designers have created an amazing assortment of coordinating designs that stir the emotion and inspire creativity.”

Genesis designs are colorfully expressed in an all-American palette of bright hues, including gold, blue, red, purple and lime green, as well as minimalist neutrals. The collection is presented in a 3-ring binder, allowing further additions to the series

to be added later. "It's a 'bread and butter' resource that designers can go to repeatedly to find new inspiration or complete designs combinations," adds Massey.

For more information on **Genesis**, contact your Brintons representative, call the company's Atlanta headquarters at 678-594-9300 or visit www.brintons.net/commercial.

Founded in 1783, family-owned Brintons is headquartered in the UK and currently operates plant facilities in the UK, India and Portugal. Its high-end woven Axminster carpets have become the standard for impressive business and residential properties throughout the world.

Brintons' operations in the Americas are based in Atlanta, GA. Approximately 95% of its US sales are in the commercial market, serving hospitality and other specialty end uses. Showrooms and regional design studios are located in major cities throughout the US, including New York, Washington DC, Atlanta, Dallas, Las Vegas and Los Angeles.

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