

RYALUX

RYALUX DESIGN TEAM TRIUMPHS AT CARPET INNOVATION AWARDS 2009

The design team at domestic carpet manufacturer Ryalux, is celebrating a triumphant start to 2009, after scooping a Wools of New Zealand (WoNZ) Product Innovation Award at this year's Domotex.

An appointed jury of more than thirty high-profile representatives from the world's carpet media, retail businesses and buying groups awarded Ryalux's creative director, Darren Clanford, with the award for 'Best Colour Range' in the carpet innovations category as a result of his team's colour work on the V&A Twist collection.

Ryalux V&A Twist was officially launched at The National Floor Show in September 2008, and has a stunning colour palette inspired by the jewels on display at the V&A museum's famed jewellery gallery. Their 70 opulent colour names, such as Madeira Topaz and Imperial Onyx, are evocative of the gems that inspired them.

WoNZ hosts its annual Product Innovation Awards at Domotex, and this year had an exceptionally high calibre of entries from around the world. The awards' main aim is to encourage and reward new colour and styling developments in New Zealand wool for carpets, yarns and rugs. The carpet category, and its wool, tufted, colour and woven sub-categories, has long been the most prestigious and sought-after award, and has consequently invited stiff competition from global manufacturers that use New Zealand wools.

Speaking about the Ryalux award win, Darren Clanford said: "Ryalux has been a pioneer in the carpet industry for decades, both in terms of product innovation and colour trending. It is fantastic to have gained recognition for the V&A Twist collection, which achieves an eclectic feel while retaining a strong sense of heritage, and the award is further testimony that Ryalux is leading the field in anticipating and setting domestic colour trends.

"The colour category itself demonstrates that the industry at large acknowledges the vital importance of colour, and is prepared to reward those that push the boundaries."