



## Press Release

# Brintons

## **Brintons launch their first broadloom carpet with Cristian Zuzunaga this May**

Forming part of Brintons' new HD Weave collections and introducing a new level of colouration in carpets, Brintons announce their exclusive broadloom carpet collection for the commercial market, designed by international design studio Zuzunaga.

From palaces to hotels, restaurants to public buildings, convention centres to airports, over the years Brintons carpets have contributed to make the worlds' most beautiful interiors and now, Brintons' engineer's invention of patented High Definition Weave, sees for the first time, the ability to weave in up to 32 colours and create stunning photorealistic effects. This state of the art technology mixed with Zuzunaga's unique, innovative design and digital imagery fused with ancient fabrics, is the perfect design marriage.

This brand new collection is inspired by Cristian Zuzunaga's exploration of Brintons remarkable design archive in Kidderminster. Visiting the archive, Cristian was inspired by the contemporary relevance of the antique fabrics and design papers and captivated by similarities to his own design principals – squared, pixel based designs and brightly coloured palettes of contrasting colours evident in weaving and wool dyeing, dating back centuries.

Cristian Zuzunaga's designs engage with squares and colours to repeat, reproduce and build creative new patterns from unique formal prototypes. The mandala styling and repeating symmetry is the motif; minute shapes creating new shapes, building from the tiny abstract pixel to the maximal image. All of this is only possible on Brintons' High Definition Weave looms.

### **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.



BY APPOINTMENT  
TO HER MAJESTY THE QUEEN  
CARPET MANUFACTURERS  
BRINTONS CARPETS LIMITED KIDDERMINSTER

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- 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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