

press release

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Brintons' seamless result at Firekeepers is no gamble

Kidderminster, UK – Brintons carpets has showcased its technical expertise in the international gaming market by supplying 13,883m² of its cushion-back Axminster carpet tiles to the Firekeepers Casino, the latest Indian gaming property to open its doors in Michigan, USA.

Brintons was commissioned to design and weave suitable carpet for all of the public spaces at the newly-built casino by Perez Architects, the company responsible for shaping the interior at the state-of-the-art venue.

In order to deliver an array of contemporary designs that reflect the rich cultural heritage of the tribe that owns the Firekeepers Casino, the Nottawaseppi Huron Band of Potawatomi, Brintons used its 'Art Fusion' design collection as the core inspiration for the project. The 19 designs that were selected by the tribal council for weave play on different themes synonymous with the Native American community that include 'air', 'water' and 'fire'.

As the Firekeepers Casino features a recessed floor that needs to be easily accessible, Brintons used its cushion-back carpet tile product for the project. Thanks to the expertise that has gone into the development of Brintons' carpet tile technology, it achieved a seamless finish at the Firekeepers Casino that has guaranteed the definition and impact of Axminster design, within a tile installation.

The stunning impression made by Brintons' carpet at Firekeepers Casino has been identified as a standout feature at the property.

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Joe Crowley, Project Manager at Perez Architects, said: "We chose Brintons because we had a very specific concept in mind. They were able to work with us so that we could layer patterns which loosely represented fire and light, just a couple of the elemental abstractions represented in the design. Carpet is always a very dominant feature in a casino, and we feel that the end result successfully united conceptual 'earth' elements we wished to portray in the design.

"We're extremely pleased with the flooring results at Firekeepers. Thanks to Brintons, we have managed to create a number of strong and different looks that are both contemporary and totally suitable for Firekeepers Development Authority's gaming property of this nature. We wanted to work with Brintons because, as a 225-year-old company, we knew it would be passionate about the tribe's heritage and embrace this through inspirational design. Couple that with the company's technical expertise when it comes to developing a cushion-back carpet tile scheme which is completely seamless in appearance, we feel we have worked with the ideal flooring partner on this project."

Jonathan Young, Brintons' Global Commercial Sales Director, believes the results achieved at the Firekeepers Casino show the international gaming market that using carpet tiles doesn't have to be restrictive in any way. He said: "I think what we have delivered with this project highlights the strength of our cushion-back Axminster carpet tile. Thanks to our development skills with this type of product, the casino can now enjoy the flexibility of a tile installation, with a seamless finish that is normally only associated with Axminster design. That is a great feature in today's competitive gaming market and serves to reinforce the strength and depth of our experience in this global market."

For further information about Brintons' activities in the international gaming sector, please visit the news and case study section at the company's commercial website: www.brintons.net/commercial.

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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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