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BENTLEY LAUNCHES NEW WEBSITE

Carpet Manufacturer Offers Enhanced Digital User Experience with Highly Graphic Content and Simulation Technology



LOS ANGELES, Calif. (May 28, 2014) – Bentley, a leading commercial carpet producer, has launched a new, highly-interactive company website. The enhanced functionality and fresh look of BentleyMills.com was developed through collaboration between Bentley, Tricycle and Tryk Studio of Chattanooga, TN, and Propp & Guerin Design of San Francisco.

“To wrap up our successful company rebrand and transition to Bentley, we are excited to launch the new digital face of our company with the help of two invaluable partners, Tricycle and Propp & Guerin,” said Ralph Grogan, Bentley’s president and CEO. “Leveraging the wealth of talents from this team has allowed Bentley to offer a stronger, highly graphic, interactive web presence that more effectively connects with our clients.”

BENTLEY MILLS, INC.	14641 EAST DON JULIAN ROAD CITY OF INDUSTRY	CA	USA	91746	800.423.4709
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Complete with high-resolution images, personal profiles, and overall enhanced user experience, the new BentleyMills.com is designed for the modern A&D professional. The site invites designers to interact with product and offers tools to envision the next big project. A highly customizable filtering system allows users to dial down through products by options, including construction type, color, pattern, dye method, fiber, and even GSA-approved styles. The website also offers specific channels to gain access to technical and sustainability documents for Bentley's complete product line, as well as a LEED calculator to help clients specify according to their environmental needs.

"We spent a great deal of time in the design phase gaining input and listening to our sales team and clients," said Sherry Dreger, Bentley's vice president of marketing. "Based on this feedback, BentleyMills.com now offers the ability to render room scenes of standard products in various installation methods and allows users to receive high-resolution images with the push of a button."

Featuring studio photography and the latest in-room technology, designers can log onto BentleyMills.com to access presentation-ready high-resolution simulations and save products to personal project profiles.

"We realize that our clients must respond to their clients' needs immediately," Dreger continued. "Our goal is to put ease of service at their fingertips."

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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