



RG/167/GG

RYALUX LAUNCH PHASE TWO OF ARTIST INSPIRED COLOUR COLLECTION

Ryalux - the UK's leading authority on carpet innovation - has launched the second phase of its artist collection with the introduction of Ryatwist, inspired by Dutch icon, Vincent Van Gogh. The new Ryatwist colour collection is made from 80 percent New Zealand Wool blended with 20 per cent nylon and offers four distinctive hard wearing twist qualities.

The range includes, Standard, Contract, Super 50 and Super 65 with all four twists available in any width up to seven metres. The Van Gogh inspired colours have influenced this new Ryatwist collection which displays a selection of 120 colours including vibrant shades such as chocolate, grey and red. These colours reflect customers' demand for carpet shades far from traditional beiges. Plus, if a customer can't find their preferred colour choice they can always make use of Ryalux's any colour match option.

Tim Brown, marketing manager at Ryalux, comments: "Our artist inspired collection really sets a precedent for beautiful floor colourings for the home. Colour trends are constantly changing and we think this new palette reflects the current move towards stronger colour tones. Handcrafted in Britain, Ryatwist offers not only a type of twist to suit any usage, but also the flexibility for a customer to have any colour they want with our bespoke colour matching service."

To re-launch the Ryatwist collection, Ryalux have updated their traditional red pattern books which clearly identify the benefits of being able to supply carpet in any width up to seven metres wide and the colour matching service. In support of their extra -wide service, Ryalux has strengthened its dedicated delivery fleet and also offers retailers the option to have extra-wide carpets delivered directly to the customer on their behalf.

-ends-

Notes to editors:

- Ryalux and Burmatex are brands of AIREA PLC, the design-led specialist flooring company
- AIREA PLC is at the forefront of innovation, delivering high quality, original products and outstanding service

- Foremost in carpet innovation, Ryalux is one of the UK's leading tufted carpet manufacturers offering an extensive range of colour and texture
- Focussing on design and quality, Ryalux's unique product offering of custom made floor coverings and standard carpet ranges is available through carpet retail outlets
- Ryalux offers customers a colour matching service and carpets available in any width up to seven metres
- Based in the North West since 1970, the Ryalux Group employs over 300 people

Press enquiries to: Gemma Gore or Katie Burbidge at Tangerine PR

e: gemma.gore@tangerinepr.com or katie.burbidge@tangerinepr.com

t: 0161 817 6600