

Brintons

press release

Date: October 2009

Contact Name: Press Office

Tel: 07780 680439

Email: commercialpressoffice@brintons.co.uk

Brintons weaves its International magic

Kidderminster, UK – Brintons, a leading designer and manufacturer of woven Axminster and Wilton carpet, has illustrated its ability to deliver the very best results on large, long-term international projects after designing and weaving 5,800m² of Axminster carpet for the refurbished Marriott Warsaw Hotel in Poland.

Leading London interior design architect, RDD Plc, commissioned Brintons to produce two separate quantities of bespoke Axminster carpet for the property that was recently refurbished in two phases. The first 2,900m² of Axminster was required in the summer of 2008, whilst the second 2,900m² quantity was installed 12 months later.

RDD enlisted Brintons' services because it had worked with the company before and was confident Brintons had the skills to manage and deliver a large and lengthy project with a demanding design requirement.

RDD wanted to use the bold 'Leaves' design from Brintons' celebrated 'Timorous Beasties – First Weave' collection as the core element of its interior refurbishment scheme at the Marriott Warsaw. However, the core design needed to be customised by Brintons to suit the different spaces in the hotel that were being treated – the ballroom, function rooms, pre-function areas, corridors, meeting rooms and lobby areas.

To deliver the brief, Brintons developed various customised 'Leaves' patterns to create a range of individual, contemporary design effects. This included generating a smaller scale companion leaf to the main design that could be used as a secondary design or backdrop. Appropriate textures, stripes

and colours were then added at the client's request to aid the general maintenance of the carpets. Brintons also had to manipulate the designs into a panel format (they were originally drawn as a repeating pattern) so they would be sympathetic to the dimensions of the different hotel spaces.

The timeframe for the refurbishment meant Brintons spent almost seven months designing and developing the carpet concepts between the two installation phases at the Marriott Warsaw. And the hard work and skill that Brintons put into the international project has been noted as a standout feature.

Sarah Daniels, Director of RDD Plc, said: "Because we were working over a two-year period on a massive project, design continuity and excellence, as well as a strong service package were elements that were always going to be key to the project's success. Having worked with Brintons before, we knew it was the best company to deliver the results we required for the Marriott Warsaw.

"Because we were dealing with a number of different spaces inside the hotel, the designs had to be very carefully customised to make sure they suited the confines of the interior environment and this is something that Brintons excelled at. The design team knew exactly what was required and set about the task with great accuracy and flair. I think the result we have achieved on the floors in the hotel is wonderful."

ENDS

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.

For media enquiries relating to this press release, please e-mail

commercialpressoffice@brintons.co.uk or telephone 07780 680439.

