

# Bentley Prince Street Introduces New Wool Carpet Collections for Corporate, Hospitality & Residential Markets

## *Vermont Square & Westlake Deliver Beauty and Lasting Performance*

Los Angeles, CA – [February 8, 2011] – [Bentley Prince Street, Inc.](#), an industry leader in commercial carpet design, quality and sustainability, has launched two new [carpet products](#) for the corporate, boutique hospitality and residential markets. With a timeless aesthetic that exudes sophistication and provides a versatile color line with earth-like texture, Vermont Square™ and Westlake™ are welcome additions to the Bentley Prince Street family of natural, wool carpet products. Wool is one of nature's renewable resources and provides durability unmatched in any natural fiber, maximizing installation longevity and reducing the net impact on the environment.

“Diversifying the yarn content of our product offerings with renewable resources is part of our overall sustainability strategy,” says Anthony Minite, president. “Our customers have come to expect products that are not only beautiful but exceptional in quality with lasting performance. Vermont Square and Westlake are designed to meet the market's increasing demand for wool products.”

The natural complexity of wool brings strength and beauty, creating exceptional style and lasting performance. Fire, soil and stain resistance and resilience are inherent properties of wool that contribute to superior appearance retention.

“We continue to be inspired by the beauty and cultural make-up of our city,” adds Valerie Ottaviano, vice president of product design. “Vermont Square and Westlake are historic sections of Los Angeles that tell a story and provide the perfect balance among class, color and character. These new products add to the tapestry of our own Hollywood Story.”

Maximizing installation longevity and reducing overall environmental impact are just two of the benefits that result from using a renewable and durable fiber such as wool. Producing carpet products with natural and renewable resources is part of Bentley Prince Street's overall strategy towards achieving its Mission Zero™ promise to eliminate any negative impact the company may have on the environment by the year 2020. All Bentley Prince Street products are climate neutral through the company's Cool Capet™ program, meaning the greenhouse gas (GHG) emissions emitted during their life cycle are offset or balanced through the purchase of certified carbon offset credits.

### **About Bentley Prince Street**

Defining style, color, quality and service for 30 years, Bentley Prince Street manufactures and markets award-winning broadloom and carpet tile products for commercial interiors across the globe. Bentley Prince Street is committed to sustainable commerce and innovations to integrate style and function with environmental practices through its Mission Zero® goal of eliminating any negative impact it has on the environment by the year 2020. With the industry's most comprehensive vertical carpet manufacturing facility, the company maintains third-party certification to the ISO 9001:2008 Quality Management System and the ISO 14001:2004 Environmental Management System. Based in Los Angeles County, California, Bentley Prince Street is a subsidiary of Interface, Inc., a global provider of floor coverings. For more information, please visit [www.bentleyprincestreet.com](http://www.bentleyprincestreet.com) and <http://bpscarpet.blogspot.com>

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