

# Brintons

## press release

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### **Brintons' product and service ensures differentiation**

**Kidderminster, UK** – Brintons, a leading designer and manufacturer of woven Axminster and Wilton carpet, has underlined its credentials as *the* all-encompassing service company and supplier to some of the most luxurious hotels in the world after The Doyle Collection praised the valuable role it has played in shaping the interiors at many of its new and luxurious hotels.

Brintons was appointed by the 5-star luxury hotel chain on the back of its proven ability to deliver the very best cutting-edge design and product quality. Brintons worked with The Doyle Collection design team and Denis Looby of Sheehan and Barry Architects to deliver inspirational carpet to a number of its UK hotels, including The Marylebone, The Kensington and The Bloomsbury hotels in London, The Westbury Hotel in Dublin, The Jurys Cork Hotel in Cork, and the Bristol Hotel in Bristol. It has also worked extensively at two Doyle Collection hotels in Washington DC, USA.

As many of The Doyle Collection hotel interiors were designed simultaneously, Brintons was required to work to a demanding schedule to ensure all of the specific design considerations required by The Doyle Collection design team and Denis Looby were explored and developed for each property, while also using its technical skill to recommend carpet specifications that were in keeping with the sophisticated and luxurious environment demanded by The Doyle Collection.

Brintons' skills and knowledge in the critical planning and project management stages of the individual projects ensured it was able to present The Doyle Collection with a range of

inspirational design ideas, woven trials and carpet samples to see the large, exciting and dynamic design process through to realisation.

On completion, Brintons delivered 34,000m<sup>2</sup> of captivating Axminster and Wilton carpet to The Doyle Collection that was on time, manufactured to the finest possible specification available and within budget.

The success of Brintons' involvement with The Doyle Collection highlights how the 225-year-old company's complete market offering is just what the players in today's modern hotel environment are looking for when shaping a luxurious interior that perfectly reflects a specific brand standard.

When choosing appropriate Axminster and Wilton carpet for its hotels, The Doyle Collection handpicked an array of different carpets from the full spectrum of products in the Brintons range. These included designs from its head-turning 'Timorous Beasties' collection, designs from its 'Katagami' collection which is inspired by the company's original and extensive collection of Japanese stencils, and traditional floral designs inspired by the exclusive Brintons design archive that dates back to 1791.

The Doyle Collection also chose to use carpet from Brintons' 'True Velvet' and 'Majestic' stock ranges, as well as bespoke bedroom striped carpet inspired by its Wilton 'Stripes' range – a range that The Doyle Collection design team were immediately drawn to when they saw it in the prototype stage.

Bill Walsh, CEO of the Doyle Collection said: "The customer reaction to all of our hotels has been tremendous. The feedback we have received has been positive and the hotel management have enjoyed extremely favourable feedback from both regular and new guests.

"We were very keen to work with Brintons because it designs and manufactures the very best Axminster and Wilton carpet in the world. We also knew that Brintons offer a design service that would help us to very quickly see how our designs would look and I must say they showed great creativity as we worked through the various processes and numerous variations before we selected our final designs. We have all been delighted with the end results."

Brintons' EMEA hospitality manager, Ian Hanmer, said: "We have carefully developed our design service, carpet products and overall project management services to make sure modern hotels have everything at their disposal to ensure the safe and time sensitive delivery of their project – no matter how big it is.

"The Doyle Collection used all of our services to their full potential and I think Brintons' overall performance and the final results we have achieved gives the hotels the valuable differentiation The Doyle Collection was looking for from the outset by way of cutting-edge design and the very highest specification product that will look as good in year ten as it did when it was installed on day one."

## **ENDS**

### **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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