

Brintons

press release

Date: March 2010

Contact Name: Press Office

Tel: +44 (0) 7780 680439

Email: commercialpressoffice@brintons.co.uk

Brintons carpet £3 billion mega resort in Singapore

Kidderminster, UK – Brintons has illustrated its ability to provide an all-encompassing design, project management and manufacturing solution to the world's biggest commercial customers after supplying 100,000 sq metres of its Axminster carpet to the brand-new Resorts World Sentosa family resort destination on Sentosa Island, Singapore.

Resorts World Sentosa is a £3 billion integrated mega resort spanning 49 hectares on Sentosa Island. When it's completed, the resort will boast six hotels, a casino, a number of themed entertainment precincts – including Southeast Asia's first and only Universal Studios theme park, the world's largest oceanarium and a myriad of entertainment options, performances, a convention centre and a water park.

Since January of this year, the resort has progressively welcomed its first guests in four hotels, its FestiveWalk shopping and dining strip, casino and Universal Studios Singapore theme park.

Brintons was awarded the contract to supply all of the carpet to the newly-built resort after winning a competitive tender in 2008. The company was commissioned because of its strong reputation in Asia and its proven ability to deliver large-scale projects on time and within budget.

Brintons designers from Singapore, Australia, India and New York worked closely with nominated interior designer companies at Resorts World Sentosa to safely deliver the various creative briefs. The design firms that were working on the project alongside Brintons were New York-based Michael Graves Associates (MGA) and Singapore-based DP Design.

Thanks to the experience of its project management teams all over the world and its strong global capacity, Brintons successfully co-ordinated the safe delivery of an end-to-end flooring solution at Resorts World Sentosa, which incorporated concept planning, estimating, designing, manufacturing, installing and providing an ongoing support service.

When the project is completed, Brintons will have supplied 100,000 sq metres of its famous 80/20 Axminster blend and 2,500 sq metres of its luxurious hand tufted rugs. A total of 130 design elements will have been created and approved by Resorts World Sentosa and Brintons will have created three sets of woven hand trials for each of the 130 design elements to ensure all of the architects, designers and contractors always had approved materials for reference during the project.

Brintons' Global Sales and Marketing Director, Jon Stone, said: "As a company with a truly global reach, we were perfectly positioned to fulfil the design requirements for Resorts World and to work closely with two separate interior design firms that are based on two different continents.

"You really have to see Resorts World to appreciate the scale of a project that was very complicated and greatly influenced by a super-fast construction timeline that was ever changing. This required us to be very adaptable to ensure the changes in the project didn't have any detrimental effect on our quality and delivery timings.

"With this in mind, I'm immensely proud of the work that our global team has done at Resorts World. We know the client would speak to other carpet manufacturers during the tender process but our proven ability to deliver complex jobs on such a grand scale clearly

gave the client the confidence to work with us. I'm pleased that we have rewarded that confidence and once again underlined our position as a business that is capable of handling and delivering any project – no matter how large it is."

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

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