



Press Release

# Brintons

January 2018

## **Brintons presents QuickWeave™ carpet solutions in Hawkstone Park Hotel, Shropshire**

Expert axminster carpet manufacturer Brintons has worked with Hawkstone Park Hotel on a quick turnaround revamp of the hotel using unique designs from the QuickWeave™ Inception collection.



Nestled in the heart of the stunning Shropshire countryside, in 400 acres of beautiful scenery and English Heritage Grade I listed landscape, Hawkstone Park underwent a sympathetic refurbishment featuring Brintons carpets from the QuickWeave™ Inception collection.

Brintons carpeted the reception, function room, corridors, guestrooms and dining area with a brief to create an on-trend modern design, but with hard wearing carpet for heavy use spaces. The chosen design is from the QuickWeave™ Inception collection with bespoke colour ways used in the circular pattern. The modern and



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contemporary carpet runs throughout the hotel, linking the areas together to create flow in the space.

The QuickWeave™ collection was chosen to meet the demand for design-led woven carpet that can be made to order and installed in below average lead times. A critical part of the brief was to design and deliver the carpet in a short time frame.



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. As Business Manager at Brintons, Chloe Palmer, explains: *“our broadloom technology enabled us to use one pattern design throughout the hotel, to create a continuous look. Different qualities were specified for different areas in the hotel appropriate to the traffic levels.”*

The chosen design for this project is part of the Movement range from the QuickWeave™ Inception collection. The Inception collection is crafted with all the quality, expertise and passion Brintons have accumulated over the years. Each design is available in five colour ways and five different specifications so there is something to meet the needs of every customer. The Brintons design team has created a variety of styles to reflect today’s trends; as the contemporary patterns complement



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transitional styles such as plaids, stripes, geometric, abstract and layered design themes.

David Sims, Hawkstone general manager comments. *“Brintons have truly transformed the interiors of our Hotel. We are so impressed with the quick turnaround of this project, the high-quality carpets, and the overall expertise Brintons brought to this renovation. Brintons contemporary circular carpet designs that are now seen throughout the hotel have really enhanced the hotel’s existing interiors.”*



**-Ends-**

### **Editors Notes**

### **About Brintons**

- Brintons is a world-leading supplier of premium quality custom-designed and stocked carpet to the residential and commercial sectors (hospitality, public spaces, marine, leisure and gaming).
- With over 230 years of heritage creating beautiful bespoke woven carpet for some of the world’s most prestigious buildings including royal palaces, historic houses and luxury hotels, Brintons is today the trusted partner of



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choice for designers looking for expert design input in addition to exceptional quality products.

- A global network of design studios and a unique pattern archive offer clients a powerful creative resource that inspires people to think differently about colour and pattern.
- Brintons' team of leading designers works closely with client project teams to create designs that meet the needs of individual projects of every size, specification and level of design complexity – be they classic, traditional or contemporary in style.
- In addition to custom-designed carpet, Brintons offers stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand tufted rugs. A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Kelly Hoppen, Timorous Beasties and Stacey Garcia offers designers, specifiers and architects an unusually wide collection of contemporary patterns and colour palettes.
- Brintons offers a total project management service to its commercial clients.
- Axminster and Wilton carpets manufactured by Brintons contain a patented blend of 80% wool / 20% nylon, an innovation developed by Brintons and now considered the global standard of the industry.

<http://www.brintons.net/europe/en>

### **Press contacts**

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