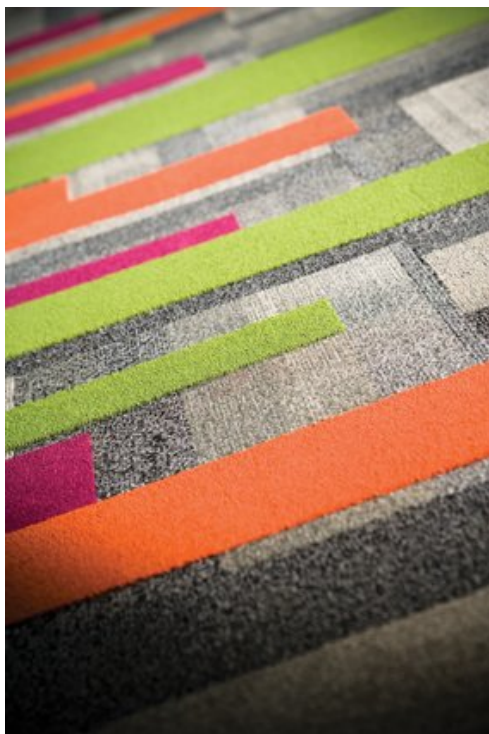




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MAY 08

BURMATEX'S PORTFOLIO HAS EVOLVED



Burmatex - the UK's leading innovator in carpet tile design - launched its Evolve collection, phase two of its new 07/08 product portfolio, at this year's Design Prima (3-5th June 08).

Evolve is a seven product, high end specification collection named; Anyway Urban, Anyway Skyline, Scan, Mood, Fuse, Shift and Axis. Evolve made its debut appearance at Design Prima this year, as did Burmatex - it was the first time the company has exhibited at the innovative London based, interiors show.

Burmatex's exhibition stand was centered around a contemporary white champagne bar, and incorporated clever use of lighting in the design to showcase the Evolve collection. Created specifically for the architect and design community, Evolve's colour palettes have been named with words inspired

by city architecture and urban culture.

Designers at Burmatex have created the Evolve collection to include great stand alone products as well as products which coordinate effortlessly to create a more individual statement. Anyway Urban is a sophisticated product, tonally linear with bright strips of contemporary highlights. It can be fitted broadloom, tessellated, ashlar or random lay which gives the product extraordinary flexibility, which reflects modern interior design requirements for today's working environment.

Anyway Skyline is a contemporary product inspired by city architecture and urban geometry. It can be fitted broadloom, tessellated or random lay. Evolve Scan, Mood and Fuse, comprises of three individual

textural and tonal products. Scan is a linear loop pile, Mood is a tonal pinpoint cut pile and Fuse is a metallic textured loop, which creates a sophisticated and contemporary palette of products.

Evolve Shift, Scan and Axis are three directional products which introduce an innovative burst of bright contemporary colours. Shift is an ingenious and original cut pile stripe, Scan is a linear loop pile and Axis is a solid cut pile. This collection offers the opportunity to introduce creative colour into the commercial environment as highlights, breakouts and large scale installation.

The Evolve collection follows the success of Burmatex's phase one series of launches. Zip and Code were launched as the next-generation of Burmatex's award-winning structure bonded product range - Lateral®, which uses an innovative mix of three textures to sophisticated effect. Phase one collection also included luxury tufted tiles Vibe, Spin and Axis.

Darren Clanford, creative director at Burmatex, comments on the new products: "This first part of evolve continues our development in the A&D sector, designed to offer differentiated but relevant products to architects and designers, giving choice to them and, ultimately, to their customers. It was crucial to Burmatex to create Evolve specifically with the A&D market in mind, and launch a collection at Design Prima that speaks their language."

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:

Press contacts: Gemma Gore or Katie Burbidge @ Tangerine PR. Tel: 0161 817 6600.

Email: gemma@tangerinepr.com/katie@tangerinepr.com

- Burmatex and Ryalux are brands of AIREA PLC, the design-led specialist flooring company
- AIREA PLC is at the forefront of flooring innovation, delivering high quality, original products and outstanding service
- One of the UK's leading innovators in carpet tile design, Burmatex manufactures an extensive product range of contract carpets and carpet tiles designed for a breadth of environments. Its stylish product portfolio includes structure and fibre bonded and tufted carpet in sheet and tile, specialist barrier and entrance matting products in luxury vinyl tiles
- Burmatex is based in Ossett, West Yorkshire, and employs 150 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