BENTLEY GOES BENEATH THE CITY SURFACE AT NEOCON 2016 TO REVEAL NEW CARPET COLLECTIONS AND REAP THE AWARDS

Evoking lost and forgotten places in L.A., the company’s showrooms stood out among – and drew in – the crowds.

LOS ANGELES (July 6, 2016) — Bentley is no stranger to being on the cutting-edge, but at NeoCon 2016 – the design industry’s premier annual gathering in Chicago – the leading California commercial carpet manufacturer once again proved just how hip it is. In addition to bringing home several honors, including four recognitions from Interior Design’s HiP Awards and a #MetropolisLikes product prize, Bentley also drew in record numbers of design savvy show-goers to its two showrooms (at the Mart and Kinzie Design Center) – spreading its (Los) Angeles story throughout the Windy City.

“Every year, NeoCon offers a unique opportunity for designers and specifiers to discover what’s new and hot in contract finishes and furnishings. Likewise for manufacturers, it’s our chance to wow – to dig deep and reveal our best and boldest in product design,” said Sherry Dreger,
Bentley’s vice president of marketing. “This year did not disappoint. At Bentley, we shared the next chapter of our brand narrative, told through the lens of (los) Angeles. The design community loved it, and we were rewarded for our forward-thinking, cool style and innovative approach to product and marketing.”

Lost, Found and Celebrated
With its native city as its muse, Bentley explored the hidden and forgotten spaces in and around Los Angeles – bringing the evolution of urban decay and renewal to life in both product and showroom experience at NeoCon. Its new carpet collection, (los)t angeles won an Interior Design HiP award in the workplace flooring category. In its third year, HiP honors distinguished industry individuals and products.

Bentley’s Rocket Science and Impasto products, which also debuted at the show, were HiP finalists in the education, institutional and government and healthcare categories, respectively. Impasto, an artisan tile and broadloom collection designed to promote health and wellness through color and texture, captured one of just 35 #MetropolisLikes honors, as well. Hosted by Metropolis magazine, the social media-driven award program recognizes emerging design trends and innovation at design industry events, including NeoCon.

Products weren’t the only Bentley honorees at NeoCon this year. Cameron Grimsley, Bentley’s 2015 Account Executive of the Year, was a HiP finalist too, in the HiP Seller category.

Discover Yourself and Pay It Forward
The concepts of discovery and reinvention also extended to Bentley’s NeoCon showroom designs, experiences and giveaways. The company’s Mart space (10-1098) took attendees on a journey beneath Los Angeles’ city surface – from abandoned and forgotten to built and structured. Across the street at its stunning Kinzie Street showroom, Bentley encouraged show-goers to examine and reveal their true inner self with an aura reading photography station.

For a special social media promotion and giveaway, Bentley also partnered with the Los Angeles organization The Giving Keys, which employs those experiencing homelessness to create new jewelry from old, forgotten keys. The keys, engraved with inspirational words and hung on necklaces, are meant to be passed on to others who may need the encouragement next.

For more about Bentley at NeoCon 2016, read this recap on its Julian Road blog. If you missed Bentley’s Mart showroom experience at NeoCon – or want to explore (los)t angeles again – take a virtual tour.

About Bentley
Defining style, color, quality, and service for more than 30 years, Bentley Mills, Inc. manufactures and markets award-winning broadloom, carpet tile, and area rug products for all commercial interiors across the globe. Bentley is recognized for leadership in product design, style, and customer service. Bentley is committed to sustainable commerce, and, as the largest commercial carpet manufacturer in California, the company operates in a LEED-EBOM® Gold carpet mill. For more information, contact Bentley at 800.423.4709 or visit us at bentleymills.com.

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