



Press Release

Brintons

Release Ref: B0023
Release Date: 8 July 2016

Carpets re-fit for a Queen

Cunard's flagship liner RMS Queen Mary 2 has recently undergone a multi-million pound refurbishment that features nearly 20,000 m² of Axminster carpet from world-renowned carpet manufacturer Brintons.

The 2,600-passenger vessel was held in dry dock for 25 days earlier this summer for an extensive renovation, which introduced completely new areas to the ship.

Three principles have been key to the glamorous new interiors, which include ensuring the designs give each area a distinct and confident look and feel, that they are intuitive to use with layouts optimised for guest use and that they harness the heritage of Cunard.

Brintons was appointed by SMC Design and worked closely with Cunard UK to provide luxurious carpets to the 150,000 tonne transatlantic liner that takes inspiration from the original Queen Mary. The refurbishment includes the construction of 15 new single cabins and an additional 30 Britannia Club cabins with Brintons supplying carpets for a number of public areas and suites.



RMS Queen Mary 2 is the flagship vessel of the Cunard Line. Launched in 2004, the ship was named by Queen Elizabeth II after the first 1936 namesake ship RMS Queen Mary. It was designed by a team of British naval architects led by Stephen Payne and was constructed in France by Chantiers de l'Atlantique in 2003.



Press Release

Brintons

James Brighton, Marine Sector Manager, commented: “This is an extremely prestigious and exciting project for us, and we worked closely with SMC Designs to ensure its vision was brought to life through the carpets.

“Inspiration was taken from the original Cunard building in Liverpool and designs were created to reflect the patterns, shapes and effects used on floors, ceilings and walls. We utilised Brintons’ extensive design archive to find Art Deco influences to achieve the finished designs. “

The Kidderminster based manufacturer was specified based on its reputation for being one of the world’s leading carpet manufacturers, which specialises in dynamic and stylish carpets for cruise ships, super yachts, ferries and riverboat casinos, and is renowned for supplying high quality and innovative products that are custom-made for specific applications.



Angus Struthers, Cunard Director, says:

“Cunard is delighted to renew its historic association with Brintons as suppliers of the finest carpets for Queen Mary 2. Between them, our designers and our suppliers have gone to painstaking lengths to pay the closest possible attention to detail in determining how our flagship cruise liner will look - and feel under the feet of our guests - when she re-enters service.”

“Brintons supplied our original Queen Mary 80 years ago, so it is entirely fitting that we call on the company’s experience and expertise to inspire the design and choice of carpets for that great liner’s successor.”

Brintons’ Specialist Marine Division, with crucial input from Brintons Paris office, played an important role in the launch of the largest and most luxurious passenger liner in the world by originally supplying 65,000 m2 of Axminster carpet back in 2004. Working closely with the design



Press Release

Brintons

agencies, 70 individual schemes were produced all of which contributed towards the weaving of some of the most complex and stunning carpets ever produced by Brintons Electronic Jacquard looms.

For more information on Brintons and its range of products and services for the commercial sector, visit www.brintons.net or call 01562 635665.

-Ends-

Editors Notes

- 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.
- 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.

For further information please contact:

Sarah Draper
Brintons Commercial Marketing Manager
sldraper@brintons.co.uk