

Press Release

Brintons

Brintons extends QuickWeave series with two new collections

Ultra fast turnaround with no compromise on quality and choice of design

To meet the growing demand among installers for design-led quality carpet that can be made-to-order and installed in below average lead-times, Brintons has extended its recently developed innovative QuickWeave series to include two new collections.



Above: design 3/B2637 from QuickWeave Aurora collection

With the addition of Aurora and Sequence to the series, the QuickWeave offering of three collections (including the Inception range) now provides installers and project designers on a tight deadline with the widest choice yet of woven axminster designs in a broad spectrum of colours that can be supplied in only 6 weeks.

Brintons' award-winning design team developed the series to reflect today's trends with contemporary patterns complementing transitional styles such as plaids, stripes, geometric, abstract and layered design themes. Clever texturing techniques including

mottles, striés and fades have been used within the patterns to give depth to the designs whilst optimising practical application for hospitality and other contract projects.



Design 1/B2546, from QuickWeave Sequence collection



Design 3/B2636, from Brintons QuickWeave Aurora collection

QuickWeave broadloom woven axminster carpet is made using the 'Brintons blend' of 80% wool / 20% nylon and is available in five quality specifications from 7 to 11 rows, making it suitable for all types of area from light to heavy use. Regardless of specification, the wool element in Brintons' famous blend results in a luxurious soft feel while the nylon component ensures the carpet will be hardwearing for longevity.

Andrew Wilcock, Group Marketing Manager, comments:

"These new collections are an exciting addition to our QuickWeave offering which is a big hit with retailers and installers who have contract clients. QuickWeave was a natural step for Brintons as it allows for the creation of the high quality carpets that we are renowned but within a fraction of the time associated with custom projects."

www.brintons.net/quickweave

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.

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