

# **BENTLEY** PRINCE STREET®

## **New Hollywood Sequel™ Collection Evokes Classic Bentley Prince Street Style and Shimmers with Modern Appeal**

*Inspired by Hollywood & Vine, Hollywood Sequel offers Sophisticated Style for Corporate, Government, Hospitality, Retail and Travel Segments*

Los Angeles, CA – July 20, 2011: The [Hollywood Sequel](#) collection by [Bentley Prince Street](#) is the dramatic evolution of design and production. This new broadloom and carpet tile product is inspired by the legendary Hollywood and Vine intersection and celebrates a return to style at its best. Hollywood Sequel evokes classic Bentley Prince Street style with glimmering highlights that lend a modern appeal. It is available in 18 colorways named after authentic apartment buildings from the 1940s. With a classic look, elegant texture and custom color options, Hollywood Sequel is an ideal installation choice for corporate, government, hospitality, retail and travel segments.

“Hollywood Sequel is a product with a great Hollywood ending because it demonstrates how hard work can transform a design into something better than imagined,” says Anthony Minite, president of Bentley Prince Street. “Our design team’s vision in alliance with our commitment to technology has made Hollywood Sequel a product that exceeds our expectations and hopefully those of our customers.”

Hollywood Sequel is a piece-dyed and tufted tip-sheared product that is available in broadloom and three carpet tiles sizes (18x18, 24x24 and 18x36). The 2010 Doc Award winner is made with Ultron® nylon 6,6 for superior quality and resilience with 18 beautiful colorways in addition to custom color options. Hollywood Sequel also coordinates beautifully with popular Bentley Prince Street lines: Iconic™, Edge City™ and New Gotham™.

“We are so proud and excited about this new collection; it really has that ‘wow’ factor,” says Valerie Ottaviano, VP Product Design for Bentley Prince Street. “Thanks to the amazing commitment of our Color Council, we have developed a color line that allows the style and depth of this design to really shine. This is the right product for right now, reflecting an optimistic marketplace.”

[Watch a video](#) with Valerie Ottaviano discussing the inspiration behind Hollywood Sequel.

In keeping with the Bentley Prince Street commitment to sustainability, Hollywood Sequel is made with post-consumer content and is climate neutral through the Cool Carpet™ program. Bentley Prince Street manufactures its broadloom and carpet tile products in a LEED®-EB certified facility in the City of Industry. The company recently announced it will take its commitment to the environment one step further by securing Environmental Product Declarations (EPDs) for 100% of its manufactured products in the year 2012, as part of its [Mission Zero®](#) promise.

### **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)*

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