

## **Brintons reproduces its famous axminster broadloom carpet design in tile format**

Combining the quality and the design impact of an axminster carpet with the practicality of a tile, Brintons axminster tiles offer the perfect solution for commercial projects.

Expert carpet manufacturer Brintons uses its critical match capability to reproduce almost any of its industry-leading designs created for broadloom in tile format, providing the ultimate broadloom-in-a-box solution. Tiles are available in two sizes - 0.91m x 0.91m and 0.48m x 0.48m. Brintons is the only woven Axminster tile manufacturer in the world to guarantee critically matched tiles, with a proven experience in delivering world leading tile design, product quality and service.

The wool-rich (80% wool / 20% nylon) axminster tiles are suitable for heavy-use areas and bring acoustic and thermal properties to the interiors while offering long-term practical and economic benefits.



Brintons Axminster tiles were installed in the gaming areas throughout the Holland Casino, Rotterdam

Brintons' tile offering has been developed over twenty five years to meet the challenging demands of commercial projects where style and design are as important as cost-effectiveness, practical carriage and easy installation. Brintons carpet tiles come with a guarantee of pattern match as is demonstrated by a large number of recent acclaimed casino, hospitality, airport and other large heavy wear environments.

Brintons carpet tiles are engineered and installed to allow easy access to the under floor area, as they can be effortlessly lifted and replaced for maintenance and cable relocation purposes. With the seamless quality of Brintons' axminster carpet tiles, the visual aesthetic of a broadloom type installation can still be maintained.



Press Release  
December 2018

# Brintons

Axminster tiles are ideally suited to heavy wear environments, delivering optimal performance in demanding commercial environments including airports and stadia, hospitality areas including casinos, corporate buildings and retail environments.

Brintons recently created a bespoke design for the carpeting of the Dutch entertainment and casino complex Holland Casino, combining the complexity of axminster design within a modular form, which is suitable for heavy use areas.

With subtle but skilled adjustment, almost any design achievable in broadloom can be translated by Brintons into a tile format to achieve a broadloom appearance with tile functionality.

Axminster tiles can be co-ordinated with complementary broadloom options, either in bespoke designs or from any of Brintons custom design collections. This format allows the designer to creatively translate the well-known creativity of colour and design achieved in woven axminster carpet into the modular market. This in turn, gives the Facilities Manager freedom to plan installation in order to suit the client's needs.

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 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.
- A regularly updated portfolio of designs created specifically for the commercial market by inspiring, trend-leading expert designers, including Timorous Beasties, Kelly Hoppen and Stacey Garcia, offers designers, specifiers and architects an unusually wide collection of contemporary patterns and palettes.
- In addition to their own designs, Brintons offer stock collections of premium woven axminster and Wilton broadloom carpets, tiles and hand-tufted rugs.
- 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/>

For further press information please contact:

Sarah Draper  
Commercial Marketing Manager  
[sldraper@brintons.co.uk](mailto:sldraper@brintons.co.uk)

---

---