



# Brintons

## Press Release

[Date]

### **Brintons continues to build for the future**

- **Further £5m to be invested in Brintons**
- **Launch of the Brintons Apprenticeship programme**

Brintons is delighted to announce a further £5m investment to enhance its existing manufacturing operations in both Kidderminster and Portugal, this is in addition to the £3m announced in March this year.

This latest investment will allow Brintons to expand its revolutionary High Definition Weave technology, which continues to create an impact across the world. Ten looms will be upgraded to HD Weave, six in Portugal and four in Kidderminster, in addition to the four announced earlier this year.

Don Coates, Brintons MD, comments: "This investment demonstrates the Board's confidence in the future of Brintons and its commitment to achieving truly world-class standards. This is a fantastic investment in engineering resource that will enable Brintons to expand new business growth initiatives, such as rugs, whilst at the same time reducing waste and improving efficiency"

HD Weave is a pioneering technology developed by Brintons that allows carpets and rugs to be woven in up to 32 colours and create photo realistic images on short runs, giving customers unrivalled design definition and colour choice.

"HD Weave has applications in both our Commercial and Residential markets" explains Coates. "On the Commercial side we are able to create striking designs that fit our customers' corporate image, and we have just won the Guestrooms of Tomorrow global competition using this technology. For our Residential market, HD Weave allows us to create intricate designs on short runs and so providing the ideal platform to expand our rug business." Brintons Rugs made their debut at the Coronation Festival held at Buckingham Palace last month, with more designs planned for September.

Investing in people is as vital as investing in technology, so earlier this year Brintons announced the launch of the Brintons Apprenticeship programme. Four new Apprentices have already started in the Kidderminster factory and three more are ready to start in September at Brinton's yarn processing plant in Telford.

"This is good news for our business and a reflection of the hard work and commitment of the management team and of all our employees worldwide, working with our customers to deliver unrivalled flooring solutions the world over", reflects Coates.



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### 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.
  
- Contact Rita Bancroft on 0797 6688843 or [rbancroft@brintons.co.uk](mailto:rbancroft@brintons.co.uk) for more information.