

press release

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BRINTONS NET AIDA CRUISES SUPPLY CONTRACT

KIDDERMINSTER, UK – Brintons has underlined its position as a trusted and respected supplier of custom woven Axminster carpet to the marine industry by winning a contract to be the exclusive supplier for the next three cruise ships to join the AIDA Cruises fleet.

Brintons has already played a major role in shaping the interiors of three state-of-the-art cruise ships for AIDA Cruises – AIDAdiva, AIDAbella and AIDAluna – and the quality of its design, carpet and project management skills has prompted Partner Ship Design, the appointed interior designer for AIDA Cruises, to enlist Brintons' services for the next three ships in the fleet. The first vessel in the series, AIDAblu, will be launched in 2010.

Brintons has enjoyed a long-term relationship with Hamburg-based Partner Ship Design for more than a decade and the exemplary quality of its IMO-approved woven Axminster has also made Brintons a firm favourite with AIDA Cruises and Meyer Werft, the shipbuilder responsible for the construction of the vessels.

"To deliver a successful interior to a cruise ship, the relationship and 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."

Partner Ship Design therefore had no hesitation in appointing Brintons to the next three vessels in the AIDA fleet and Bunge believes Brintons offers the type of qualities that cannot be found in other carpet suppliers.

Siegfried Schindler, the 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."

"Other carpet suppliers say they have a quality product but after two or three years you realise this is not the case. Brintons always deliver the colours and designs that are originally specified and the carpet always lasts longer than others."

Brintons' marine manager, James Brighton, is proud that Brintons has established such a strong reputation in the marine sector and welcomed the chance to further enhance the company's relationship with Partner Ship Design, AIDA Cruises and Meyer Werft.

He said: "We work tirelessly to make sure we deliver a ship 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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