

## **Bentley Prince Street Strengthens Executive Management Team with Appointment of Two New VPs**

### *Clint Schramm joins as VP of Marketing & Johnny Bryant as VP of Operations*

Los Angeles, CA – [September 6, 2011] [Bentley Prince Street, Inc.](#), manufacturer of award-winning commercial broadloom and carpet tile products, is proud to announce the addition of Clint Schramm and Johnny Bryant to its executive management team. In his new role as Vice President of Marketing, Schramm will focus on strengthening the brand, launching new products and supporting sales in traditional and new market segments both nationally and internationally. Johnny Bryant, new Vice President of Operations, will undoubtedly make his mark in the areas of improved efficiency, learning and development. Both appointments reflect Bentley Prince Street's commitment to excellent leadership, sustainability, innovation and corporate responsibility.

Schramm brings extensive experience in marketing and advertising, as well as key industry relationships and knowledge to his new position. His career in marketing began while managing ski resorts in Vermont when he was tapped by top brands to do consumer product field-testing. Schramm's work in product testing led to experience in market research and a position at United Technologies, developing go-to-market plans in the burgeoning mariculture industry. There, Schramm pioneered shellfish marketing by developing a strategy to sell by the unit, rather than in bulk, thereby increasing the company's profitability. Schramm segued into advertising, providing specialty graphics to New York based ad agencies. One of his clients, Christopher Thomas Associates, hired Schramm and he eventually rose to become president of the agency.

In 2002, Schramm launched C+L Marketing with Starnet Commercial Flooring Partnership as his flagship client. Through this relationship Schramm became widely respected in the flooring industry. C+L Marketing went on to represent Bentley Prince Street, a company he greatly admired for its values. Schramm's connection to the brand is evident and made him the natural choice to fulfill the role as Bentley Prince Street's Vice President of Marketing.

Johnny Bryant has over 17 years experience in the carpet industry and comes to Bentley Prince Street with in-depth experience in all areas of manufacturing. In his most recent position, Bryant managed plant operations for Tuftex where he implemented numerous efficiency improvements to increase profitability and drive the bottom line. Bryant's expertise in manufacturing will make him a strong leader in the mill, and also when it comes to implementing team development and learning strategies.

Bryant is a graduate of Southern Polytechnic State University, Georgia where he received a bachelor of science in Textile Engineering. He received his Executive MBA from Pepperdine University, Malibu. Bryant's dynamic educational background coupled with his experience in skillfully managing day-to-day business opportunities is a huge asset to Bentley Prince Street.

"We are excited about the fresh perspective Schramm and Bryant bring to the company's strong leadership team," says Anthony Minite, president of Bentley Prince Street. "They are both successful professionals within their respective field of expertise and will be key players in delivering on Bentley Prince Street's promise to design and manufacture the highest quality broadloom and carpet tile products for our customers."

### **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 9001:2009 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>

# # #

### Media Inquiries:

Angela Moore

Starfish P.R.

T: 310-429-8868

[angela@starfish-pr.com](mailto:angela@starfish-pr.com)

