



Brintons

press release

Topic: Brintons pushes the boundaries of contract carpet design with 'Fringe'

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Brintons pushes the boundaries of contract carpet design with Fringe

Brintons, world leaders in designing and manufacturing woven contract carpets, are launching their latest new stocked range - **Fringe** - designed specifically for Australian leisure and hospitality applications in winter 2012.

Brintons Fringe collection offers specifiers and end users a choice from eight striking broadloom woven Axminster carpets in a sophisticated and on trend colour palette. The collection boasts an eclectic mix of styles; lustrous plumes, gilt-edged medallions and sleek, architecturally-inspired geometrics. Each pattern unites dramatic design with a profusion of delicious colour; electrifying teal, zesty lime green, vintage gold and hot chilli red. The new designs in the Fringe collection are;



Mandala, a dramatic large scale pattern featuring cosmic blooms bursting from the dark ground. Perfect for installations with heavy traffic.



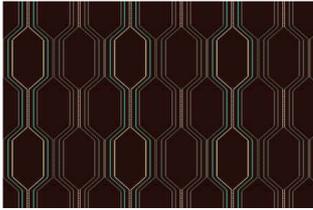
Matrix works best in large open spaces. The interlocking geometrics are mesmeric. The ground, a simple yet effective series of stripes, adds to the practicality of this item in areas with high footfall.



Techno layers architecturally-inspired mesh structures on a dark ground for performance and practicality. Shots of zesty lime give an electrifying 'wow' factor.



Rhythm is simple yet undeniably effective with hot chilli red chains flowing down a speckled chocolate ground.



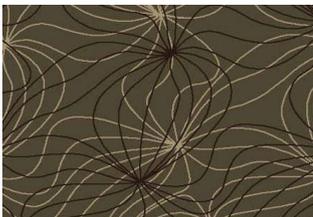
Helix has a dark chocolate ground with tessellating grey and aqua hexagons. Helix is a practical choice no matter the style or size of installation.



Kimono is inspired by the traditional richly decorated Japanese garment. Opulent antique gold medallions with hints of lime and aqua adorn a slate-blue ground.



Plumé is inspired by Japanese stencil drawings from Brintons extensive design archive. Delicate cloud shapes in cream and gold shimmer against its deep black ground.



Grafix is reminiscent of topographical contours criss-crossing a soft olive ground. This contemporary pattern is a versatile design choice for any interior.

Woven in Brintons' own 80% wool, 20% nylon yarn blend, Fringe is able to withstand the wear and tear of heavy foot traffic and meet the daily needs of a busy contract space.

This capsule collection presents a series of floor coverings that are versatile and easy to maintain, continuing Brintons' reputation for innovative design technique, technical expertise and exacting global quality standards.

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Editors notes/company background information:

- 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.
- ISO 14001-accredited the company operates wholly owned facilities in India, Portugal and United Kingdom.

For further information visit www.brintons.com.au or contact Kerry Hollowood on +61 3 5226 3213