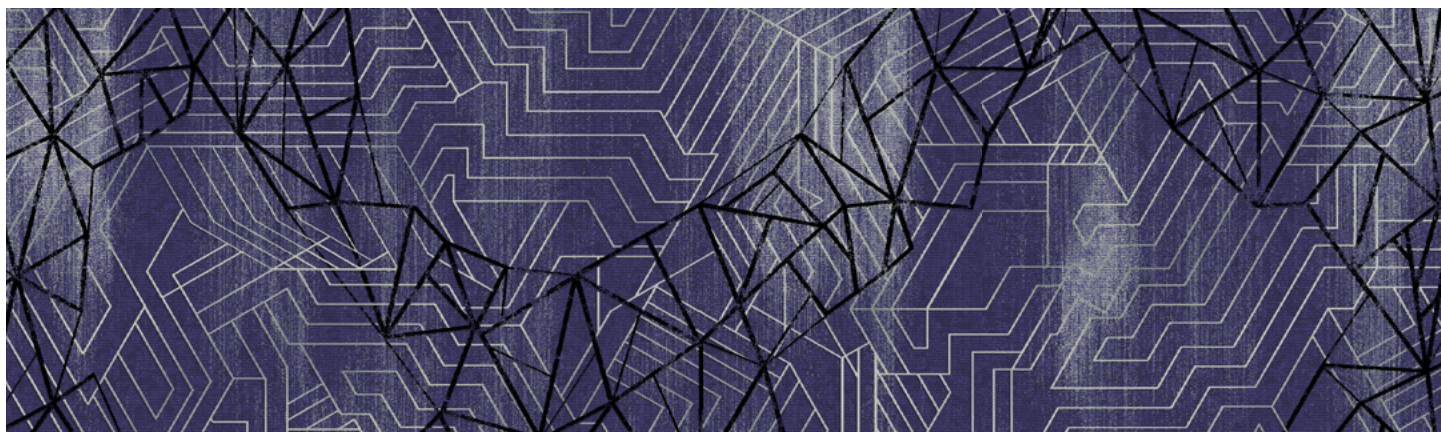




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BRINTONS DISCUSSES APPLYING, ULTRA VIOLET, PANTONE'S 2018 COLOR OF THE YEAR

ATLANTA, December 7, 2017 – The world's leading manufacturer of luxury woven floorcoverings, Brintons Carpets, is optimistic about the next year in color with Pantone's 2018 Color of the Year, Ultra Violet, leading the way into more vibrant and complex patterns.

Last year, Brintons called attention to the rise of interest in the color blue, in response to designers across the Americas skillfully redefining hospitality's standard palette by flooding hotel carpets in shades of navy. While subtle textural geometrics still boast classic blue, gold, and neutral colorations, Brintons confidently embraces Ultra Violet as 2018's focus for interiors across the region.

According to Pantone, the global authority on color, Ultra Violet is a hue that communicates self-expression and ingenuity with an air of intricate creative mystery. Complexity is key with the 2018 color of the year. Nodding to 2016's color binary (Serenity + Rose Quartz), Ultra Violet displays a more nuanced sense of duality - being a single shade composed of opposites blue and red.

Zeroing in on the hue's versatility, Brintons designers discuss applying Ultra Violet in woven axminster. "In a classic analogous scheme, the color has found its way into background layers adding a cool mysterious depth to hospitality designs," says Mandy Middlehurst, Senior Designer with Brintons Americas. Middlehurst further explains the color's ambidextrous application saying "although typically paired with neutrals and soft denim blues, I have used it [Ultra Violet] as a contrasting color pop on the uppermost layers in prefunction designs."

Brintons sees Ultra Violet being used in multiple layers of axminster carpet designs and in all sectors; marine, gaming, public space, and hospitality. "The purple shade would also work successfully in larger open areas, giving a dramatic flair to casinos and conference halls. The energy of these spaces and their capacity to contain crowds speak a similar language to the vibrancy of Ultra Violet," says Middlehurst.

Senior Designer, Donna Davis, echoes the gaming aspect of this complex hue stating, "the violet could be used in casinos or any space where bright modern designs are specified. However, in my personal experience, I've used the violet to deepen cast shadows in more transitional hospitality carpets. It's nice to add in another shade other than black to a cast shadow."



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"Flat dark areas can really destroy any sense of depth you're trying to achieve," warns Davis.

The Brintons match for Ultra Violet, Hockney 29-4110, is a rich blue-toned purple harmoniously complementing the jet black and cool steel shades in our upcoming collection launch, Oscillation II.

Ultra Violet's complexity falls right in line with the designs in Oscillation II created by Brintons Americas Senior Designer, Paul Andino. With extravagantly grand patterns in sweeping twenty-four-foot design repeats, these designs are perfect for large ballrooms and even the modern casino floor.

With Oscillation II, Andino pushes to uncover the possibilities in multifaceted geometric structures while exploring the natural fluctuation of cosmic movement. "This collection has an organic but calculated contemporary twist that we don't always see in the market," Andino shares, "but my hope is these unexpected combinations will cause us to question the role that texture, line, and color play in the interior landscape and help us discover carpet's new potential."

Upon launch on Wednesday, December 13th, the fully customizable Oscillation II will become immediately available on our website and in our Design Studio Online.

Visit www.brintons.net to learn more.

About Brintons

Brintons Carpets is a market-leading supplier of woven carpets to the worldwide hospitality, marine, gaming, leisure, private and public sectors. Committed to the concept of thinking globally and acting locally, Brintons 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 and hand-tufted rugs. The company operates wholly owned ISO 14001-accredited facilities in India, Portugal, the United Kingdom, and Poland. www.brintons.net

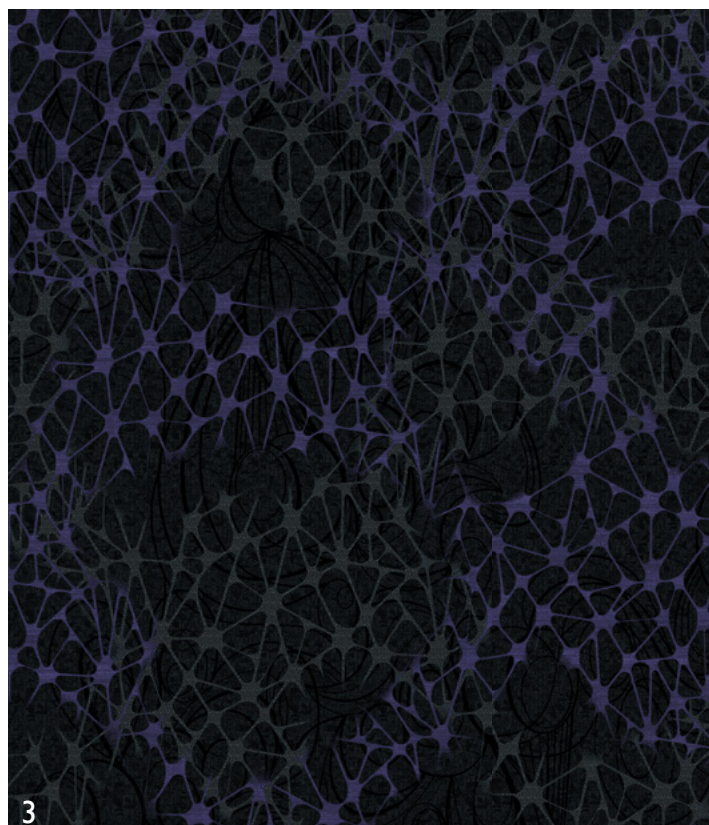
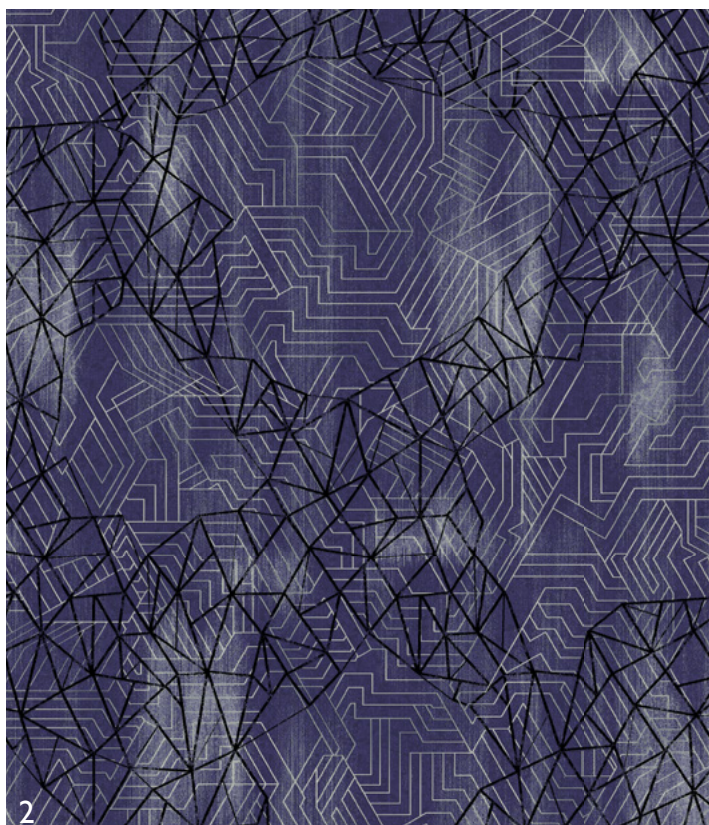
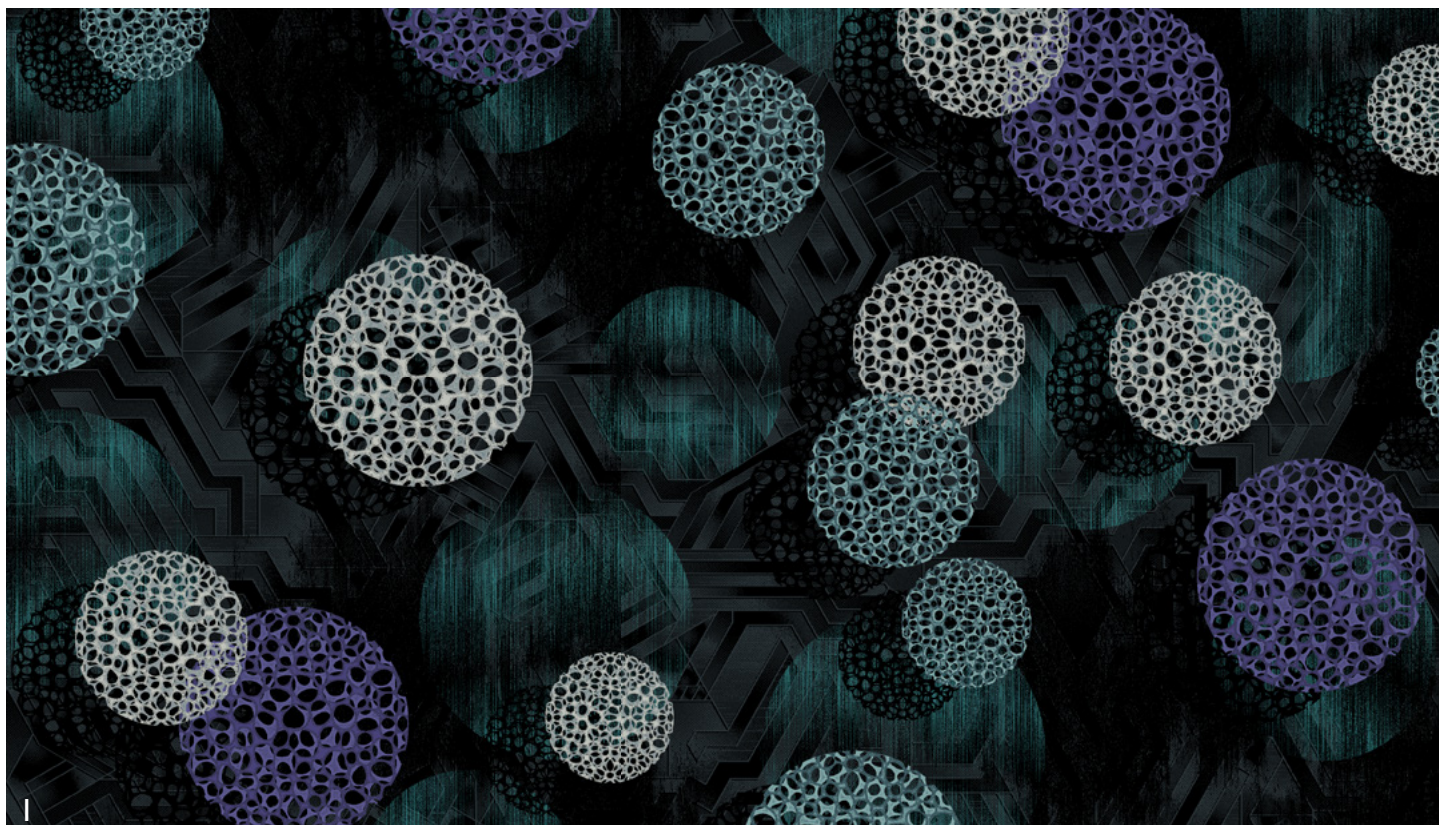
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Pictured: 1. Oscillation II design: Q01/A14893ZCA 2. Oscillation II design: Q01/A14895ZCA 3. Oscillation II design: Q01/A14894ZCA