

# Brintons

## press release

**Event:** HD Expo

**Contact Name:** Johnny Massey

**Tel:** 678 594 9300

**Email:** [jmassey@brintonsusa.com](mailto:jmassey@brintonsusa.com)

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### **Brintons target double launch success HD Expo**

**Atlanta, GA** – Brintons carpets will launch a brace of exciting new products that are sure to give global hospitality design professionals priceless inspiration at this week's HD Expo event in Las Vegas, NV.

The company will use its stylish booth (3224) at the Sands Expo and Convention Center to showcase the latest concepts that have just been added to its stunning online 'Perceptions' design collection, and it will also reveal the eagerly-anticipated Axminster carpet designs that have been crafted during its latest collaboration with American hallmark designer, Stacy Garcia Inc.

The first wave of design concepts in the Perceptions online collection were launched in February and are the work of Brintons' talented US design team. But the latest designs that will be seen for the first time at HD Expo feature another stirring set of designs from the US, as well as two concepts by Brintons' European design team. The designs offer a spontaneous, sharp and focussed reflection of the current and predicted handwriting and creative outputs within differing regions around the world.

"Perceptions is a beautifully exclusive collection that offers designers a fresh and inspirational viewpoint from different regions within the world," explained John Bain, Brintons' Global Design Director.

The unveiling of 'Nouveau Boho by Stacy Garcia for Brintons' will mark an exciting moment in the new relationship between the two companies.

Brintons was only too pleased to team up with the New York-based soft furnishings specialist to launch a new and exclusive Axminster carpet collection that will be targeted at the hospitality design industry.

The bespoke designs that will be unveiled at HD Expo will compliment Stacy Garcia's other interior design products and will seamlessly marry Brintons' design and technical capabilities alongside her innovative design aesthetic and surprising colour combinations.

To celebrate the launch at HD Expo, Brintons and Stacy Garcia will be holding an exciting 'treasure hunt' and on Thursday, 20 May between 2pm and 4pm, the Brintons booth will host a party where the winners will receive new iPads. Those taking part will be required to get their invitation stamped by at least three participating licensees of Stacy Garcia products to be entered into a drawing that will take place during the booth party.

Johnny Massey, Brintons Commercial Division VP Marketing, Americas, said: "We're extremely proud of the work we have done with Stacy Garcia on this new and exclusive Axminster collection and we know that everyone that visits our booth will really like and be inspired by what they see."

As well as unveiling two new products at HD Expo, Brintons is also sponsoring the Boutique DESIGN Awards at the event. The prestigious awards officially recognise the work of the top interior designers in the USA. Brintons is also supplying carpet for this year's winners of the Sustainable Suite Design Competition, WATG, which will be showcased in the entrance lobby at HD Expo.

**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.

**For media enquiries relating to this press release, please e-mail**

**[jmassey@brintonsusa.com](mailto:jmassey@brintonsusa.com) or telephone 678 594 9300.**