

# Brintons

## press release

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### **BRINTONS LAUNCH NEW SAMPLING PROGRAM**

**Atlanta, GA** – Brintons, the world's largest producer of custom woven Axminster carpet, has reached a significant landmark in its bid to guarantee its customers the best possible service after becoming the first Axminster carpet supplier to launch its own large format strike-off simulation program.

The revolutionary **Axminster Modeling Program (AMP)** allows Brintons' customers to visualise custom designs and colour schemes in Axminster construction through computer-generated paper simulations, rather than through traditional woven strike-offs. The use of AMP ensures significant time savings can be achieved at various stages during an installation project and it also brings a number of valuable environmental benefits.

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Brintons has taken a number of years to design AMP and the final phase of its development was completed when the company's US marketing team and IT personnel worked together to generate a reliable Axminster texturing module that could be successfully applied to any colour.

Once this accurate representation of colour and texture was achieved, AMP was ready to be put through its paces. The program has successfully completed six months of arduous tests with some of Brintons' key customers in the US market and the feedback has been extremely positive.

Jonathan Young, CEO of Brintons in the Americas, believes the development of AMP puts Brintons in a unique position. He said: "We are a design-led company that is always looking for ways to further enhance our customer service offering and AMP represents a massive breakthrough for woven products.

"AMP will save huge amounts of time during any installation project and the value of that to customers can never be underestimated. The reviews we have received from the designers involved with the tests have been very positive and have confirmed that AMP is something that the Axminster market is keen to embrace."

Brintons plans to offer its high-quality strike-offs to US customers during the first quarter of 2009 and will showcase the numerous advantages afforded by AMP at the 2009 HD Expo in Las Vegas from 14-16 May.

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For more information on how your design firm can benefit from Brintons' new AMP program, contact your Brintons representative by telephoning the company's Atlanta headquarters on 678-594-9300 or visit [www.brintons.net/commercial](http://www.brintons.net/commercial).

## **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.
- Brintons' operations in the Americas are based in Atlanta, GA. Approximately 95% of its US sales are in the commercial market, serving hospitality and other specialty end uses.

- Showrooms and regional design studios are located in major cities throughout the US, including New York, Washington DC, Atlanta, Dallas, Las Vegas and Los Angeles.