

Bentley Prince Street Introduces its California-Inspired Collections & Delivers Environmental Truth to Design Community at NeoCon 2010

Experience the Glitz, the Glamour & the Green in Suite #1060

Los Angeles, CA – [June 14, 2010] [Bentley Prince Street, Inc.](#) is looking forward to this year's [NeoCon World's Trade Fair](#) as an opportunity to introduce its new broadloom and carpet tile collections, as well as highlight its leadership in sustainability. Bentley Prince Street will showcase its newest collections Modern Block™ and Global Vistas™ and unveil the Hollywood Story™, Domestic Alchemy™, Pershing Square™ and Astronomie™ collections during the three-day event that welcomes over 40,000 attendees from the world of design. The company also plans to use NeoCon 2010 as a platform to educate the design industry about the seriousness of greenwashing in manufacturing, with three daily presentations called “The Truth about EPDs” (Environmental Product Declaration.) NeoCon runs June 14-16, 2010 at the Merchandise Mart in Chicago, Illinois. Bentley Prince Street's showroom is located on the 10th floor in suite #1060.

Sustainability Manager, Kimbrelly Matsoukas, developed “The Truth about EPDs” to help educate attendees about the advantages of Environmental Product Declarations (EPDs) for manufacturers and how some companies are greenwashing the truth. It will be presented daily in Bentley Prince Street's Chicago showroom, suite #1060. (See bottom of release for scheduled times.) Attendees of the presentations will be entered into prize drawings, with winners announced daily. Prizes include Lenovo IdeaPad notebooks.

“Manufacturers who claim to be green without third-party certification must be held accountable,” says Anthony Minite, president. “NeoCon is an ideal stage to talk about what it means to truly be responsible about our industry's environmental impact. I am extremely proud of what we have been doing at Bentley Prince Street, openly and voluntarily, for over 16 years. We are not just making beautiful carpet, we are making it responsibly.”

Bentley Prince Street's NeoCon 2010 collection includes broadloom and carpet tile offerings, diverse in construction and color, that deliver coordinated solutions for every interior. Each of the highlighted collections plays to its individual strengths.

“Our goal is for everyone to see the inspiration behind every thread and every color in our featured products,” says an exuberant Valerie Ottaviano, VP of product design. “It's the beautiful places, creative elements and diverse people who make up the ever-so-alluring urban landscape that is Hollywood.”

Bentley Prince Street chose a **Hollywood** theme for NeoCon 2010 as an ode to its Los Angeles heritage and its legacy of high-end design. Bentley Prince Street established roots in Los Angeles in 1979 – thus, the classic, California-inspired idea was conceived. This year's stunning broadloom and carpet tile designs are Bentley Prince Street's way of celebrating the City of Angels. Bentley Prince Street's showroom is located on the 10th floor of the Chicago Merchandise Mart, in suite #1060. Presentation dates and times are listed below:

“The Truth about EPDs”

Monday, June 14: 10 am / 1 pm / 3 pm
 Tuesday, June 15: 10 am / 1 pm / 3 pm
 Wednesday, June 16: 10 am

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

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Media Inquiries:

Angela Moore

Starfish P.R.

T: 310-429-8868

angela@starfish-pr.com

