



BENTLEY BREAKS THE MOLD FOR ENTRYWAYS AND BEYOND

Rough Idea™ Sparks The Conventional Perspective with an Innovative Twist



LOS ANGELES (April 20, 2015) – Continuing cutting edge innovation, [Bentley](#) – California’s leading commercial carpet manufacturer – introduces entryway carpet tile for walk-off and beyond. Combining a multi-level loop pattern with high performance yarn, **Rough Idea™** sparks the conventional perspective with its exciting innovative twist. Using Bentley’s tufting technology, creative rough ideas cultivate a design that can essentially belong anywhere. Developed for entry and high traffic application, the result is a product that is not only stylish but also Class I rated for installation throughout any interior space.

Sketches, mocked-up models, and reworked drafts materialize as Rough Idea’s framework. The random design is transitional and can complement any design aesthetic. The tailoring accent yarns provide a variant color cast for dark or light gray, navy or brown. Featured in Bentley’s Fast Track Quick Ship program, Rough Idea supplies a unique curation of 4 distinct colorways – perfect to greet any entryway or space with refinement.

Designed for maximum flexibility, the Fast Track Quick Ship program ensures expedited delivery to the client. Rough Idea’s color line is available in 24”x24” NexStep® Cushion Tile and AFIRMA™ Hardback Tile.

PRESS RELEASE

Orders of 500 square yards or less will be ready to ship within 10 business days of order. Manufactured with Ultron® Nylon 6,6, Rough Idea is a solution dyed product constructed of tufted textured loops.

Bentley's High PerformancePC, NexStep® Cushion Tile, and AFIRMA™ Hardback Tile products are Cradle to Cradle Certified™ Silver. Bentley products are also certified under the NSF/ ANSI Standard 140 – Sustainable Carpet Assessment (NSF 140). Six of Bentley's standard backing products are NSF 140 certified at the Gold level or above. Bentley's carpet products are manufactured in their California mill, a LEED for Existing Buildings: Operations and Maintenance (LEED®-EBOM) Gold certified facility.

Rough Idea has achieved a Radiant Panel test rating of Class I, $\geq 0.45 \text{ W/cm}^2$ (ASTM-E648). It meets flooring requirements for carpet in public spaces. Verify with state and local building codes.

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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