



BENTLEY'S BORN & RAISED EARNS MORE DESIGN AND MARKETING PRAISE

Commercial Carpet Manufacturer Reinvents Modern Twist on Classic Style, Earning Booth Design and Marketing Award



LOS ANGELES (October 2015) — Coming off back-to-back NeoCon® wins for Best Showroom in the small showroom category and Best of Competition, [Bentley](#), California's largest commercial carpet manufacturer, completed the trifecta with the Best Small Booth prize at NeoCon® East in Philadelphia last week. The recognitions, presented by IIDA (International Interior Design Association) in partnership with *Contract* magazine, praised Bentley's design savvy in bringing the company's "Born & Raised" theme to life.

"Bentley takes pride in converting ordinary spaces into fashion statements," said Sherry Dreger, vice president of marketing for Bentley. "It's what our carpet products are designed to do for our clients. We wanted our Chicago showroom and NeoCon East booth to reflect that same mission, embracing our 30 year legacy and luxe, grit-meets-glamour style."



PRESS RELEASE

Since embarking on its rebranding journey two years ago, Bentley has purposefully returned to its roots – primarily by taking a wide-angle, big picture view of Los Angeles’ influence on it’s people and products. Drawing from its heritage of chic style, Bentley transformed its NeoCon East booth into a trendy space that emitted classic rock and roll energy and luxury.

The award honors exhibitors for originality of design, visual impact, effective use of materials and the outstanding use of space, color, texture, lighting and graphics. The booth was designed by Bentley with a collaborative retro fit for the NeoCon East show by EDE Corporation based out of Chicago.

Marketing Born & Raised

This month, Bentley’s “Born & Raised” campaign also received a [Gold MarCom Award](#) in the Branding Refresh category, a [Platinum MarCom Award](#) in the Company Overview category and was recognized with an honorable mention in the Twitter Engagement category. The MarCom Awards is a creative marketing competition with entries from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers. The competition is judged by the Association of Marketing and Communication Professionals, who assessed entries on whether they exceeded a high standard of excellence and if the work served as a benchmark for the industry.

Bentley’s in-house marketing and design teams have successfully reinvented the commercial carpet manufacturer by returning to its heritage and immersing itself within the Los Angeles scene. When Bentley opened its doors in L.A. in 1979, punk rock was invading the Sunset Strip and eccentric fashion was taking over the runway. Today, Bentley’s classic style is infused with a modern edge, which is reflected in its “Born & Raised” marketing materials – including ads, brochures and social media. Bentley’s award-winning ads juxtapose the gritty streets of L.A. with luxe, sleek carpet styles – alluring designers, architects and specifiers to combine grit and glamour for an edgy, fresh look.

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 and marketing design, style, service and sustainability. 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 bentleymills.com, and connect with us on [Facebook](#), [Twitter](#), [Pinterest](#), [LinkedIn](#), [Instagram](#) and [Google+](#).

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