BENTLEY AND ANTRON ROCK L.A.

Nearly 75 Designers in the L.A. Area Transformed into Rock Stars for the Night – Learning to Collaborate, While Earning CEU Credit

LOS ANGELES (September 2016) – Bentley is committed to collaboration – and embraces its transformative impact on confidence, productivity and growth. To help its customers tap into the positive power of collaboration, the leading California commercial carpet manufacturer partnered with Antron and Banding People Together to compose a CEU-accredited event for 75 designers, held this week in L.A. at the Edison.

Banding People Together, a super group of collaboration experts, led the event with interactive training to teach the designers how to amp up their productivity by creating collaborative environments. Why is learning to collaborate so important and worth three CEU credits? The group says collaboration is complex because there are no “rules of the road.” Collaboration is achieved through voice, contribution and commitment – skills all designers need.
Banding People Together, whose leaders are all successful music industry veterans and entrepreneurs, facilitated the event with the ultimate tool for uniting people: music.

To get the process rocking and rolling, the band members started the session off with an opening number and then established a new language with the attendees around process and collaborative personalities. From there, three tour buses transported the designers from the venue, The Edison (an elegant, renovated power plant), to a secluded area where the collaboration commenced.

Each of the three groups was paired with a band member and tasked with creating a band name, writing a song and practicing with their new “band members.” Banding People Together uses songwriting because it connects the rational and non-rational thinking required to achieve True Collaboration. With 15 – 30 people writing a song together, it’s alignment that captures the heart and souls of the people in your group, which is worth more than CEU credits!

Designers learned how to maximize their individual contributions, how to create alignment and how to leverage collective strengths of a group – all with a collaborative groove. Once back at The Edison, each group’s skills were put to the test when they performed their original song for the crowd with their Banding Leader.

The night wrapped with dinner, drinks, music and cheers to collaboration, Bentley, Antron and new bandmates.

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**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 or on Facebook, Twitter, Pinterest, LinkedIn, Instagram and Google+.

**About Antron® carpet fiber**
Antron® carpet fiber is constructed with type 6,6 Nylon polymer, exceptional fiber engineering and treated with DuraTech™ soil resistance treatment. Carpet of Antron® nylon is tested against the Antron® Brand Performance Standards Program, the highest fiber performance standard for carpet durability. For more information on Antron® carpet fiber, please call 1-877-5ANTRON or visit antron.net.

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