



BX/08/KB

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BURMATEX TRIUMPHS AT MIXOLOGY 08!



Burmatex is still celebrating its 'New Market Breakthrough' win for its activities in the Architect and Design sector at the Mix Interiors Summer Ball and Awards, which took place on 18th June at Old Billingsgate Market.

The Mixology Awards concentrate on the office interiors market and are judged by an independent panel of architects, specifiers and design consultants. Judged on merit regardless of company size or reputation, the awards have earned a solid reputation as an industry benchmark, reinforcing the positive impression Burmatex has made in recent times on the A&D community with the launch of its stunning new portfolios.

Over the past two years, Burmatex has equipped itself with the tools needed to successfully enter and grow in the specification market which, in addition to exciting new products, also includes new shadecards, presentation boards, and strengthening of the design team, headed by creative director Darren Clanford, with the appointment of a head of design, Sarah Ludlam, and two field design consultants, Alastair and Louise. To demonstrate further commitment, Burmatex put its products through the BRE's rigorous ecopoint profiling system in early 2006, achieving 'A' ratings for all manufactured products, and even created new and unique structure-bonded® products that have subsequently been patented and are redefining the perception of carpet tiles.

October 2007, saw the launch of five new products aimed specifically at architects, designers and specifiers, Zip, Code, Vibe, Spin and Axis. Furthermore, for the first time in its history, Burmatex exhibited at Design Prima 2008 in June. It showcased the second phase of its new product portfolio, the

Evolve collection - a seven product, high end specification collection, comprising the products Anyway Urban, Anyway Skyline, Scan, Mood, Fuse, Shift and Axis.

In the last year alone, the number of visitors from the A&D community to Burmatex's renowned design studio at its base in Ossett has increased significantly, and the in-house design team are increasingly asked to work with main contractors or architects' practices to produce bespoke floor designs. It has been so successful that building works are currently underway to extend the studio facilities to incorporate the retail brand, Ryalux, and to create a centre of design excellence for Airea plc.

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- 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 and luxury vinyl tiles
- Burmatex is based in Ossett, West Yorkshire, and employs 150 people