

Brintons

press release

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Brintons unveil 'Reverb' design collection

Kidderminster, UK – Brintons, a world leader in the design and manufacture of woven Axminster carpet, has unveiled a brand-new, innovative design collection that has been carefully moulded by its entire global design team and will serve as a source of cutting edge inspiration for the international design community.

'Reverb' illustrates different elements within today's environment and is divided into four distinct chapters: organic, micro, urban and flight. The collection has been developed to stimulate through colours and shapes – all of which have a clear resonance in today's world of natural and modern environmental design.

The new and exciting collection features design themes that depict everything from the molecular, genetic make-up of an organism through to vast, sprawling urban landscapes. When paired together, the chapters compliment one another by giving way to a unique and stunning environmental narrative that traces the passage of time.

'Reverb' has been seven months in the making and will underline Brintons' proud position as a design leader that raises the bar each time it unveils a new collection. It has already achieved critical acclaim with other collections that include 'Timorous Beasties' and 'Hand Painted Sketches'.

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"Reverb is substantially different to any of the collections we have ever presented to the design community before and our global creative teams have really pushed the envelope for creativity and exploration within a specific theme," John Bain, global design director, explained.

"We firmly believe Reverb gives us a unique selling point over our competitors because the designs we have generated cross over between sustainable urbanisation and green related topics – a core relationship linked to contemporary works."

After interpreting colour forecasts and researching interior themes and a growing environmental consciousness in today's society, Brintons then called on the skills of its entire global design team to shape the four chapters in 'Reverb' and John believes this approach gives this cutting-edge collection uniform appeal around the world.

"Developing Reverb was an interesting challenge," said Mark Page, Americas VP design and the lead under John for this collection. "Receiving input from all of our designers in Europe, America, Asia and Australia has given Reverb a global influence that is truly unique because it fuses a lot of different opinions and styles in one big celebration of design. This has given way to a collection that we believe will appeal to customers in many different market sectors all around the world."

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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.

For media enquiries relating to this press release, please e-mail
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