



Press Release

Brintons

Brintons Invests in UK

Brintons Carpets shows commitment to UK manufacturing by selecting its Kidderminster plant for the next phase of expansion of its High Definition Weave technology.

As the world's leading manufacturer of high-quality woven carpets, Brintons MD, Don Coates reflects on what sets Brintons apart from the competition, "Our brand reputation is built on design innovation, product excellence, technical expertise and customer focus; it's essential we continue to invest in all of these areas to ensure our future success." High Definition Weave is pioneering technology developed by Brintons and allows us to weave carpets and rugs in up to 32 colours, giving our customers unrivalled design definition and colour choice.

Brintons manufactures in the UK, Portugal and India, having made the decision to sell its Chinese operation last year to focus on existing plants. Brintons employs over 500 people in the UK across its Kidderminster and Telford sites and this latest investment will create new jobs in both locations. Investing in the UK will bring a real boost to not only the local economy, but also to British carpet making as a whole. Brintons has a strong owner backing management and funding growth through investment and acquisition. The intention is to build on Brintons' illustrious heritage, ensuring this 230-year-old brand maintains its worldwide leadership position.

Coates comments, "We have a very clear view of how we deliver value for our customers; our mission is to make the world a more beautiful place, which we have been doing for over 200 years. We have a fantastic employee ethos with tremendous commitment to the business and the Brintons brand; we will go the extra mile to help our customers achieve their goals."

Investing in people is as vital as investing in technology, so at the same time Brintons has announced the launch of the Brintons Apprenticeship programme. Brintons will be recruiting around 8 engineering apprentices between the Telford and Kidderminster sites. This is a fantastic investment in engineering resource for both the UK and for the Brintons group as a whole.

Coates explains, "Our customers are incredibly discerning, so we work hard to stay one step ahead. We have just filed our company accounts that report a significant turnaround, so we are in a strong position to invest in our people, products and our unrivalled technology. This is good news for our business and a reflection of the hard work and commitment of the management team and of all our employees worldwide, and of the support from our customers. Of course there is still a lot of work to do, but I am confident that we will be successful in our goal of continued business growth."

Brintons also plans to expand its spinning facility in Telford following the decision by Axminster Carpets to close their operation in Buckfast and sell off equipment. Brintons yarn processing capacity will increase by over a third to support the company's sales growth plans.



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Editors Notes

- With 230 years of experience Brintons is proud to call itself a British brand.
- Unlike most other carpet manufacturers, Brintons designs and develops all of its own looms.
- Markets: Brintons supplies carpet to both commercial and residential markets globally. Major commercial sectors include hospitality, public spaces, marine, leisure, and gaming. The residential side of the business supplies carpet through a network of high quality retailers.
- Products: The Brintons product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs.
- Services: Brintons global design team works closely with interior designers, architects, specifiers and end-users to create bespoke carpet solutions. Brintons offers a total project management service to our commercial clients.
- Brintons 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.
- When you invest in a Brintons carpet, you can expect a product of the highest quality, which is practical as well as beautiful and will look good for years to come.
- Contact Rita Bancroft on 0797 6688843 or rbancroft@brintons.co.uk for more information.