



FOR IMMEDIATE RELEASE

BENTLEY REVEALS NEW COMPANY IDENTITY

Leading Carpet Manufacturer Bentley Prince Street Returns to its original name

LOS ANGELES, Calif. (May 13, 2013) – Bentley, a leading commercial carpet producer, today revealed a comprehensive new branding strategy that reflects the company’s return to its original name and celebrates its heritage as a Los Angeles based manufacturer.

“Bentley’s new visual identity reflects the enduring and timeless characteristics for which the Bentley brand is known, while also incorporating elements of craftsmanship and innovation,” said Ralph Grogan, who was named president and CEO of Bentley earlier this year.

According to company officials, Bentley’s rich Los Angeles heritage is a core component of the company’s new identity and branding elements.

“We are embracing Bentley’s legacy as a Los Angeles manufacturer. Los Angeles is not only where we are, but also a big part of who we are and what makes us unique,” said Mr. Grogan.

The new branding elements will be rolled out during the next several weeks with NeoCon, the contract interiors industry’s premiere market event in mid-June in Chicago, being the formal introduction to the marketplace. The branding elements are supported by an advertising campaign that features photography of iconic Los Angeles architecture. The company’s new showrooms in Chicago—a 3500 square foot showroom located at the Kinzie Design Center (across the street from the Merchandise Mart) and a 950 square foot showroom in the Merchandise Mart—were designed with the new branding elements.

According to Mr. Grogan, the entire branding process was powered by the strength of the Bentley heritage.

“I think it is a tribute to the enduring culture of the Bentley brand that most of the leadership team here today were part of Bentley at some point in the past, and now they have returned to help restore this company to its position as an entrepreneurial enterprise and design leader. People want to be a part of this,” said Mr. Grogan.



Propp & Guerin, a leading graphics firm in San Francisco, provided the artistic direction for Bentley's new visual identity.

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.

About Dominus Capital

Based in New York, Dominus Capital is a leading middle-market private equity investment firm that focuses on management-led buyouts and growth capital investments in companies in the business services, light manufacturing and consumer sectors. Drawing on the experience, knowledge and network of its founders and a team of in-house operating executives, Dominus Capital works hand-in-hand with exceptional management teams to unlock the untapped potential of its portfolio companies. The firm takes a long-term and conservative approach to investing and has a consistent and successful track record of achieving significant growth at its portfolio companies.

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