

Brintons

press release

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Brintons celebrate award success

Kidderminster, UK – An Axminster carpet collection that Brintons designed during a successful collaboration with renowned American product designer Stacy Garcia has scooped a prestigious Award for Design Excellence (ADEX).

The stunning 'Nouveau Boho' collection is inspired by fashion and journey and has recorded significant success in the commercial sector since it was launched in 2010.

The strength of the designs in the inspirational collection have been officially recognised by the ADEX judging panel in the USA and it has ruled that both Brintons and Stacy Garcia are deserving of a Silver Award in recognition of Nouveau Boho's "superior product design and quality".

John Moses, Executive Director of the Awards for Design Excellence, said: "Congratulations to you and your entire organisation for designing and marketing such an outstanding product. Your company is an inspiration to connoisseurs of fine design everywhere."

The Award for Design Excellence is considered to be the world's largest and most prestigious awards programme for the design of furniture, fixtures and finishing

products. Design Journal, the international trade publication for interior designers, architects and facilities managers, is the proud sponsor of ADEX.

Brintons' Commercial Marketing Director, Nicola Hewitt, said: "We're thrilled that our work with Stacy Garcia on Nouveau Boho has been recognised by the ADEX judging panel and held aloft as a source of true interior design inspiration. Like Stacy Garcia, we recognise the value of strong design and this collection is a celebration of that."

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Editor's 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.