



**FOR IMMEDIATE RELEASE**

**BENTLEY WINS BEST IN SHOW AT NEOCON EAST 2013**

*Carpet Manufacturer Awarded Large Booth Winner with Western Edge Collection*



LOS ANGELES, Calif. (October 17, 2013) – Bentley has been named Booth Design Awards Large Booth Winner at NeoCon East, currently underway through Thursday, October 17, at the Baltimore Convention Center.

“We are delighted to receive this award at NeoCon East,” said Sherry Dreger, Bentley director of brand marketing. “We have had an exciting year with the rebranding of our company, and we are thrilled to see the industry responding so well to our new design direction.”

The booth features Bentley’s new Western Edge™ Collection, highlighting the Hitchhiker pattern in the edgy Scorpion Queen colorway. A series of faux steer

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skulls line a charred-wood back wall, while 95 brilliant Edison bulbs dot the ceiling overhead.

Hitchhiker, one of four patterns in the Western Edge collection, reflects the organic, transient nature of the Mojave Desert landscape, and pulls inspiration from the sporadic, sun-worn vegetation of the region. The product features Antron Lumena 895 fine denier, solution-dyed yarns, available in 18"x36" and 24"x24" tiles. The collection offers Bentley's NexStep® Cushion Tile backing, complete with an Environmental Protection Declaration.

High-resolution product images and booth images are available upon request.

### **About Bentley**

Defining style, color, quality, and service for over 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-EB® Gold carpet mill. For more information, contact Bentley at 800.423.4709 or visit us at [bentleymills.com](http://bentleymills.com).

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