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NEW BURMATEX PORTFOLIO WOWS INDUSTRY



Burmatex - the UK's leading innovator in carpet tile design - has wowed the architect and design world with the official launch of its stylish new product portfolio.

To mark the arrival of the striking new structure bonded Zip and Code products, Burmatex created a beautiful bespoke red carpet in the foyer of Manchester's Hilton Hotel at this year's prestigious Roses Awards, making a stunning entrance to the ceremony and the A&D community alike.

Zip and Code are the next-generation of Burmatex's award-winning structure bonded product, Lateral®, which uses an innovative mix of three textures to sophisticated effect. Burmatex's structure bonded collection encourages the quirky colours and subtle textures of Lateral®, Zip and Code to be combined for a stylish, defined look.

Each Zip and Code tile is made up of two colours from Lateral's palette. The three products therefore complement each other perfectly in all applications, whether to harmonize with an existing interior

scheme, or create definition and atmosphere. The structure bonded collection is available in three distinctive colour groups: funky, tonal and acid, and is ideally suited to anyone wishing to create a unique interior space.

A second phase of the launch completes Burmatex's offering to architects, designers, specifiers and contractors, with the unveiling of the eagerly anticipated luxury tufted tiles Axis, Vibe and Spin.

Cut pile tufted tile Axis is a dense twist carpet tile that brings a contemporary slant to a classic style. Reborn following overwhelming demand from the contract flooring industry, Axis has been given a vibrant new colour palette that reflects the acid brights of Zip and Code and the earthy tones of Vibe and Spin.

New additions to the Burmatex tufted tile portfolio, cut and loop tile Vibe and textured loop tile Spin, share Axis' wear characteristics and are perfect for contemporary, high-end offices with glass partitioning and cutting-edge furniture. Vibe's eighteen colours have been mirrored in Spin, and can be combined like-for-like or by their contrasting shots of colour for effects that range from understated to dramatic.

Becky Taylor, brand manager at Burmatex, comments on the new products: "It's an extremely exciting time at Burmatex at the moment. We have a new design team firmly in place, and the quality of our innovative new product portfolio has placed us front of mind among our key audiences. Initial feedback to previews has been tremendously positive."

All of Burmatex's products have been awarded an exemplary 'A' rating in BREAAAM's Environmental Profiling system.

For more information on Burmatex's new product portfolio, visit www.burmatex.co.uk. To order samples call 01924 262525.

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Notes to editors:

Burmatex is the UK's leading innovator in carpet tile design. Burmatex's stylish product portfolio includes structure and fibre bonded and tufted carpet in sheet and tile, specialist barrier and entrance matting products and luxury vinyl tiles. Burmatex's BRE certified A Rating status meets the requirements of architects and specifiers, as well as flooring contractors for education, leisure, commercial, healthcare and public sectors.

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