



Press Release

Brintons

Brintons triumphs at The International Wool Carpet & Rugs Awards 2017

World renowned carpet designer-manufacturer Brintons has triumphed at the International Wool Carpet and Rugs Awards 2017, winning three of the most prestigious awards:

- **Woven Carpet Design Installation of the Year** for 20,000m² of bespoke-designed axminster carpet for Cunard's luxurious refurbishment of flagship liner RMS Queen Mary II. Brintons' bespoke designs give each area of the liner a distinct look and style while enhancing the feeling of luxury and comfort and harnessing the illustrious design heritage of Cunard.
- **Design Collaboration of the Year for Altered Gravity Collection by Stacy Garcia**, the eighth collaborative collection between the manufacturer and award-winning designer. Altered Gravity includes 14 patterns and draws inspiration from modern art; abstract expressionism blends with contemporary graphic design and digitally rendered textures melt between layers of mixed media paintings. The precision-weaving process of axminster carpet combined with Brintons' ability to achieve unparalleled depth and texture with up to 32 colours brings Altered Gravity to life, making it the collection of choice for designers looking for a cool contemporary aesthetic and hard-wearing practical solution for areas of high traffic.
- **Creative Marketing Initiative for the Fleece to Floor Campaign**
Brintons fought off strong competition to win this category with its 'From Fleece to Floor' campaign that promotes wool as the ultimate sustainable choice for flooring. The campaign, which includes video elements, print and online advertising, highlights the importance of premium quality wool in the creation of Brintons' beautiful durable carpets. The judges were particularly impressed with the way in which the campaign conveys an important message about the Royal Warrant holder's illustrious heritage in a contemporary and engaging manner.

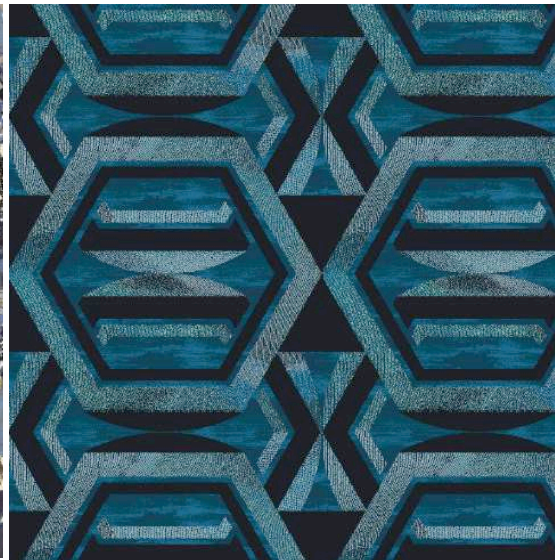
The International Wool Carpet and Rugs Awards were created by the Campaign for Wool to celebrate quality, style and innovation in the wool and carpet industry. Now in its second year, the Awards event, held mid March at The Wool Floor Show at Chelsea Football Club Stamford Bridge, attracted over 220 entries from the flooring industry, each of which was judged by a panel of industry experts and editors from leading design publications on the basis of its technical, construction and design excellence and innovation and design.



Above from left: Queen Mary II Champagne Bar, Penthouse



Stacy Garcia Collection, Q01/A04269ZSG



Stacy Garcia Collection, Q01/A014558SG



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Editors Notes

About Brintons

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world's most prestigious buildings including Royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of choice for designers looking for expert design input in addition to exceptional quality products.
- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- In addition to custom-designed carpet, Brintons offers stock collections of premium woven axminster and Wilton broadloom carpets, tiles and tufted broadloom. A regularly updated portfolio of designs created specifically for the commercial market by trend-leading expert designers including Timorous Beasties and Stacy Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palette.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a blend of 80% wool and 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/europe/en>