

## Bentley Prince Street Introduces Clodagh's Natural State - Inspired by Europe; Made in America

*New Flatweave Collection adds Quiet Texture to Almost Any Space, from a Palace to a Castle to a Hut*

Los Angeles, CA – [June 8, 2011] – [Bentley Prince Street, Inc.](#), an industry leader in commercial carpet design, quality and sustainability, is proud to unveil [Clodagh's Natural State](#)<sup>™</sup>. This is the sixth product in Bentley Prince Street's collection of domestically manufactured flatweaves and the latest collaboration with partner and design icon [Clodagh](#). Clodagh's Natural State is an evolution of Bentley Prince Street's previously launched wool flatweave Natural State<sup>™</sup>. Ten of the company's best-selling colors were deliberately chosen to calibrate this stone-inspired color palette, which brings serenity and simplicity to a variety of spaces. As a flatweave, and constructed in wool, Clodagh's Natural State combines form and function and works beautifully as an area rug option or acoustical wall covering; and as a broadloom floorcovering for corporate, government, hospitality, residential, retail, as well as cruise line market segments. This product is in stock and ready for designers to specify.

"We are so proud of our partnership with Clodagh; she inspires us all with her innate talent for design and commitment to sustainability," says Anthony Minite, president. "We are also excited that our shared vision has led to a product beautiful and versatile enough to be a wall covering, an area rug and a floorcovering for a luxury cruise ship."

Clodagh's Natural State combines the quality of wool with the stylish uniformity of a flatweave – demonstrating the best man and nature have to offer. Wool is a luxurious fiber, but its inherent properties also make it fire, soil and stain resistant. In addition, its basket weave construction has been shown to reduce trip hazards in both broadloom and rug installations. Bentley Prince Street offers this piece-dyed product with a variety of backing options. Clodagh's Natural State utilizes an 80% wool and 20% nylon blend in a high performance, woven textured loop construction. While Clodagh's Natural State is influenced by elegant European flatweaves, Bentley Prince Street proudly manufactures the product in the U.S.A.

"This product builds up a quiet texture, thereby delivering a total design experience," adds Clodagh. "The look and feel of it does not compete with a space, but rather enhances it with a simplicity of style inspired by nature. It's so low key you can put it where there's art like museums and galleries."

View a video with Clodagh discussing the inspiration behind Natural State [here](#).

Like Bentley Prince Street, Clodagh is committed to sustainability, as well as responsible design and manufacturing. Wool is a naturally renewable resource and its durability maximizes installation longevity. Bentley Prince Street has a Mission Zero<sup>®</sup> promise to eliminate any negative impact the company may have on the environment by the year 2020. In keeping with this promise, Bentley Prince Street is working to diversify the yarn content of its products with renewable resources such as wool.

### 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<sup>®</sup> 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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