

Brintons

press release

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BRINTONS TO UNVEIL EXCLUSIVE COLLECTION

Atlanta, GA – Brintons, the largest producer of custom woven Axminster carpet, will unveil a major new collection of custom carpet designs in February 2008, entitled **Biedermeier**.



As announced by Jonathan Young, CEO of Brintons USA, the exclusive collection has been developed by Brintons' in-house designer, Rebecca Johnstone in conjunction with the internationally-touring art exhibit, Biedermeier: The Invention of Simplicity, organized by the Milwaukee Art Museum (www.mam.org).

Young stated, "Just as the Biedermeier movement in the early 1800's heralded a major shift in lifestyle, Brintons' imaginative sequel today conveys a trend-setting revival of its principles – the innovative aesthetics of the pure and simple essence of functional form, nature, light and color."

The new Brintons carpet design series co-ordinates with Architex Textiles' award-winning fabric collection, also inspired by the Biedermeier exhibition.

Jonette Slabey, who initiated the concept of bringing Biedermeier-inspired products to the interior design market and served as project director for "Biedermeier Inspired" collaborative marketing efforts, comments "Given the current focus on modern sensibility and quest for simplicity in design, I felt the time was right for a Biedermeier resurgence in the marketplace. Brintons and Architex have succeeded in creating transitional carpet and textile designs that are fresh, familiar, beautiful and inviting."



The first event showcasing the complete design collection will be held mid-February at the Milwaukee Art Museum, followed by other invitation-only receptions in Atlanta and New York. For additional information, contact your Brintons representative, call the company's Atlanta headquarters at 678-594-9300 or visit www.brintons.net.

Founded in 1783, family-owned Brintons is headquartered in the UK and currently operates plant facilities in the UK, India, Portugal and Australia. Its high-end woven Axminster carpets have become the standard for impressive business and residential properties throughout the world.

Brintons operations in the Americas are based in Atlanta, GA. Approximately 95% of its US sales are in the commercial market, serving hospitality and other specialty end uses. Showrooms and regional design studios are located in major cities throughout the US, including New York, Washington DC, Atlanta, Dallas, Las Vegas and Los Angeles.