

Brintons

press release

Event: HD Expo

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Brintons add to online 'Perceptions' design collection

Atlanta, GA – Brintons carpets (HD Expo booth 3224) has added a hat-trick of new concepts to its inspirational 'Perceptions' online collection that offers a snapshot of designs that are relevant to today's interiors, as well as giving a taste of trends that are around the corner.

The first concepts in the Perceptions collection were launched in February and are the work of Brintons' US design team. The inspirational qualities of the designs that feature in the first wave of Perceptions concepts have already received a hot reception from the global design community, but Brintons always planned to add extra concepts as part of its ongoing design leadership initiative.

The latest concepts to be added to Perceptions ahead of HD Expo in Las Vegas include a second batch of stirring designs by Brintons' US design team, as well as two concepts that have been crafted by Brintons' European-based design team. These offer a spontaneous, sharp and focussed reflection of the current and predicted handwriting and creative outputs in the European region.

This latest development means Perceptions now features 11 distinct concepts, with each containing between six and 10 designs that explore the possibilities of scale and colour, where the delicate use of textures stimulates the look and feel underfoot.

The completion of the Perceptions collection has put the finishing touches to a truly cosmopolitan design resource that gives a strong design solution for most interior scheme requirements.

"Perceptions is a beautifully exclusive collection that offers designers a fresh and inspirational viewpoint from different regions within the world," explained John Bain, Britons' Global Design Director.

"Putting collections like Perceptions online marks the beginning of a fresh approach from Brintons and will take our design leadership to a whole new interactive level that will allow our design customers to enjoy even greater flexibility through superb design."

Brintons has a proven reputation for developing design collections that go on to record significant global success. Perceptions is expected to follow in the footsteps of other celebrated Brintons collections that include Timorous Beasties 'First Weave', Art Fusion, Katagami, Genesis, Hand Painted Sketches and Reverb.

Perceptions is Brintons' first online-only design collection and is a direct response to the digital requirements of today's global design community. It can be viewed on the company's commercial website, www.brintons.net/commercial, along with other design collections that were originally launched in print format.

The decision to make its design collections available to a mass online audience is another significant development in Brintons' new-for-2010 online strategy.

The company has also recently launched an external online newsletter called 'Impact' to showcase its activities around the world, while it is just about to unveil its brand-new 'Design Studio Online' interactive design program. This will allow Brintons' customers to access more than 100,000 designs from its archive, re-colour them to suit specific schemes, before then viewing them in a computer-generated 3D commercial interior to assess their suitability.

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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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