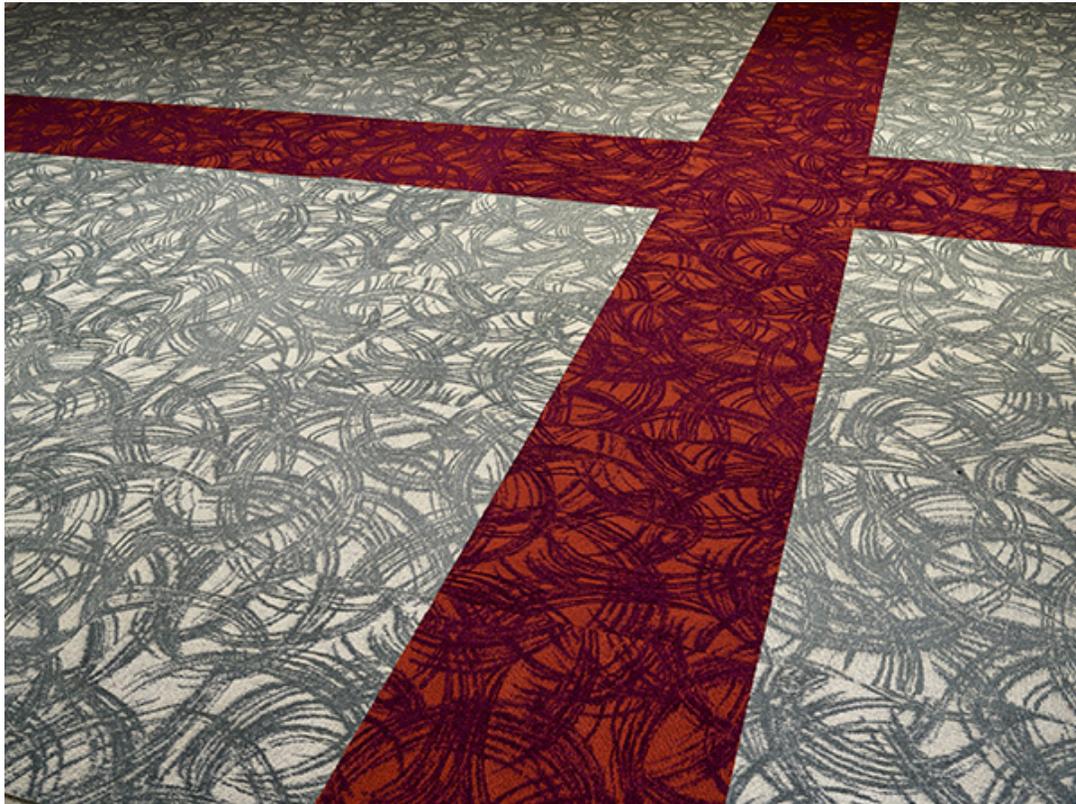




PRODUCT ALERT

BENTLEY LAUNCHES SECRET SOCIETY COLLECTION

Historic, Covert Organizations and Coded Language Inspire Two New Styles



LOS ANGELES, Calif. (June 2014) – Bentley, California’s leading commercial carpet manufacturer, has launched Secret Society, a collection designed by Todd van der Kruik featuring two styles, CIPHER™ and Cryptography™, which break the static idea of carpet installation by using pattern design elements to create multi-functional, curated spaces.

The Secret Society Collection builds on the mystery of a covert organization, a discrete movement with which Bentley invites everyone to become acquainted. Transforming the idea of ritualized style, cloaked meanings, and clandestine color, the collection features tip-sheared loop textures that unlock the symbolic art of coded language.

BENTLEY™

“We are excited to have a product enter the Bentley line that has such versatility in function and use,” said Sherry Dreger, vice president of marketing. “Reaching beyond the scope of standard commercial installation, designers are able to weave these styles together with one another or simply change color within the same pattern to create incredible visuals, especially with spaces that have a mezzanine or top-down view.”

Utilizing the designs together or alone allows designers to change the relationship between functional spaces. Exciting piece-dyed flexibility allows designers to feature a single, refined colorway or showcase a new twist on color combinations.

Secret Society features 13 colorways, Antron® Legacy™ type 6,6 nylon fiber, and is available in 18”x36” and 24”x24” NexStep® Cushion Tile and AFIRMA™ Hardback Tile, as well as High PerformancePC Broadloom.

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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Media Contact:

Laurel Petriello
626.934.2454
laurel.petriello@bentleymills.com