

Brintons

press release

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Contact Name: Press Office

Tel: +44 (0) 7780 680439

Email: commercialpressoffice@brintons.co.uk

Brintons redefine technical standards for weaving

Kidderminster, UK – Brintons carpets has broken new ground in weaving technology after reproducing a photo-realistic image in an Axminster carpet that has just been installed at a renovated live music venue in the UK.

As a company with a strong reputation for its design and technical leadership, Brintons was commissioned to weave a piece of original art that was specifically produced by local artists Michael Trainor and William Chitham to make a stunning three-dimensional impact on the floor of the 'Band on the Wall' club in the city of Manchester.

The single giant image that was woven in Axminster is based on the specialist plugs, sockets, connectors and other equipment that are commonly used in the music industry. The design also features different coloured audio leads that guide club-goers to different areas within the 1930s venue. The image was used across two floors in the venue – a significant break from the traditional use of repeat patterns in carpet.

To reproduce the image in carpet and to fully capture its photo-realistic quality, Brintons needed to call on all of its technical expertise during the weaving process. However, all of the time and effort that went into the project was justified because the impact made by the new carpet has ensured Brintons' place in the history books for breaking radical new ground in weaving technology by achieving a quality of image definition that has never been seen before in carpet.

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Brintons' Commercial Director, Phil Harris, said: "To achieve a truly three dimensional, photo-realistic image in carpet was a complex project because we were using more colours than we've ever used before.

"However, we used the technical expertise that is at the heart of the company and it's fair to say that the carpet is unlike anything that has ever been produced before. The reproduction of the image is crystal clear and I think we've set a new technical standard for what can be achieved when weaving a carpet. It makes a stunning impact that will grab the attention of everyone that walks through the door at the venue."

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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.
- The Band on the Wall venue has been one of Manchester's premier music venues since the 1930s
- The not-for-profit venue is run by the registered charity, Inner City Music, and a local education programme that aims to get people interested in music supports the venue's main stage events.
- The restoration of the venue was funded by the Arts Council, Manchester City Council, the Heritage Lottery Fund and other contributors.

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

commercialpressoffice@brintons.co.uk or telephone +44 (0)7780 680439.