



Press Release

Brintons

Topic: Brintons' winning designs for the future of hotel carpets

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Brintons' winning designs for the future of hotel carpets

Brintons have won a global competition to carpet Tomorrow's Guestrooms. The School of Hotel and Tourism Management (SHTM) at The Hong Kong Polytechnic University joined forces with Hotel ICON to invite hotel suppliers and providers to compete on design, technology and well-being, and have their products and services displayed in three of Hotel ICON's Tomorrow's Guestrooms.

With tough competition from around the globe, Brintons has managed to win not only the right to carpet one of Tomorrow's Guestrooms, but in fact all three Guestrooms available. Brintons, using their own pioneering High Definition Weave technology, can weave up to 32 colours in a single Axminster carpet giving their customers unrivalled design definition and colour choice.

The first room, with the theme of Technology, will feature a futuristic fingerprint design interspersed with graphic matrix-like coding. The second room, based on Well-Being has a wonderfully tranquil and peaceful water drop design. Focusing on calm colours, Brintons' HD Weave technology gives definition to each ripple the illusion of walking on water. While the third room focuses on Design, Brintons has incorporated a crisp flower in vibrant blues and whites to highlight their HD Weave capabilities.

Entrants were reviewed by an expert panel and winners are granted the unique opportunity for their products to be tested and researched in three dedicated guestrooms at Hong Kong's one-of-a-kind teaching and research hotel – Hotel ICON, for a period of six months.

Brintons Managing Director Don Coates was elated to hear the news; "Brintons' success is built on staying one step ahead in both manufacturing and design innovation. Our High Definition Weave technology allows us to create flooring solutions that no one else can achieve. We have dedicated design teams around the world working with our clients to produce the most breathtaking designs. We are delighted to have won all three categories in this global competition."

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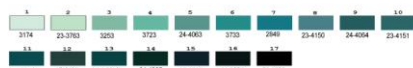
Brintons

“The best way to predict the future is to create it,” said Professor Kaye Chon, Dean and Chair Professor of SHTM. “Through these dedicated guestrooms, the School is creating a ‘House of Innovation’ not only for the benefit of education and research but also for the advancement of the entire hotel industry,” he noted.

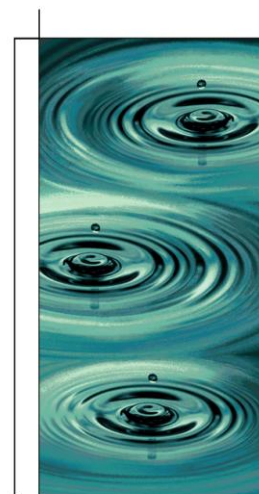
The SHTM and Hotel ICON are planning a launch event at Hotel ICON in Hong Kong, currently scheduled for early July 2013.



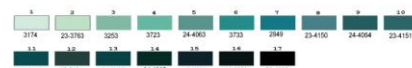
Hotel competition-Room 1016
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Design id :00001/UZ97ZHD
Quality :AXMINSTER 1028A
Date :18-05-2013



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Hotel competition-Room 1014
CRM : 54118/1/1/3
Design id :00001/UZ94ZHD
Quality :AXMINSTER 1028A
Date :18-05-2013



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Brintons' proposed designs for the Design and Well-Being rooms, respectively.

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Editors notes/company background information:

- With 230 years of experience Brintons is proud to call itself a British brand.
- Unlike most other carpet manufacturers, Brintons designs and develops all of its own looms.
- Markets: Brintons supplies carpet to both commercial and residential markets globally. Major commercial sectors include hospitality, public spaces, marine, leisure, and gaming. The residential side of the business supplies carpet through a network of high quality retailers.
- Products: The Brintons product portfolio includes premium woven Axminster and Wilton broadloom carpets, tiles, tufted broadloom and hand tufted rugs.



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- Services: Brintons global design team works closely with interior designers, architects, specifiers and end-users to create bespoke carpet solutions. Brintons offers a total project management service to our commercial clients.
- Brintons 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.
- When you invest in a Brintons carpet, you can expect a product of the highest quality, which is practical as well as beautiful and will look good for years to come.
- ISO 14001-accredited the company operates wholly owned facilities in India, Portugal and United Kingdom.

For further information visit www.brintons.net or contact Melissa Santos on +61 3 5226 3213