

Brintons

press release

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Brintons continues to make waves with its service to AIDA

XXXXXXXXXX, XXX – Brintons has underlined its position as a leading supplier of custom woven, IMO-approved Axminster carpet to the marine industry by designing and manufacturing 40,000 sq metres of breathtaking carpet for the latest vessel in the AIDA Cruises fleet: AIDAblu.

The state-of-the-art vessel was launched last month and is the fourth ship in the AIDA fleet that Brintons has been exclusively commissioned to work on. Brintons has already played a leading role in shaping the interiors of the AIDAdiva, AIDAbella and AIDAluna vessels and has now started working on the AIDAsol that is due to be launched in 2011 – the penultimate ship to join the current fleet.

Brintons' global reputation for delivering cutting-edge design, manufacturing high-quality Axminster carpet and implementing its unrivalled project management skills to ensure every project is completed on time and within budget, has made the company the flooring partner of choice for Partner Ship Design – the appointed interior designer for AIDA Cruises – and Meyer Werft – the shipbuilder responsible for the construction of the vessels.

Although Brintons has now supplied its woven, IMO-approved Axminster carpet to four vessels in the AIDA fleet, the design of every ship has been unique and has required a different design treatment. None of the inspirational carpet designs for AIDAblu have been used on any other vessel in the AIDA fleet.

"To deliver a successful interior to a cruise ship, the understanding between the supplier, the owner and the shipyard is vital," Kai Bunge, one of the senior partners at Partner Ship Design, explained. "The quality that Brintons delivers is exceptional on every occasion and that is accepted and appreciated by everyone involved."

Siegfried Schindler, second senior partner at Partner Ship Design, added: "Brintons is always very active in making sure it delivers the best possible service and is a partner we like to work with because we know the company well and are confident in the people fulfilling their promises – something that's very important and something you don't find too often in the market."

Brintons' marine manager, James Brighton, is proud of Brintons' continued success in the marine industry and particularly the strength of the company's reputation for delivering an unrivalled service to high-profile cruise ship operators like AIDA.

He said: "We work tirelessly to make sure we deliver the carpet to a ship like AIDAblu on time because we know that if a ship owner doesn't like a company or its products, that company will never be successful. Having a proficient team in place at every stage in the supply chain like we have is vital when you're working on a marine project and we are proud that we and our products are held in such high regard by the people at the forefront of the cruise ship industry."

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EDITORS' NOTES

- Brintons Carpets is a market-leading supplier of carpets to the worldwide hospitality, marine, gaming, leisure, private , public and residential sectors.
- Brintons Carpets is committed to the concept of thinking global and acting locally. It has design studios, offices and agents in all of the major markets around the world.
- Brintons Carpets product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs.
- The company operates wholly owned facilities in India and Portugal and United Kingdom. It is soon to expand into a purpose-built manufacturing facility in China.
- As an ISO 14001-accredited company, the Chinese factory will be the first LEED accredited axminster factory in the world.

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