

**FOR IMMEDIATE RELEASE****BENTLEY LAUNCHES THE WESTERN EDGE COLLECTION**

*Leading Carpet Manufacturer Releases First Collection Under New Brand Identity*



LOS ANGELES, Calif. (August 28, 2013) – Bentley, the leading commercial carpet producer formerly known as Bentley Prince Street, is excited to introduce Western Edge, the first collection to launch under the company’s new brand identity. Inspired by a journey through American Southwest, the new collection channels the radiant energy of the vast, sunbaked Mojave Desert.

“The launch of Western Edge reflects a new era for us as we return to our roots under the new Bentley brand,” said Todd van der Kruik, Bentley vice president of design. “The collection itself is inspired by exploration, which is exactly what we’re doing in product development right now—taking note of our boundaries and then finding new ways to push past them.”

# BENTLEY™

The collection includes two ethereal patterns, Hitchhiker and Savage Journey, which illustrate the desert's tenacious flora and earthen hues juxtaposed against adulterated terrain and the florid colors left by inhabitants throughout history.

“With renewed focus on design through innovation, we're excited to use the latest yarn tools from Antron which offer beautifully rich color and texture in a high-performance solution-dyed carpet tile,” continued van der Kruik.

Western Edge carpets feature Antron Lumena 895 fine denier, solution-dyed yarns, which deliver exceptional color saturation and appearance retention. Available in 18”x36” and 24”x24” tiles, the collection offers Bentley's NexStep® cushion backing, complete with an Environmental Protection Declaration. The line's dynamic patterns and 12 vivid colorways offer a captivating statement for today's commercial environment.

## **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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