



## Press Release

# Brintons

### **BRINTONS UNVEILS LATEST VIDEO SERIES**

Kidderminster based carpet manufacturer, Brintons, is continuing to invest significantly in its marketing strategy by launching a series of videos to explore the journey of its carpets from fleece to floor.

The new videos unveiled today (19<sup>th</sup> January), depict the unique history and heritage of the brand and the intricate details that go into creating each carpet. The short films include a tour of the commercial and residential mills where the carpets are manufactured and the journey of the wool from sheep to home.

Andrew Wilcock, Group Marketing Manager for Brintons, commented: "The range of videos portrays the life cycle of our carpets from fleece to floor, from the sheering of the sheep, the dying process, to final quality control inspection and hand finishing.

"We take great pride in manufacturing our carpets and we were keen to show this process off through a range of videos. They offer a unique behind the scenes insight into the many complex stages and hard work that goes into crafting the every single Brintons carpet that leaves the factory."

The videos follow a year of significant marketing investment from Brintons to help launch its range of new collections and events. Andrew continues: "Last year was a important year for the brand, which saw the launch of our second carpet collection with award winning designer Cristian Zuzunaga and our presence at significant interior and design shows such as Clerkenwell Design Week and Mason and Objet.

"This year is set to be even more exciting for the business and what better way to start off 2016 than with a series of videos that shows exactly what Brintons has to offer our customers and our unique style of manufacturing high quality and long lasting carpets."

Carpets manufactured by Brintons contain its unique blend of 80% wool and 20% nylon, which was pioneered in the 1950s and is now the global standard for carpets. The videos explain how the manufacturer is the single largest user of British wool worldwide with the fleece from one in eight sheep going into a Brintons carpet.



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Throughout the first half of the year Brintons will be continuing its video series with a further five short films delving deeper into how the process begins, the design procedure, how the wool is dyed, the crafting of the yarn, and the role of the Warrant Officer.

To view the video series search Brintons Carpets on YouTube. For more information on Brintons and its range of products and services for the commercial sector, visit [www.brintons.net](http://www.brintons.net) or call 01562 635665.

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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.

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