

INTRODUCING

High Definition Weave



BY APPOINTMENT
TO HER MAJESTY THE QUEEN
AND TO THE ROYAL NAVY
SINCE 1792

Brintons

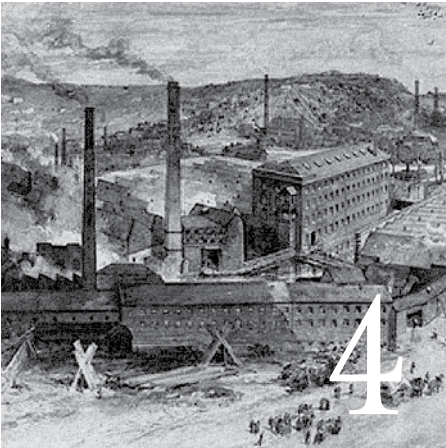
CONTENTS



THE HD COLLECTION

Showcasing Brintons innovative High Definition Weave which introduces a new level of colouration in carpets.

7



BRINTONS STORY

An extraordinary tale of provenance, heritage, artistry and craftsmanship. Since 1783.



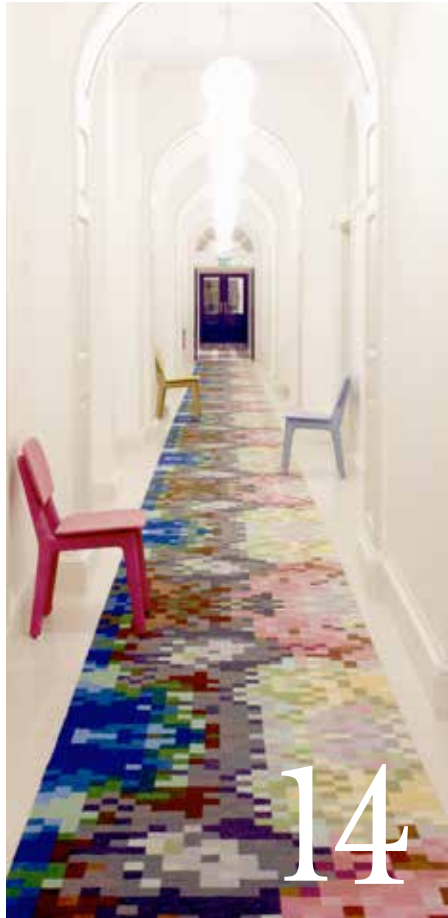
HD WEAVE

From our desire for bigger designs and richer colour we created High Definition Weave. We can now weave up to 32 colours in a single design.



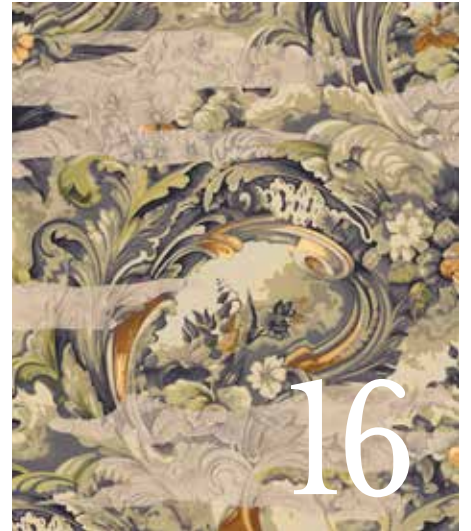
PHOTOGENIUS

Translating photographs into highly defined carpets. The possibilities are endless.



WOOL HOUSE

Celebrating the strength and beauty of wool in collaboration with Cristian Zuzunaga and The Campaign For Wool.



HD EXPO

Our trade show stand at HD Expo Las Vegas celebrated all that is magic about High Definition Weave by portraying a level of subtlety and colour gradation only made possible by Brintons.



DESIGN COLLECTIONS

An exciting range of new collections featuring a mix of ready to weave broadloom designs and much larger one-off concepts, which can be rescaled to suit.

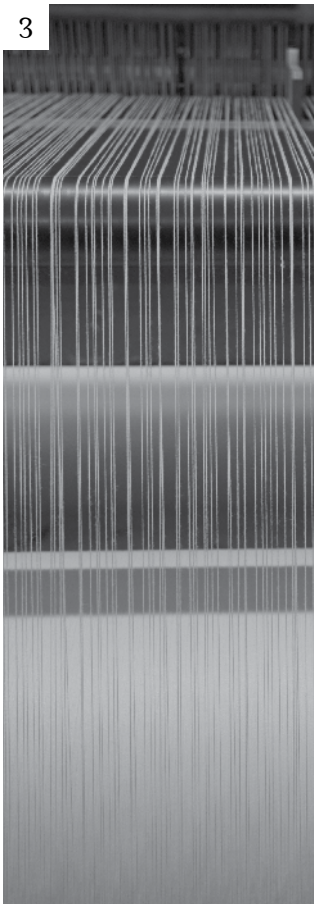
THE BRINTONS STORY



1



2



3



4

We're passionate about the carpets we make and the quality we insist on has been central to our business since 1783. To achieve the beautiful, durable carpets we're known for we control every stage of production. Skilled craftspeople in our own factories work through a 13-step process on every carpet.

A process that begins with the highest-quality materials. Wool is the ultimate sustainable choice for flooring. It insulates, it's easily recyclable and biodegradable, plus shearing sheep is essential for their welfare. After centuries in the carpet-making business, we know where the best, most hard wearing wool comes from. That's why wool from one in eight British sheep will end up in one of our carpets. In fact, we're British wool's single-biggest user. We also buy nylon and a small amount of New Zealand wool for softer shades and velvet constructions.

By controlling the manufacturing process, we can use all our experience and knowledge to mix the best-quality raw materials into the perfect blend to suit the purpose of the carpet. Every metre of Brintons carpet is inspected by eye twice and finished by hand before it leaves the factory.

- 1. Bobbin storage
- 2. Brintons original factory site (circa 1870)
- 3. Backing yarn
- 4. Yarn delivery to the loom



HIGH DEFINITION WEAVE

Our engineer's invention of patented High Definition Weave realised our inspiration. For the first time weaving up to 32 colours, and creating stunning photorealistic effects is possible. High Definition Weave is our statement of intent. We will continue to be at the leading edge of carpet design.



SKULDUGGERY COLLECTION



INVESTMENT

Brintons pioneering High Definition Weave capability is the fruit of our commitment to research and development. We continue to develop our own looms and are as proud of our engineering heritage as we are of our designs.

INNOVATION

We have pushed the boundaries of technical development further than any other carpet manufacturer with our revolutionary 32 colour High Definition Weave, offering;

- Up to 32 colours
- Photorealistic definition
- Infinite design possibilities
- Inspirational design gallery
- No minimum order surcharge

ENVIRONMENT

High Definition Weave also delivers improved efficiencies and reduced waste.

DESIGN

Our locally based field designers create bespoke designs to your individual brief. We'll design to any scale or budget. During the creative process, we can produce carpet samples so you can check the suitability of design and colour. The High Definition Weave design collections provide a great starting point, with beautiful design schemes already worked up for you.

- *Worldwide field designers*
- *Bespoke service*
- *Design Studio Online – available 24/7 for your convenience*
- *Complex and critical design*
- *Woven samples*
- *Project management*

DESIGN ARCHIVE

We hold one of the world's largest design archives, with centuries of eye catching designs, steeped in history and used in iconic buildings worldwide. If you don't see the perfect design in one of our collections, we are certain to have something for you in our archive.

FLEXIBILITY

With no minimum order quantity, carpet can be woven on demand. We can service orders for small areas and for replacement carpet effectively, removing the need for commercial customers to carry attic stock.

TECHNICAL

Brintons offers a broad choice of product specifications and will happily work with your brief to ensure that the finished carpet is perfect for its setting. Please speak to your Brintons representative to learn more.

Introducing

PHOTOGENIUS™

Photogenius™ is a unique process to convert photographic images into photorealistic, three dimensional designs. The three projects showcased here all applied the Photogenius™ process to dramatic effect.

Events

LONDON 2012

The magic of the opening ceremony at the Olympic Games 2012, recreated in Brintons High Definition Weave. Donated by Brintons, this rug was auctioned at the Olympic Ball. All of the proceeds went to Team GB and the promotion of young athletes

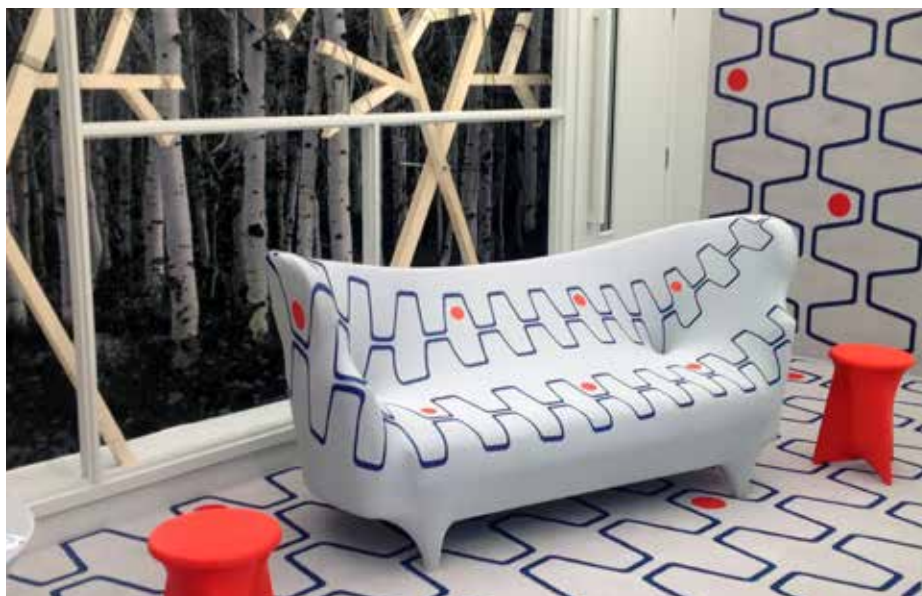


Events

CORONATION FESTIVAL

The Coronation Festival at Buckingham Palace celebrated the 60th anniversary of The Queen's Coronation. Over 200 companies who hold Royal Warrants of Appointment celebrated British innovation, excellence and industry through trade and craft.

The stand carpet and furniture featured Brintons 'net and ball' design from the Festival of Britain at the beginning of the queens reign, whilst a Photogenius™ woodland carpet formed the back wall.



Awards

TOMORROW'S GUESTROOMS

Brintons won the global hotel design competition Tomorrow's Guestrooms. This prestigious award from Hong Kong University and Hotel ICON invited suppliers to compete on design, technology and well-being. We won the right to carpet all three rooms.



Case Study

RITZ
CARLTON
PHOENIX



“Derived from the motion of a desert vortex spiralling against the purity of Arizona’s blue sky, the design for the Ritz Carlton Phoenix Ballroom captures the dynamic nature of its local setting. In collaboration with Brintons’ talented team, we were able to seamlessly go from concept to creation, crafting a custom carpet that responds to the refined taste of even the most discerning Ritz Carlton guest.”

Julia Monk - Managing Partner BBG-BBGM



RITZ CARLTON, PHOENIX, AZ

Case Study

GAYLORD
OPRYLAND
RESORT



“Working on the Gaylord Opryland Resort was one of the most amazing and rewarding projects. Everyone pulled together to get the hotel back up and running, our main goal was getting people back to work who had been hit hard by the flood. Brintons did a great job making that happen. For this design we wanted the guest to feel the Garden concept as soon as they walk in the door and also to have a sense of Nashville and all that Opryland represents.”

*Foreman Arden Rogers
Senior Associate Designer, tvsdesign*

GAYLORD OPRYLAND RESORT, NASHVILLE, TN

Case Study

BAND ON
THE WALL



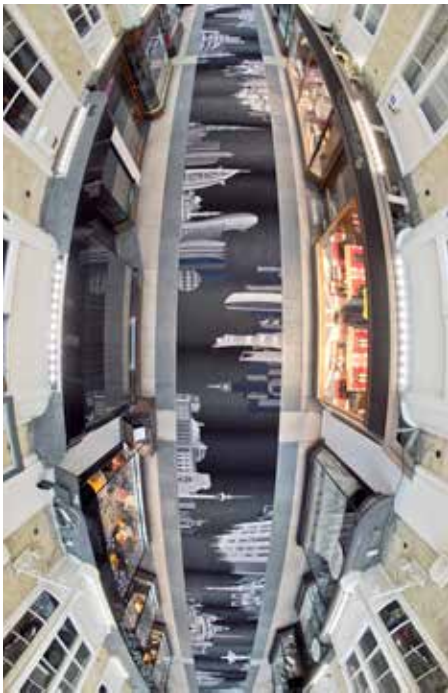
“By marrying high definition digital photography and computer imaging techniques with the very latest carpet weaving technology, we’ve done something that’s never been done before. The image is so good that it appears to be tangibly real and you really have to pinch yourself to remember that it’s woven in a carpet. It’s undoubtedly the centrepiece of the venue and I’m thrilled with the results.”

*Michael Trainor - Band on the Wall,
Manchester, UK.*



BAND ON THE WALL, MANCHESTER, UK

Case Study

BURLINGTON
ARCADE

Brintons collaborated with traditional marquetrie and furniture maker LINLEY to transform London's Burlington Arcade. For the first time, the traditional 180-metre carpet was replaced. The new design features 92 iconic buildings from around the world.

"Burlington Arcade is one of the capital's great treasures of shopping and this marvellous rug showcases great British design and manufacture. It's a magic carpet ride across iconic buildings from around the world that will add to the arcade's allure for Londoners and tourists alike".

Boris Johnson - Mayor of London



BURLINGTON ARCADE, LONDON, UK

Events

WOOL HOUSE

The Campaign for Wool organised a celebration of the fibres beauty and versatility, Wool House. We teamed up with award winning designer Cristian Zuzunaga and produced a magnificent one hundred foot runner for the event at London's Somerset House. The double helix structure of DNA inspired the design which was produced using High Definition Weave.

Inspired by the Wool House collaboration we continue to work with Cristian Zuzunaga. He designs rugs and designs for broadloom Axminster, exclusively for Brintons.



X5224CZ-1 ▼



THE CAMPAIGN FOR WOOL
PATRON: HRH THE PRINCE OF WALES

INFINITY RUNNER



Events

HD EXPO
VEGAS 2014



FOR OUR STAND AT HD EXPO, LAS VEGAS 2014, WE REALLY WENT TO TOWN.

In a city where subtle stands out louder than bright, we went for a design which shows the evolution of surface pattern from hand drawn sketches to beautiful high definition colour. This celebrates all that is magic about High Definition Weave by portraying a level of subtlety and colour gradation only made possible by Brintons.

"The carpet design for the Brintons HD Expo 2014 stand was inspired by an original, hand-painted carpet design proudly framed and hanging in Brintons' design archives in Kidderminster, England. Designers from Gettys and Brintons collaborated on the reinterpretation of this masterpiece to

capitalize on Brintons unique HDWeave technology. The carpet depicts the process of design by stripping sections of the artful pattern and colors to their initial sketch form."

Ron Swidler - Principal, Gettys

Design Collections

INTRODUCTION

**INTRODUCING OUR LATEST
HIGH DEFINITION WEAVE
DESIGN COLLECTIONS**

Brintons celebrates its extraordinary High Definition Weave capability with an exciting range of new collections. You can see some highlights on the following pages. For more details refer to Brintons website, or the individual collection brochures. All are also available at our Design Studio Online, simply register at www.brintonsdso.com

Each of the new High Definition Weave collections features a mix of broadloom designs and much larger one-off concepts which can be rescaled to suit individual projects. Whichever direction you choose our design team can work with you to creatively and cohesively adapt our concepts for your building.



Design Collections

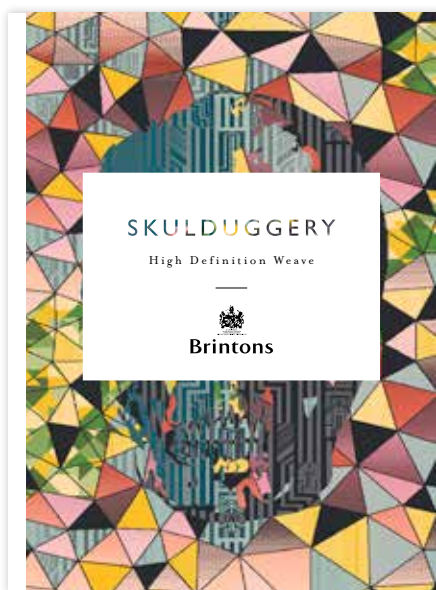
SKULDUGGERY

SKULDUGGERY

At times playful and mischievous, at others dark and rocky. Brintons Skulduggery is a melting pot of graphical styles screaming with metallic, edgy, hedonistic designs each telling it's own story.

Drawing inspirations from music these concepts evoke graffiti and rap, heavy metal and electronica layered across in an urban, manmade theme. Binary collides with circuit boards. Geometrics meet sharp anatomical skulls.

Embrace the darker side of Brintons.



SKULDUGGERY BROCHURE



X1737HD-I ▼

X1737HD-I REPEAT SIZE: W3.65M X L2.54M (W144" X L100")



Design Collections

EXPRESSIONS

EXPRESSIONS

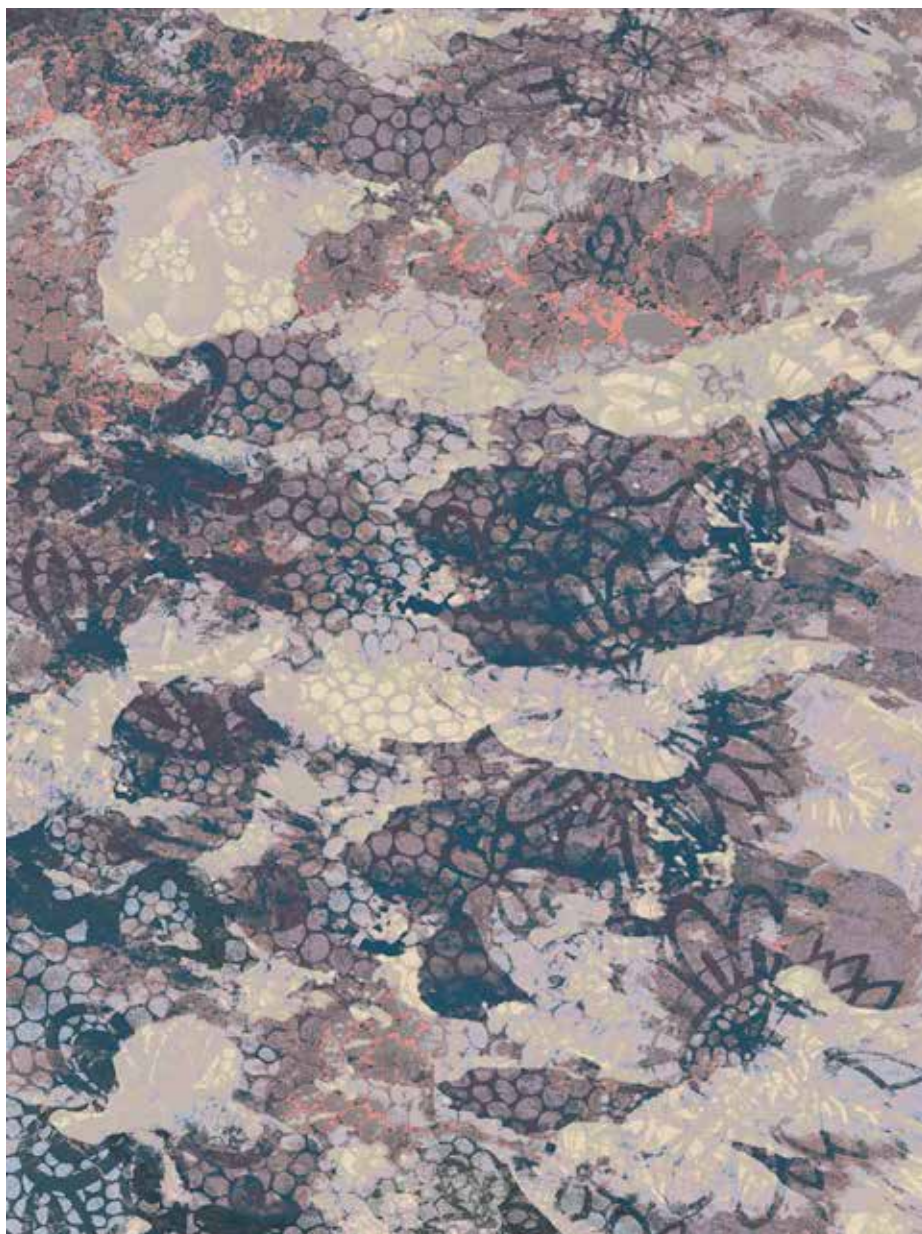
Brintons Expressions are expressionistic interpretations of a life less ordinary. An eclectic mix inspired by what we feel as much as what we see.

Ethereal, almost spiritual insights entirely open to your interpretation. Vibrant watercolour sketches transform simple organic life into a shocking feast of colour. The aquatic world is celebrated in deep, defined clarity.

Express yourself.



EXPRESSIONS BROCHURE



X363HD-I REPEAT SIZE: W3.65M X L10.36M (W144" X L408")

X363HD-I ▼



Design Collections

NEW CLASSICS

NEW CLASSICS

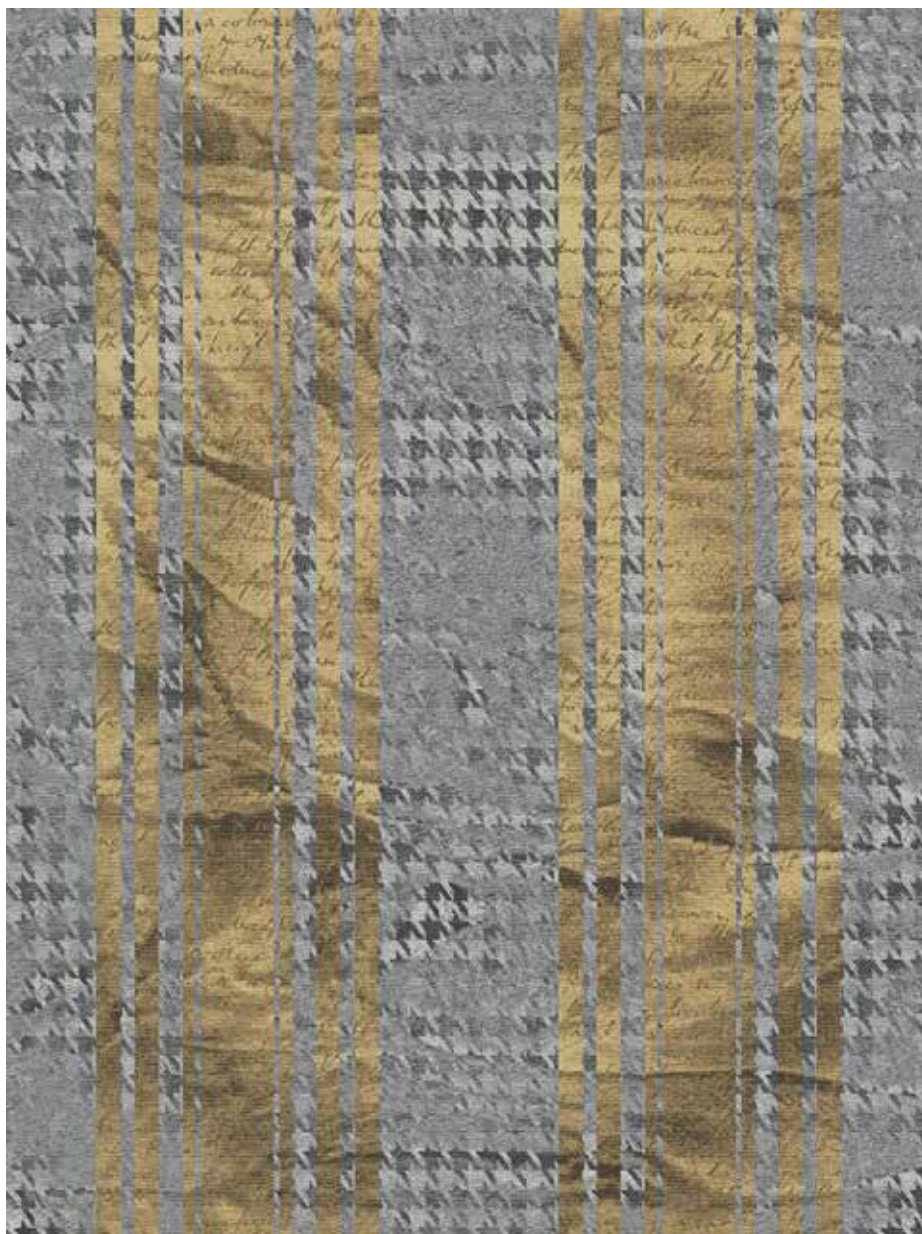
Traditional fabrics and motifs are juxtaposed through progressive reinterpretations in Brintons New Classics.

A multi-faceted collection, boldly layering pattern on pattern. Persian rugs make tapestries. Hound's-tooth intertwines with floral. Hand drawn sketches appear before your feet.

Modern twists on classical themes.



NEW CLASSICS BROCHURE



X1911HD-I REPEAT SIZE: W3.65M X L6.77M (W144" X L276")

X1911HD-I





© APPROVED
TO SUPPLY THE ROYAL
CARPET MANUFACTURERS
Brintons Carpets Limited - Accredited

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SKULDUGGERY

High Definition Weave

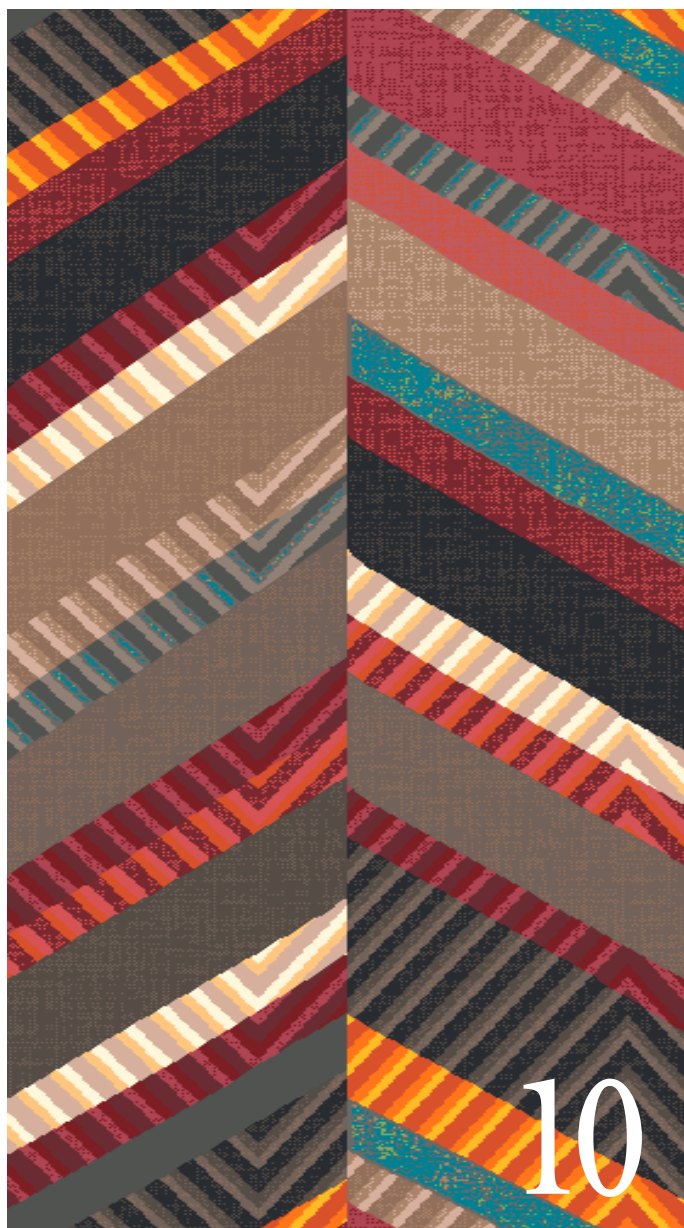


BY APPOINTMENT
TO HER MAJESTY THE QUEEN
AND HER MAJESTY THE KING
OF GREAT BRITAIN AND NORTHERN IRELAND
AND OF THE COMMONWEALTH OF AUSTRALIA

Brintons

CONTENTS





Brintons

DESIGN STORY & INSPIRATION

SKULDUGGERY

At times playful and mischievous,
at others dark and rocky. Brintons

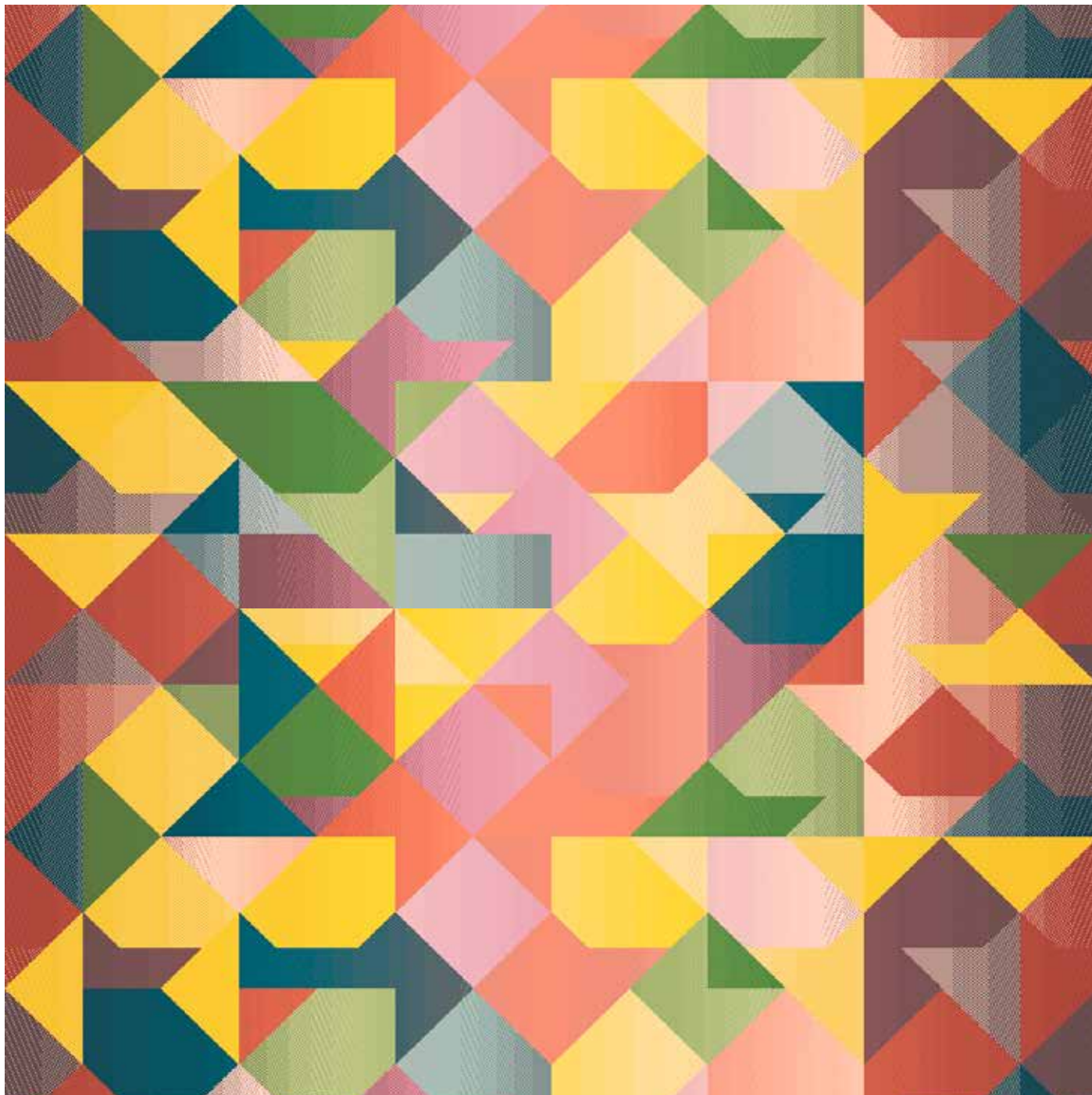
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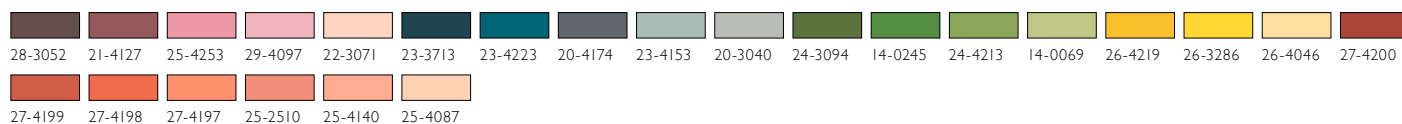
Embrace the darker side of Brintons.



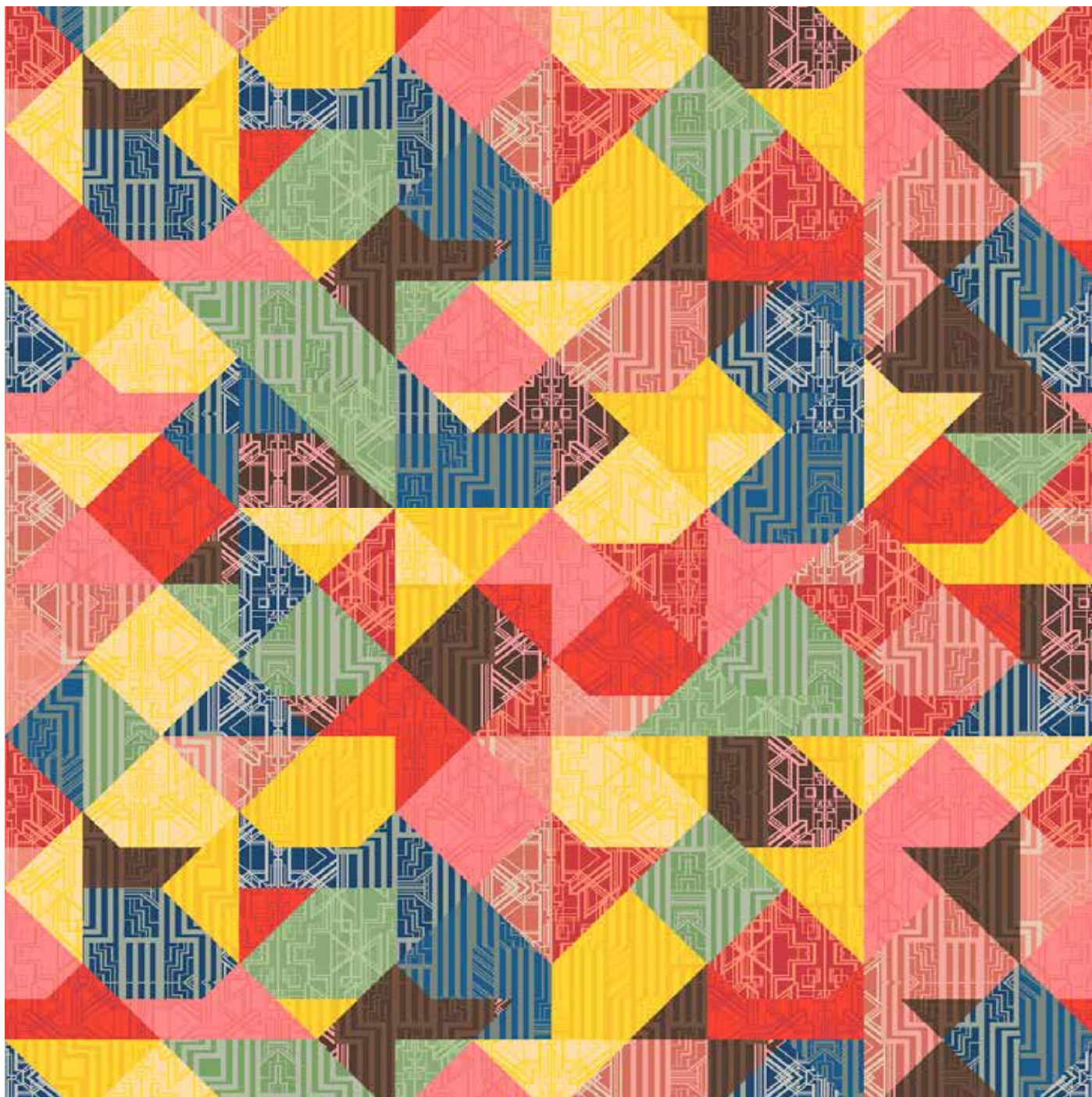
X1737HD-1



REPEAT SIZE: W3.65M X L2.54M (W144" X L100")



X1735HD-1



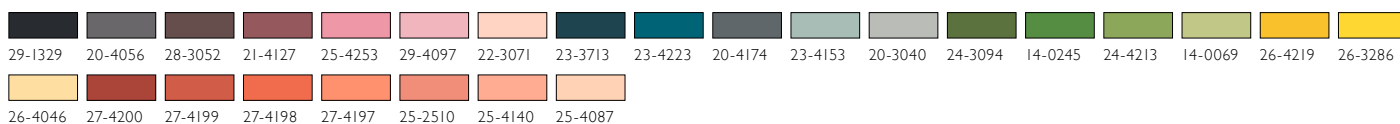
REPEAT SIZE: W3.65M X L2.54M (W144" X L100")

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XP84ZHD-1



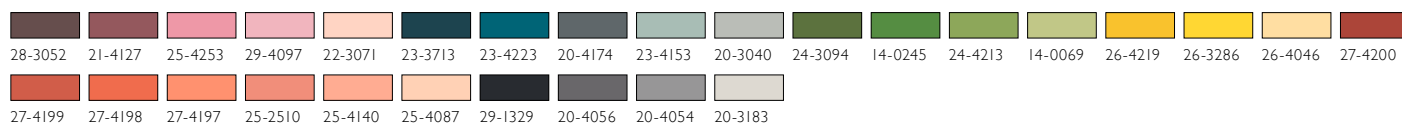
REPEAT SIZE: W3.65M X L3.38M (W144" X L133")



X3636HD-1



REPEAT SIZE: W3.65M X L2.54M (W144" X L100")

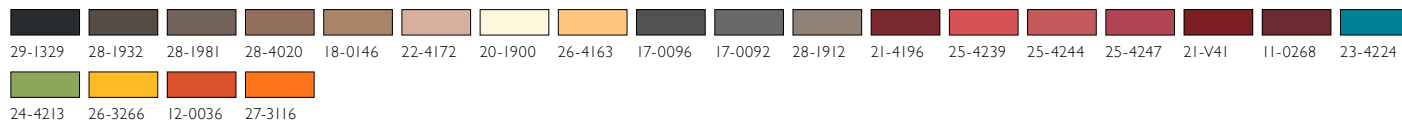


V5129HD-4



V5129HD-4 ▼

REPEAT SIZE: W1.82M X L1.82M (W72" X L72")

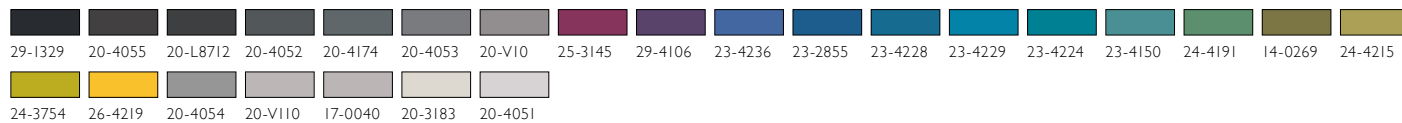


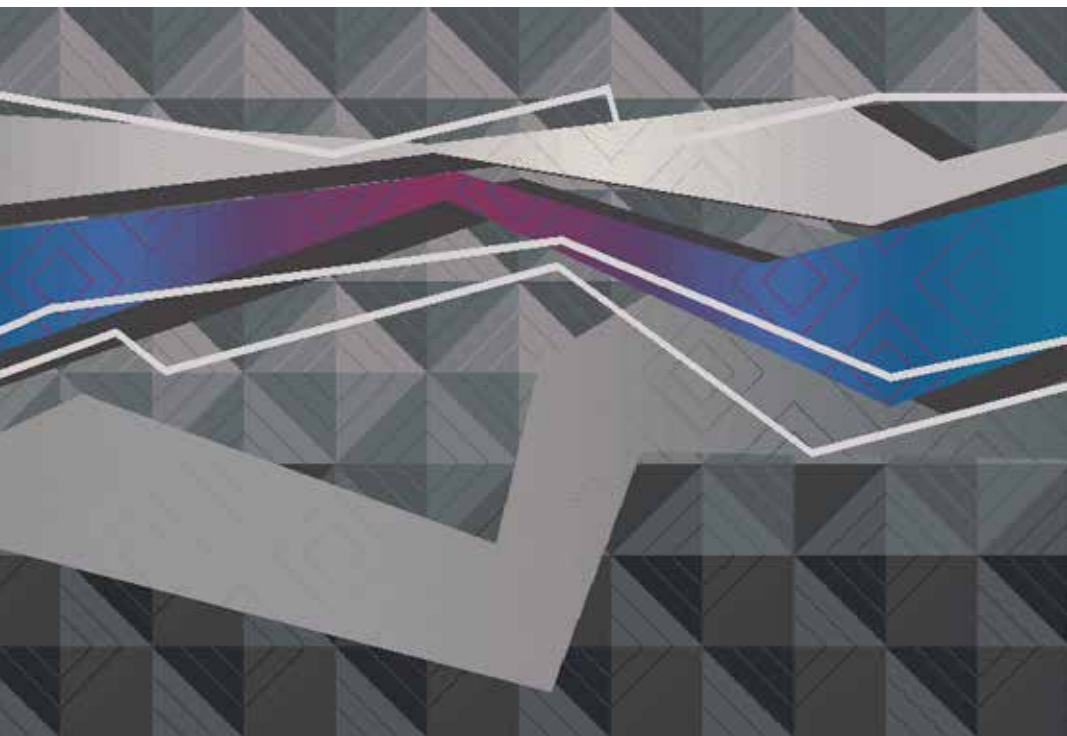


XH18ZHD-I



REPEAT SIZE: W2.00M X L9.4M (W78" X L356")





X4237HD-1

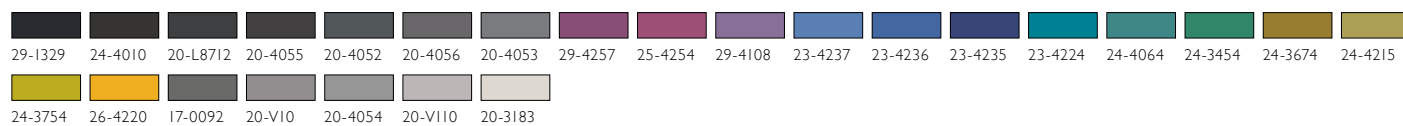


REPEAT SIZE: W2.00M X L1.51M (W78" X L59")

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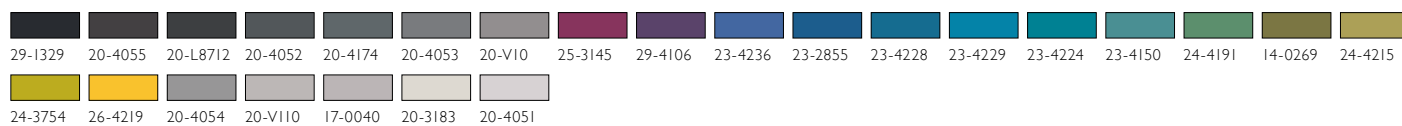
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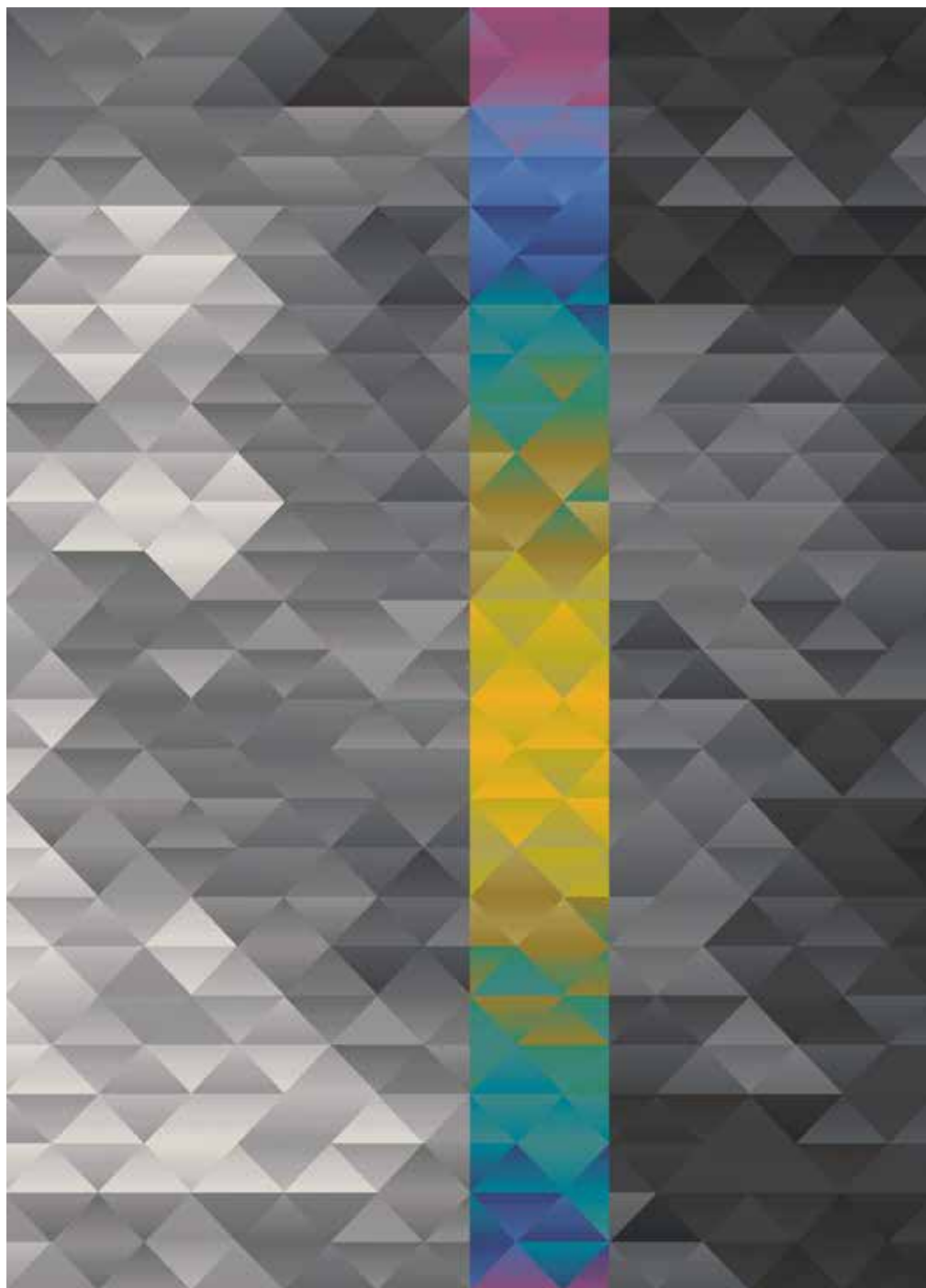
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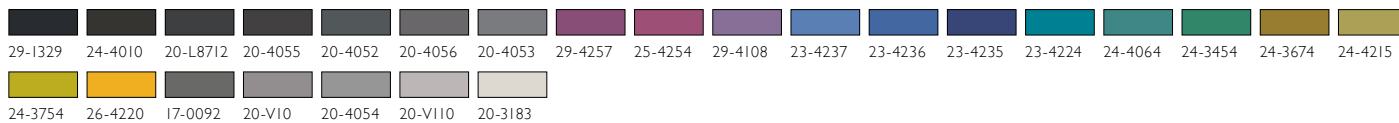
REPEAT SIZE: W3.65M X L3.52M (W144" X L138")



X3634HD-I



REPEAT SIZE: W3.65M X L5.6M (W144" X L199")



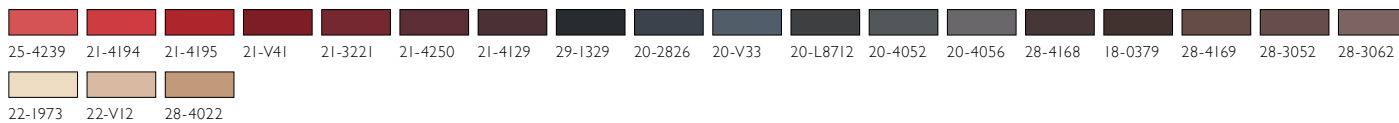
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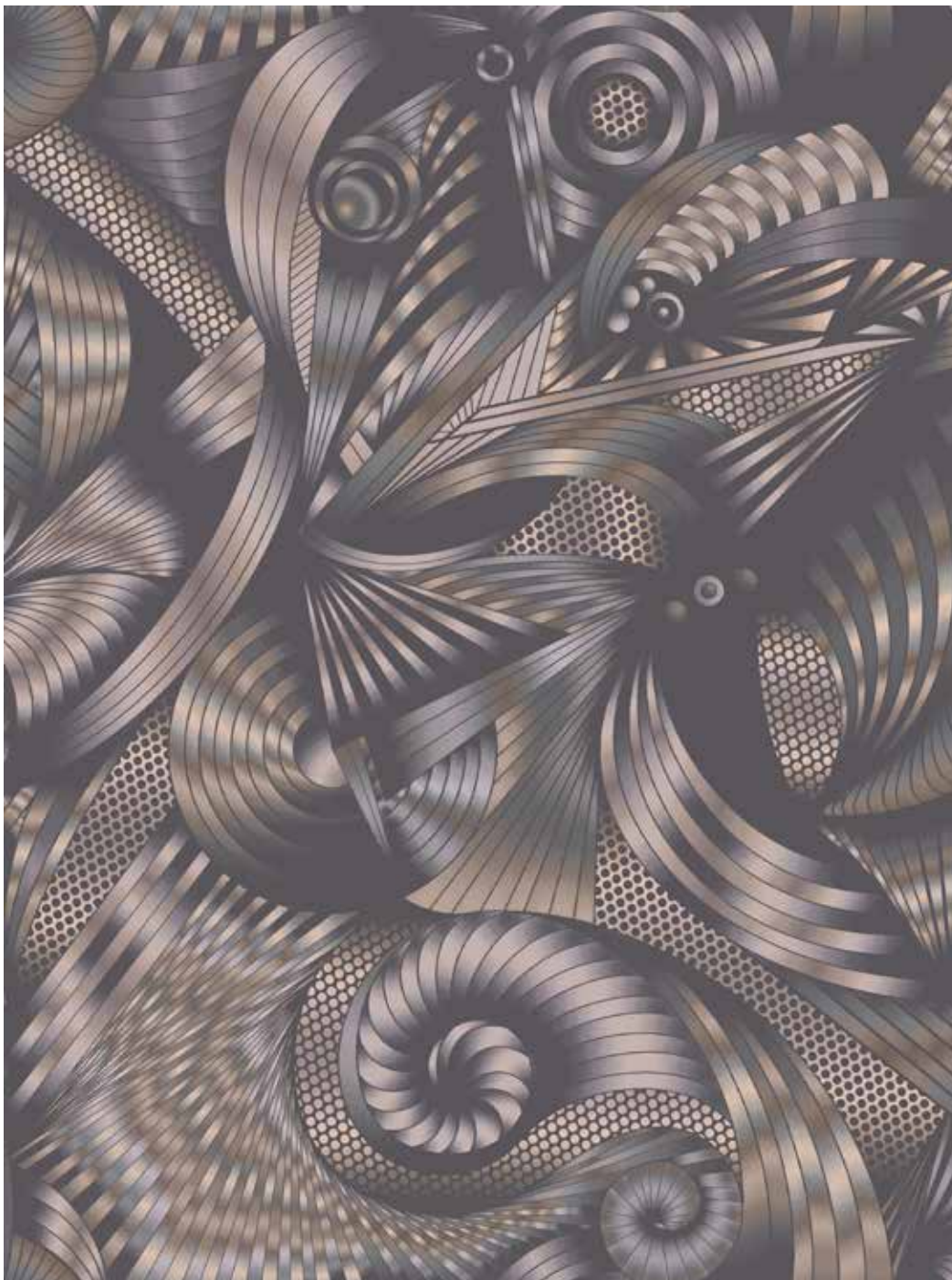
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REPEAT SIZE: W3.65M X L4.87M (W144" X L192")



X365IHD-1



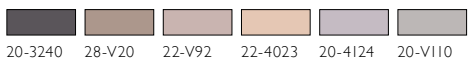
REPEAT SIZE: W7.31M X L9.75M (W288" X L384")



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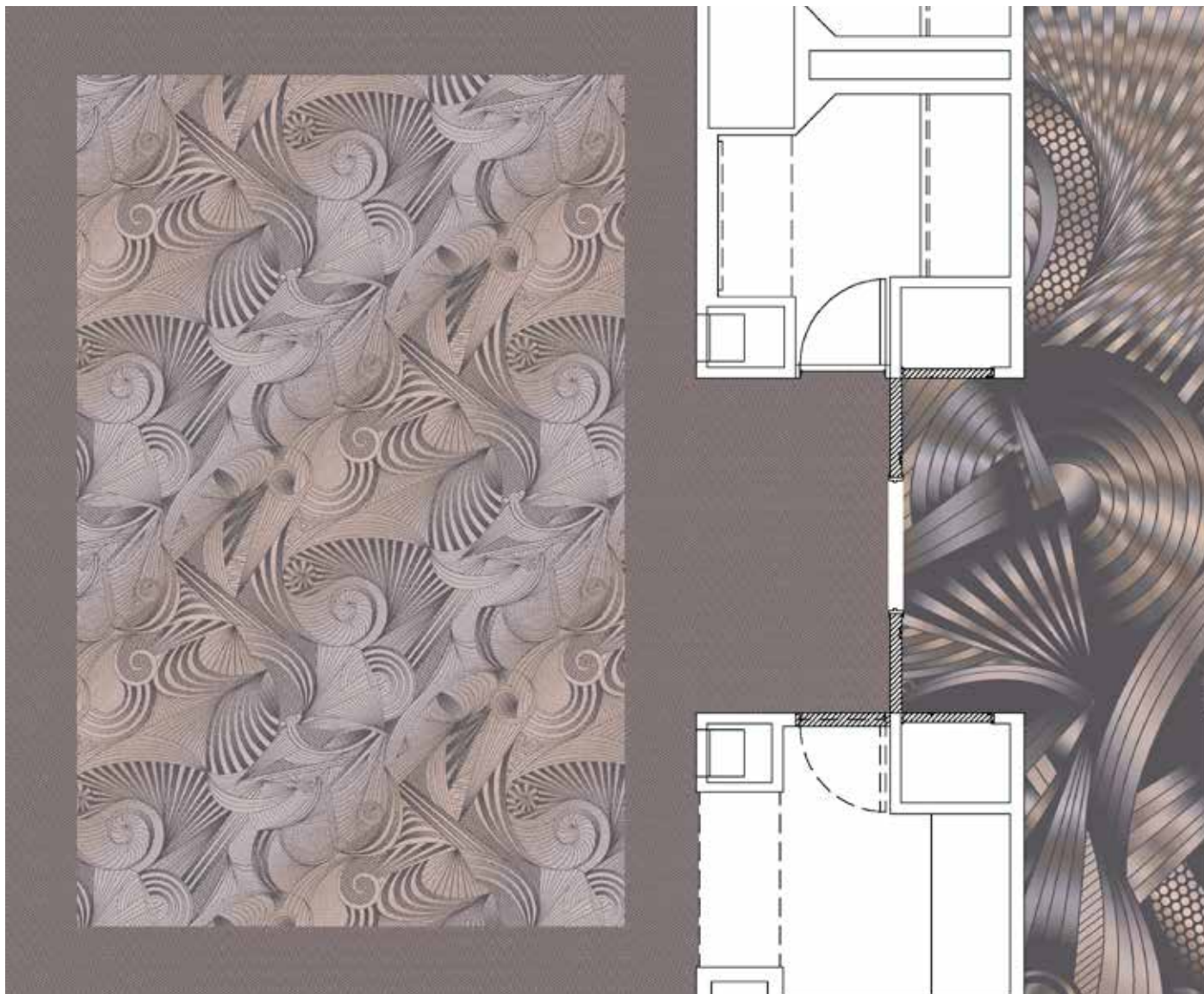


REPEAT SIZE: W3.65M X L3.65M (W144" X L144")

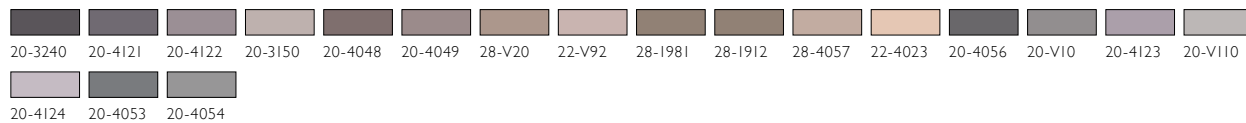


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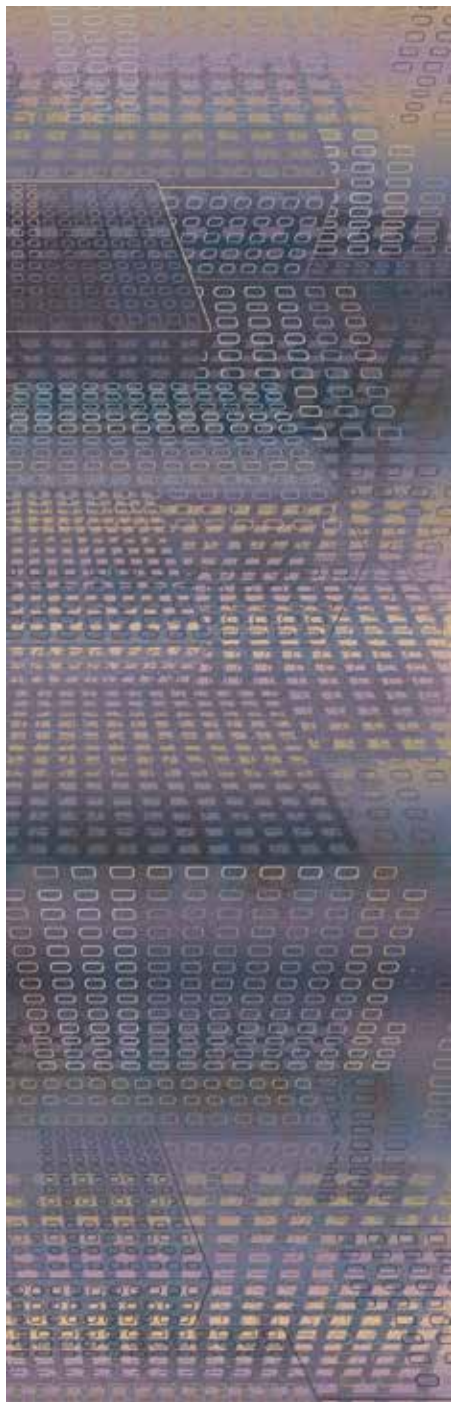
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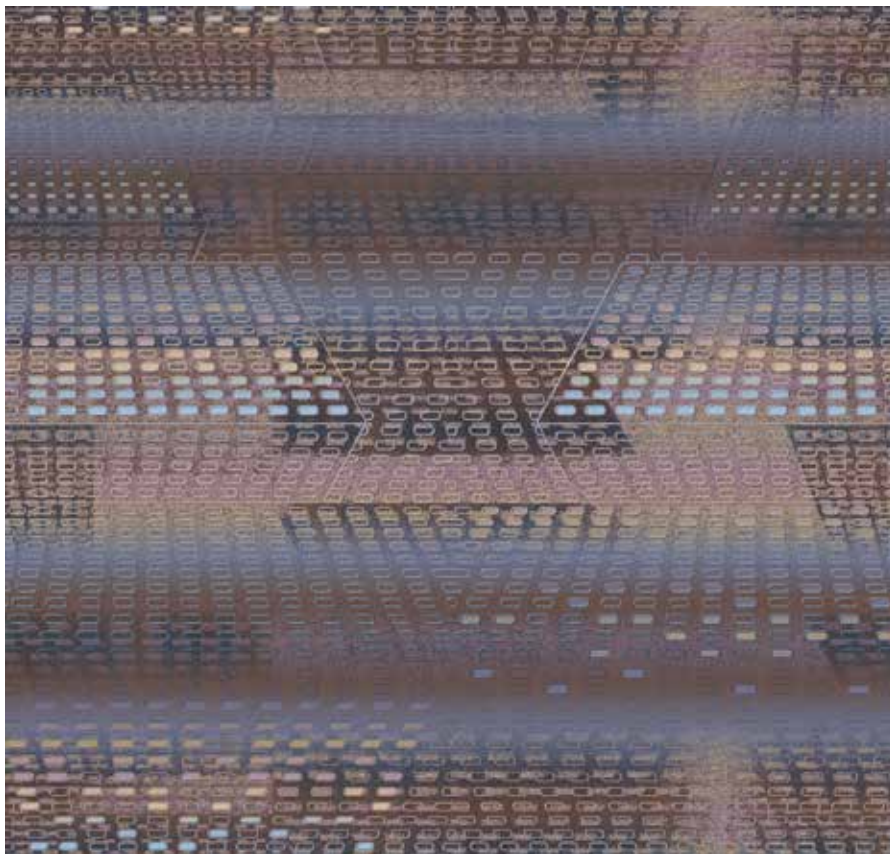


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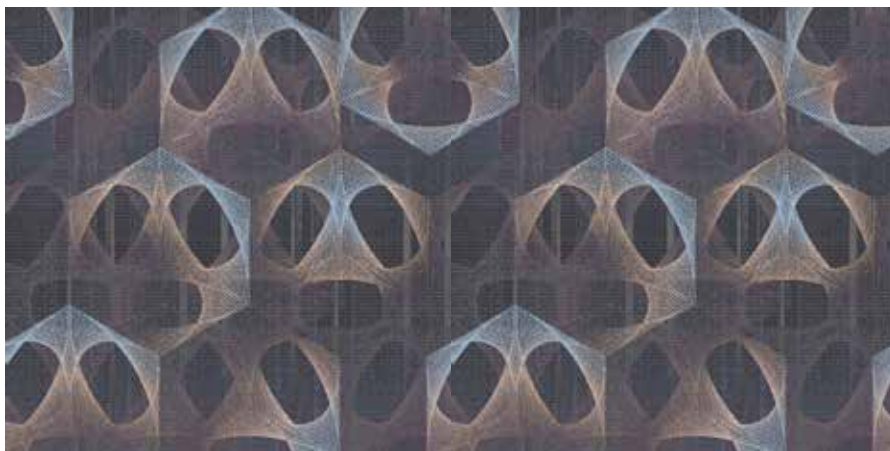
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(W144" X L611")

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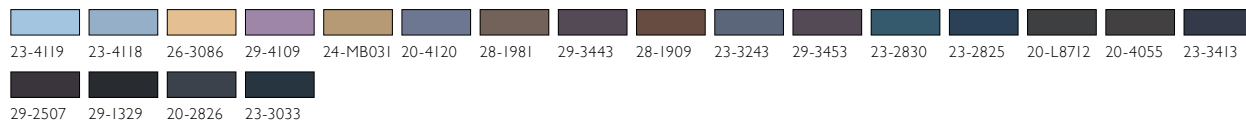


REPEAT SIZE: W7.31M X L6.96M (W288" X L274")

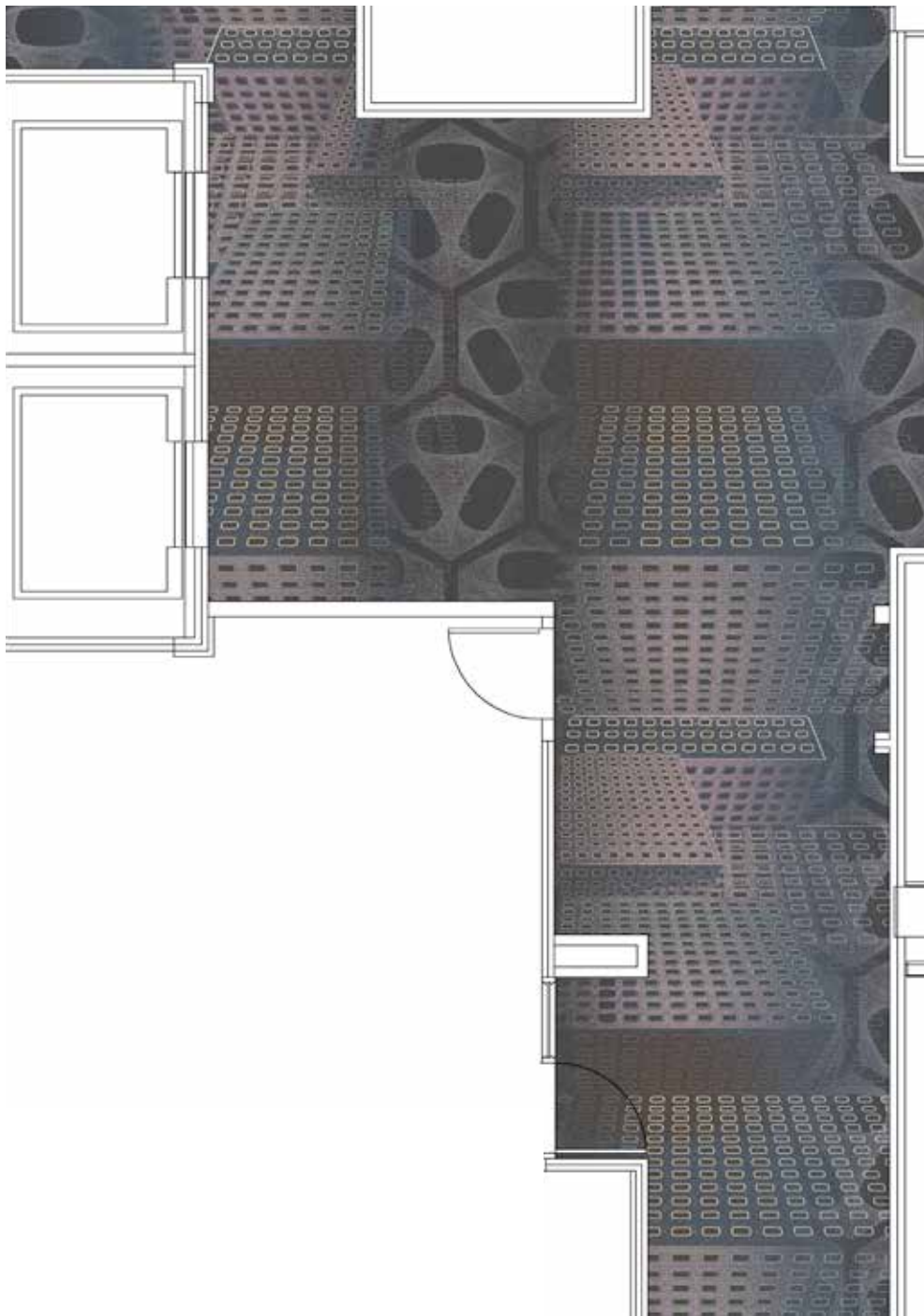
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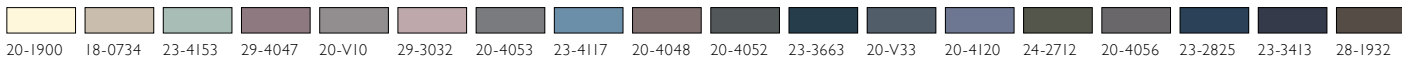
REPEAT SIZE: W3.65M X L5.48M (W144" X L216")



XW61ZHD-1



SCALE: 2.00M





BY APPOINTMENT
TO HER MAJESTY THE QUEEN
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EXPRESSIONS

High Definition Weave



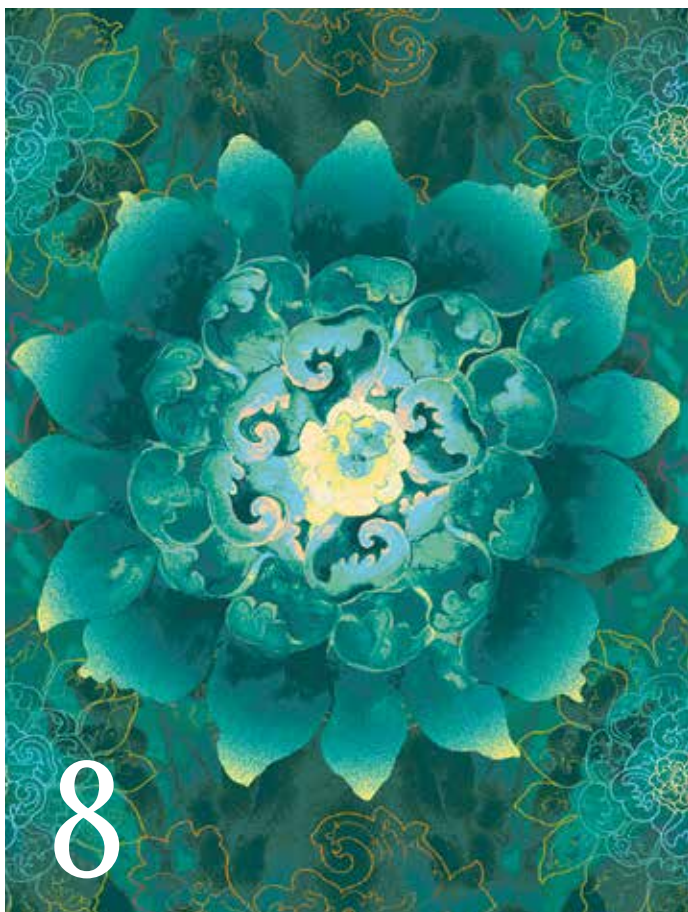
BY APPOINTMENT
TO HER MAJESTY THE QUEEN
AND TO THE ROYAL NAVY
SPECIAL CASES UNIT, WASHINGTON

Brintons

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Brintons

DESIGN STORY & INSPIRATION

EXPRESSIONS

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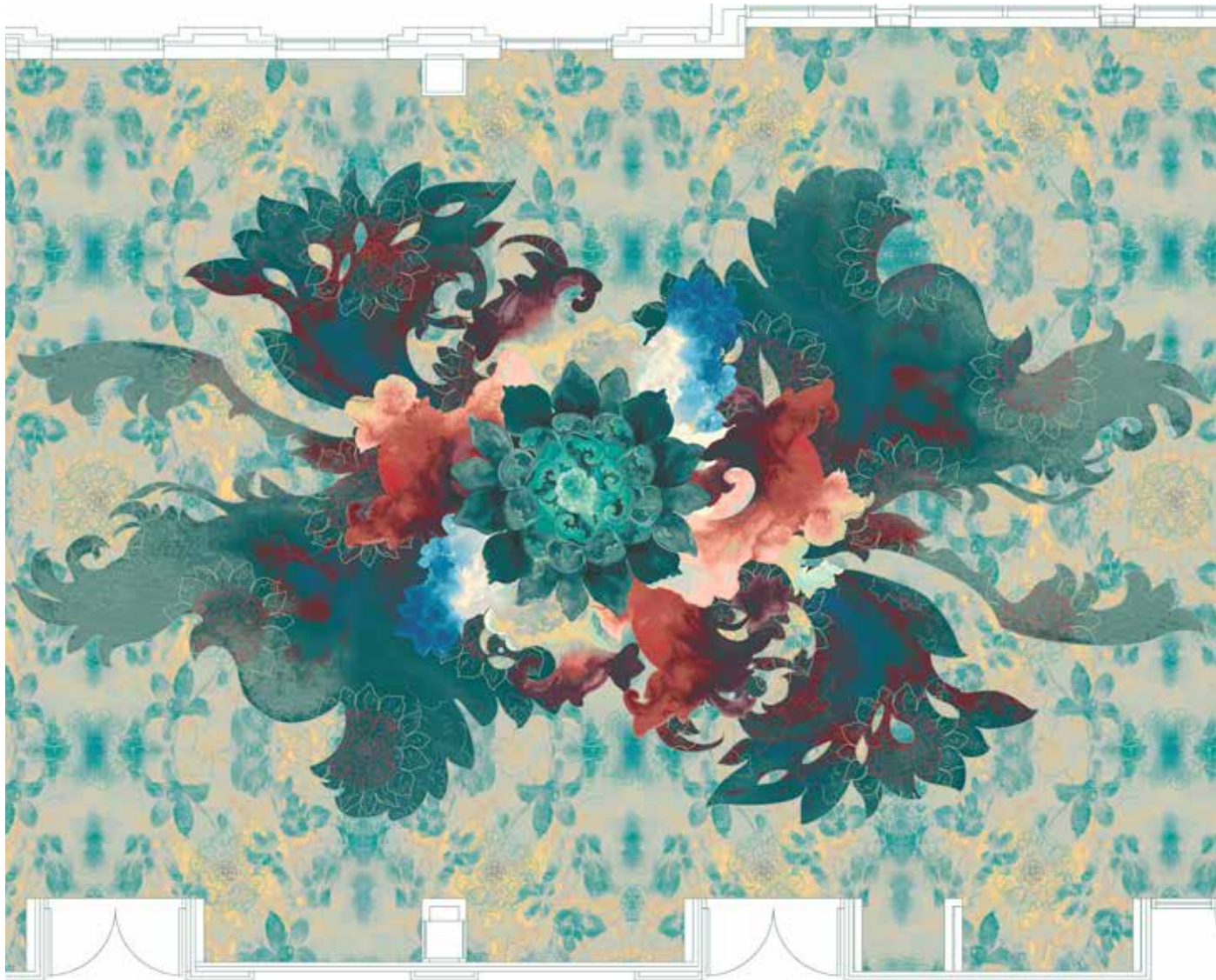
X4715HD-1



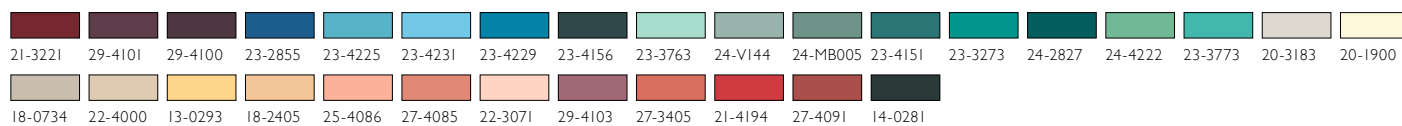
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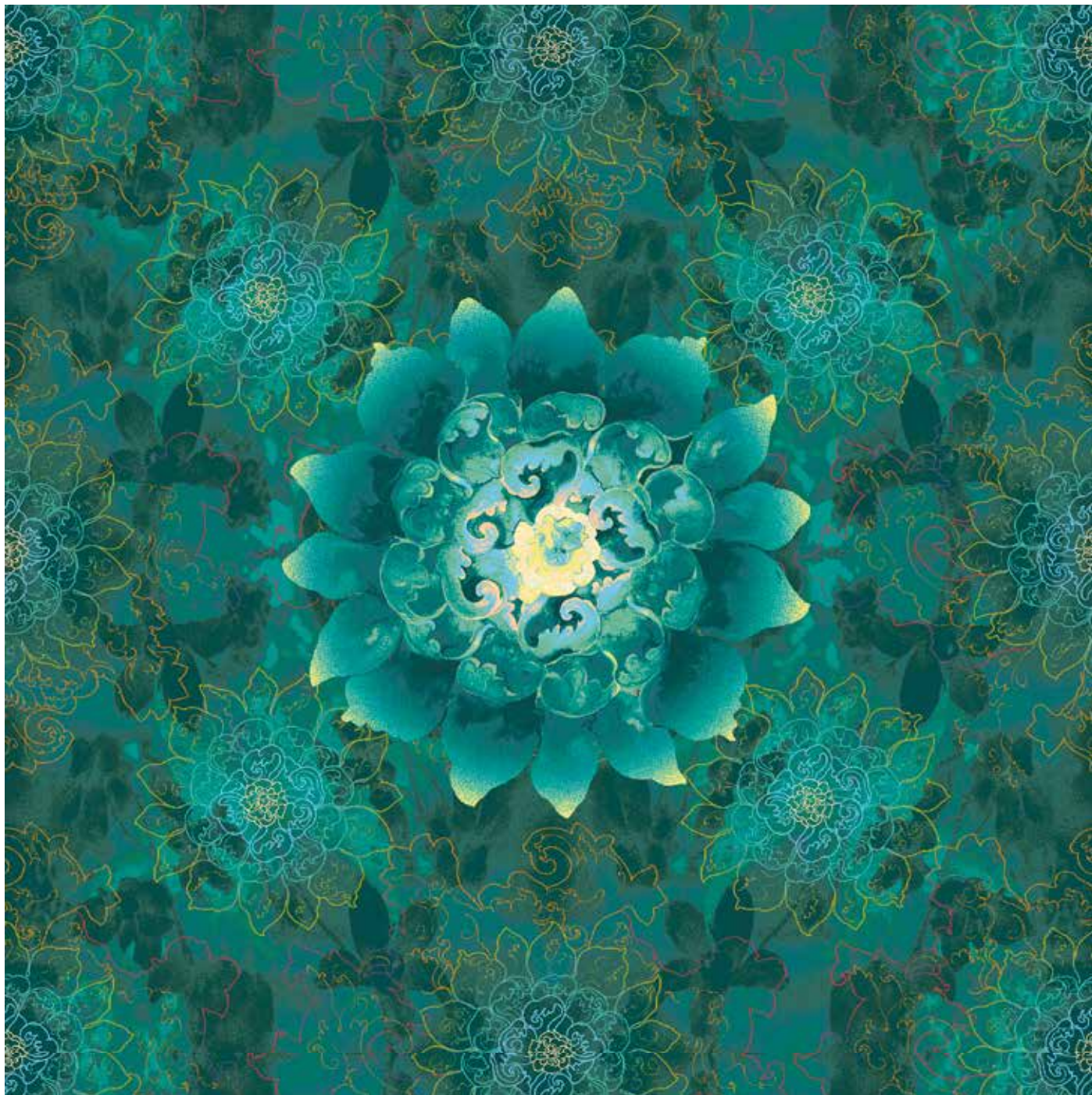
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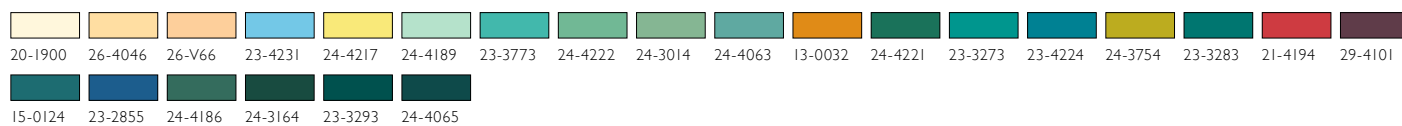
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X4026HD-1



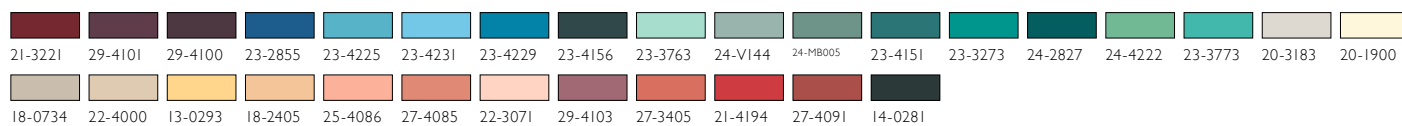
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X4025HD-1



REPEAT SIZE: W7.31M X L6.72M (W288" X L266")

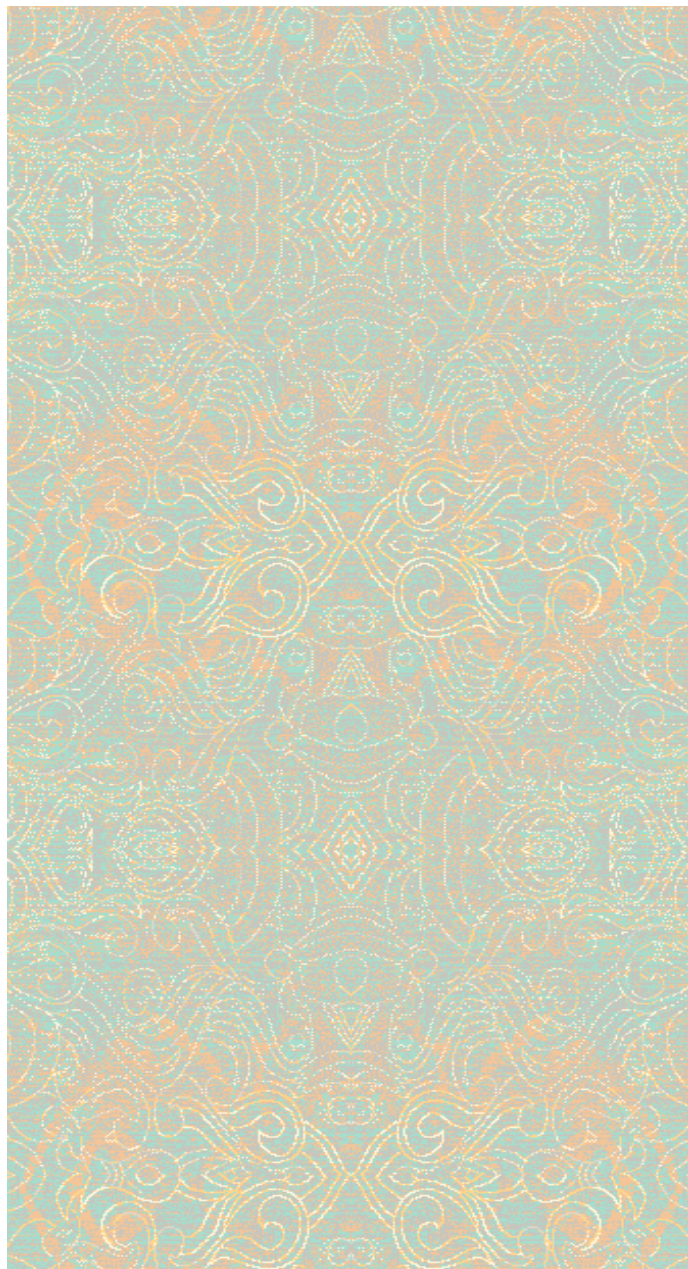


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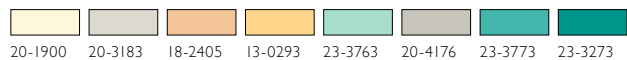


REPEAT SIZE: W1.21M X L1.12M (W48" X L44")

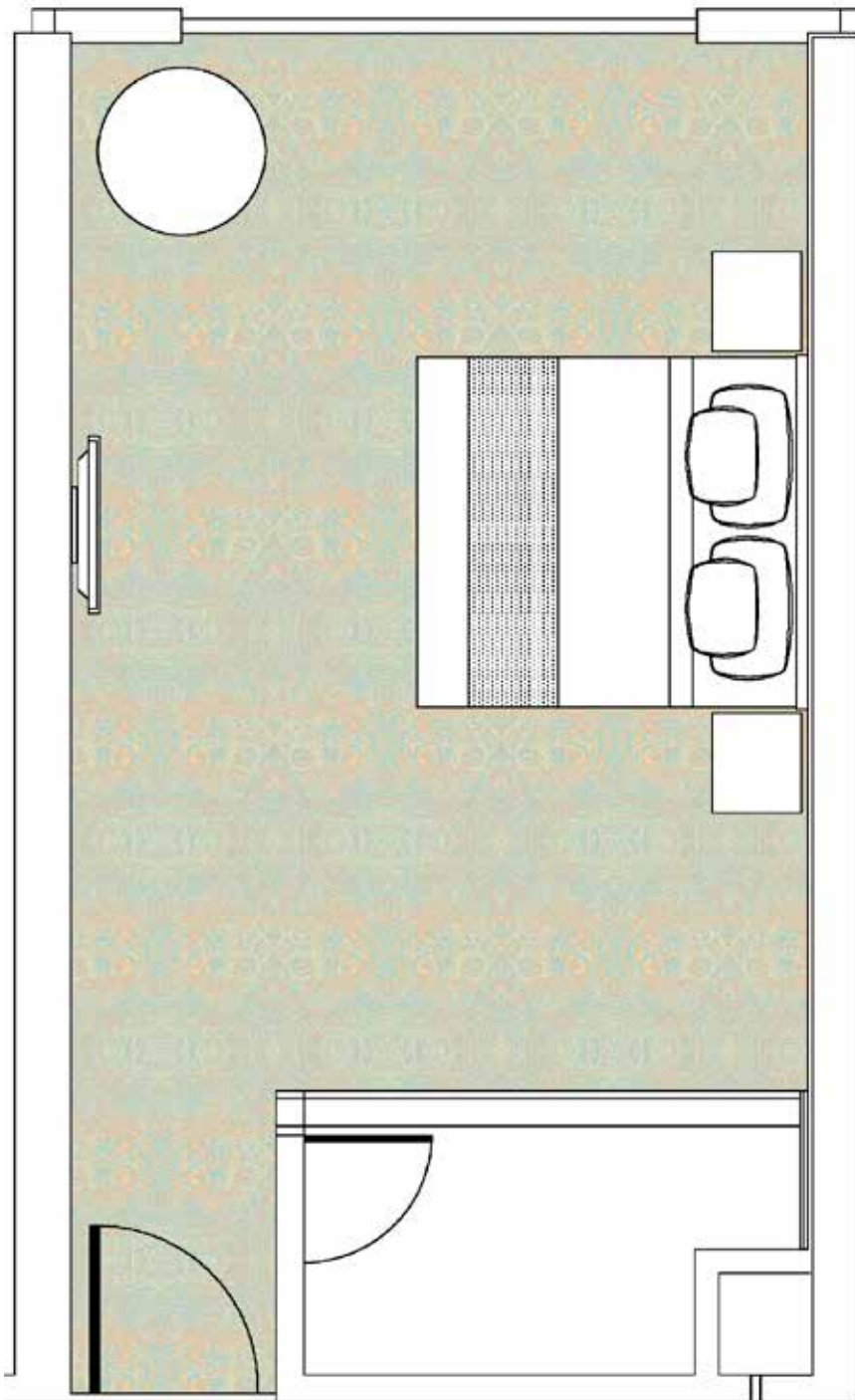
X4023HD-I



REPEAT SIZE: W1.21M X L1.12M (W48" X L44")

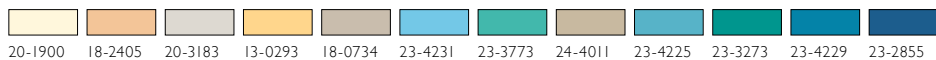


X4023HD-1



REPEAT SIZE: W1.21M X L1.12M (W48" X L44")

SCALE: 2.00M



X4020HD-I

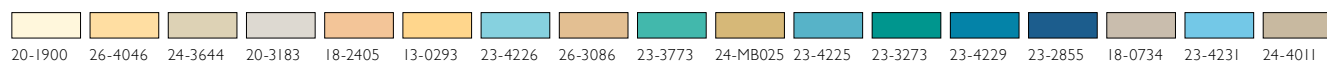


REPEAT SIZE: W7.31M X L6.75M (W288" X L266")

X4022HD-I

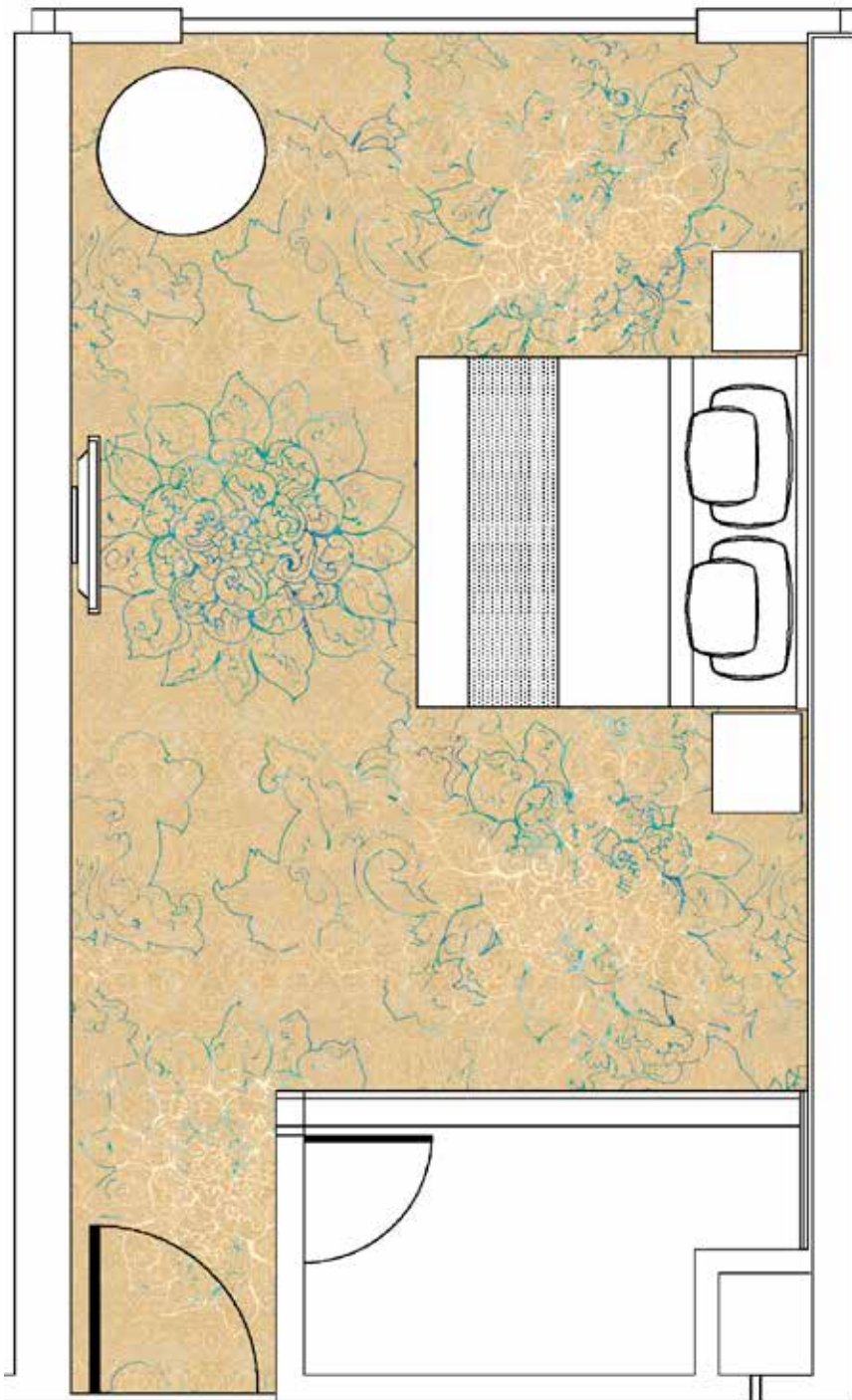


REPEAT SIZE: W7.31M X L6.75M (W288" X L266")



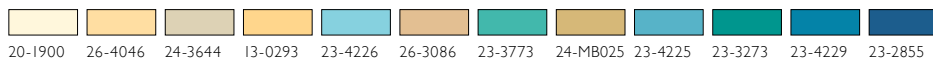
20-1900 26-4046 24-3644 20-3183 18-2405 13-0293 23-4226 26-3086 23-3773 24-MB025 23-4225 23-3273 23-4229 23-2855 18-0734 23-4231 24-4011

X4020HD-1

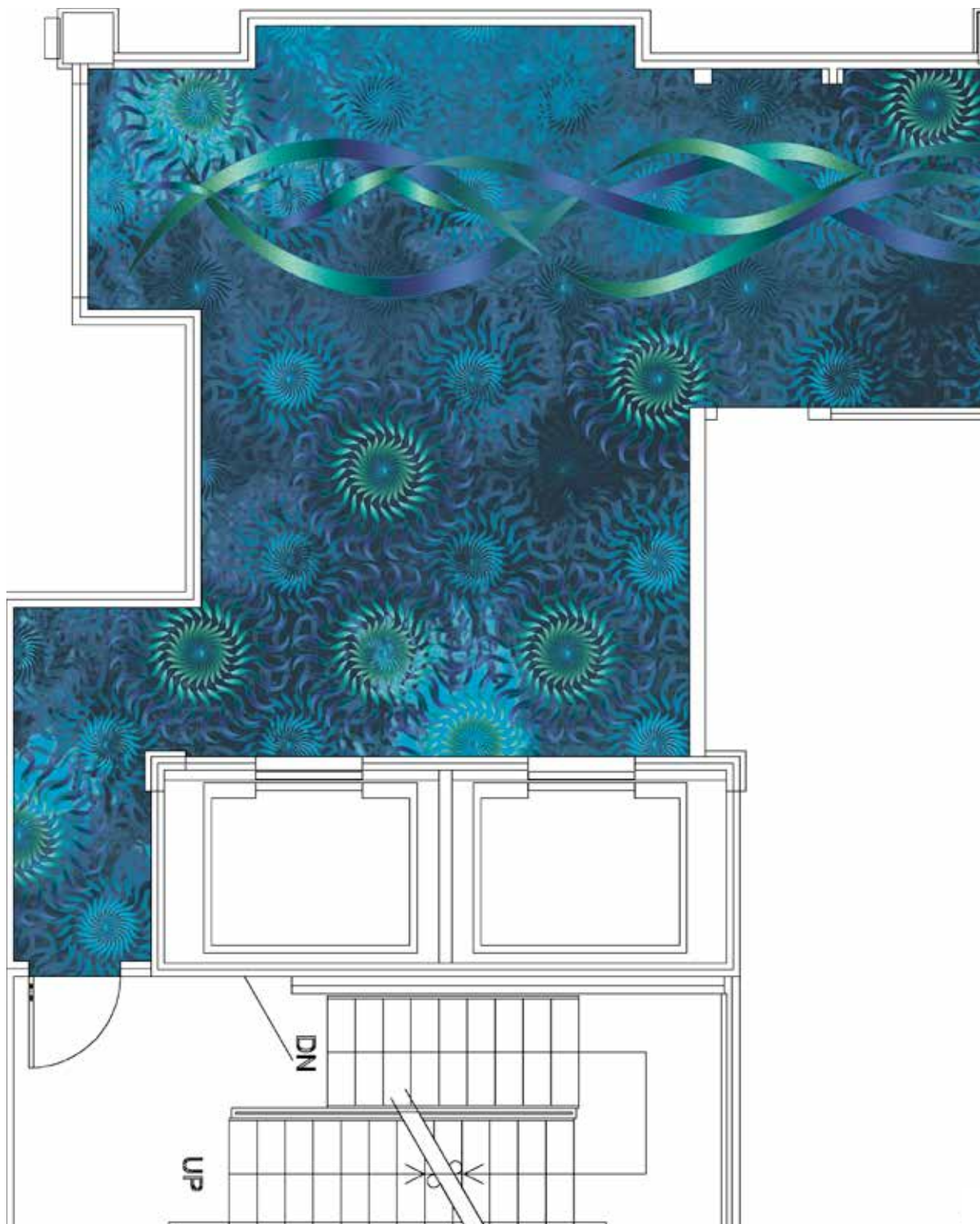


REPEAT SIZE: W7.31M X L6.75M (W288" X L266")

SCALE: 2.00M



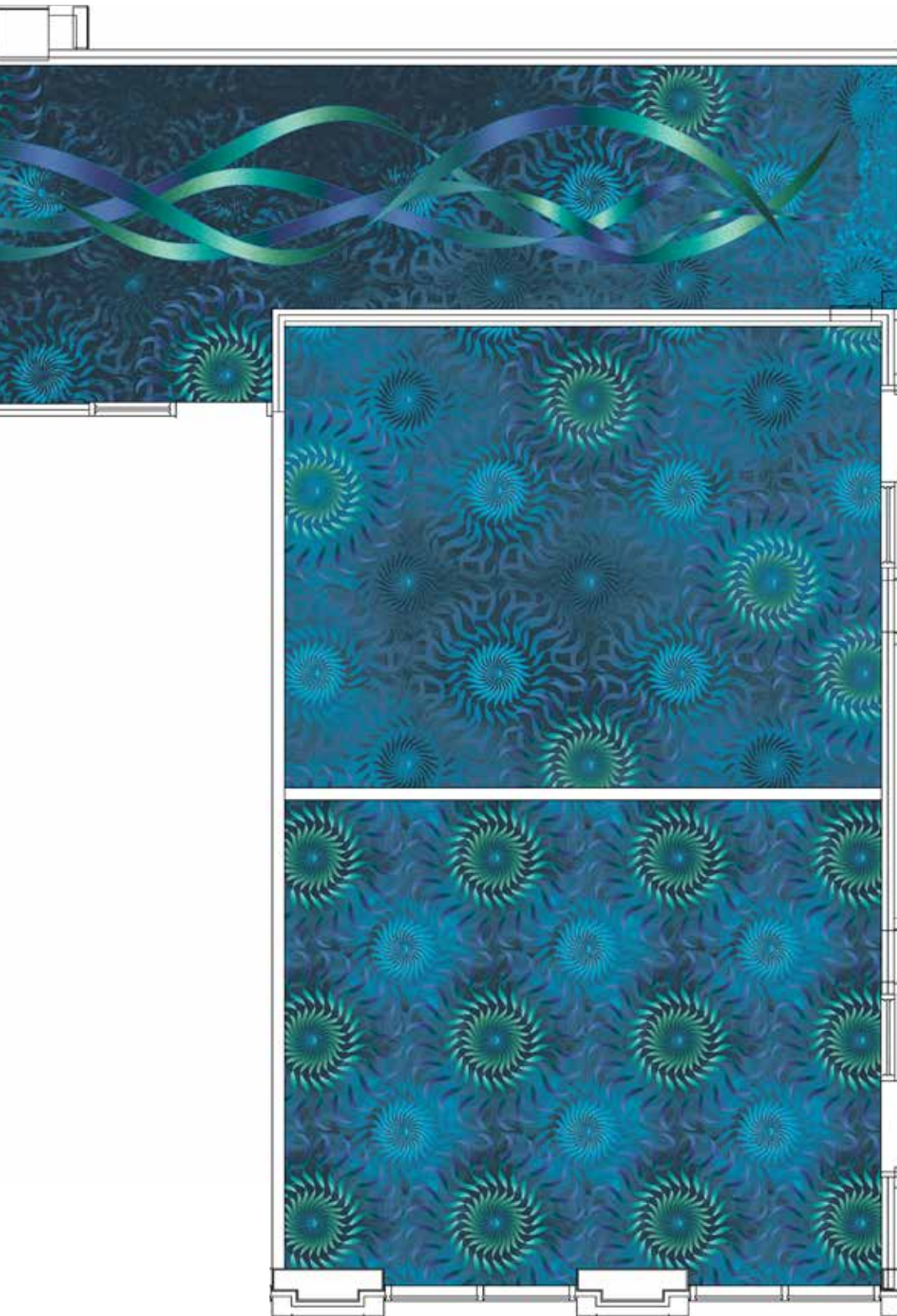
20-1900 26-4046 24-3644 13-0293 23-4226 26-3086 23-3773 24-MB025 23-4225 23-3273 23-4229 23-2855



X3215HD-1

SCALE: 2.00M

23-4225	23-4230	23-4229	23-4228	23-4113	23-2830	23-3663	23-3033	24-2491	24-3164	24-4221	24-3454	24-4222	23-3763	23-3773	23-3273	23-3283	23-3293
16-0079	23-4235	23-4236	23-4237	23-4238	15-0123	15-0124	23-4151	23-4150	23-4149								

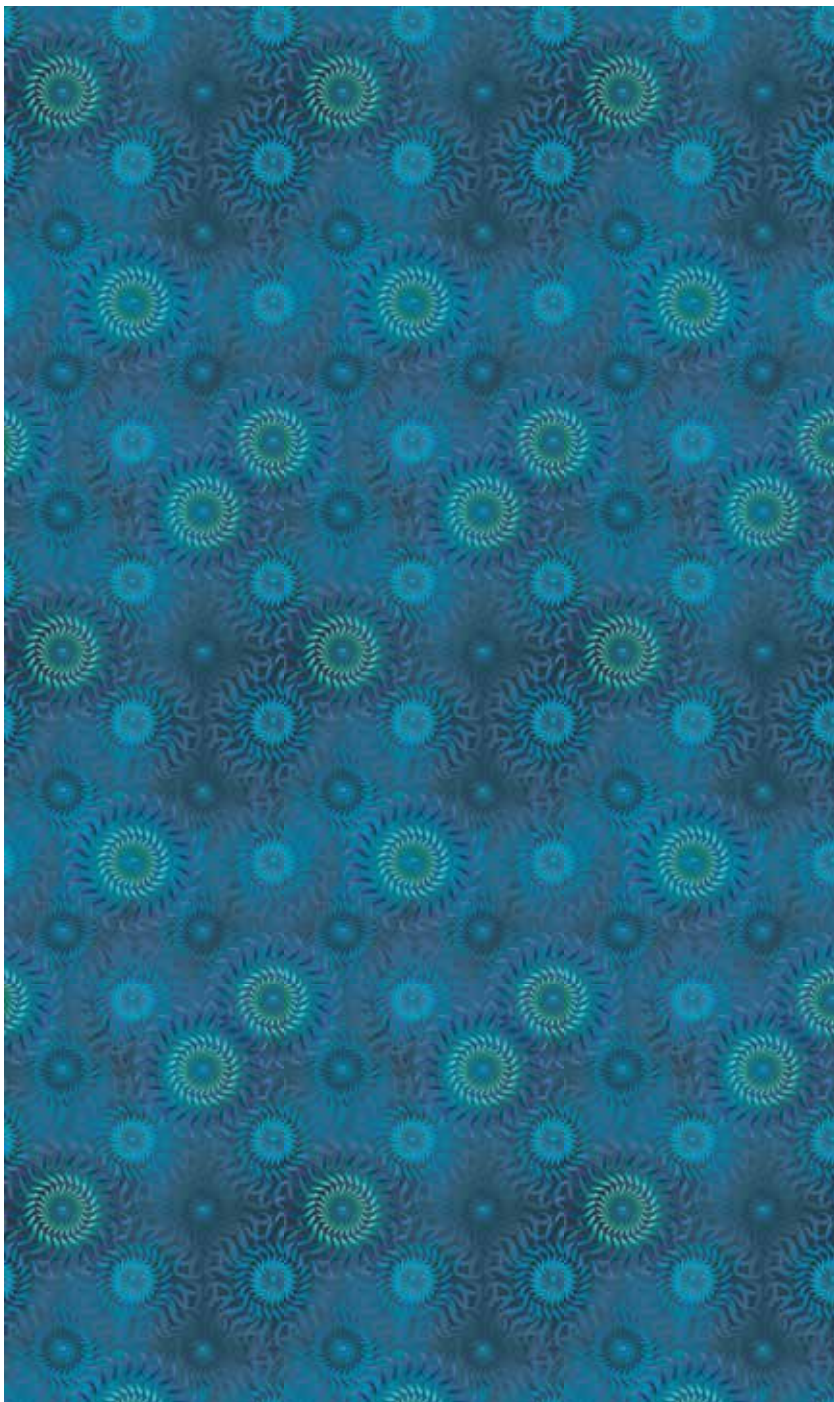


X3193HD-1

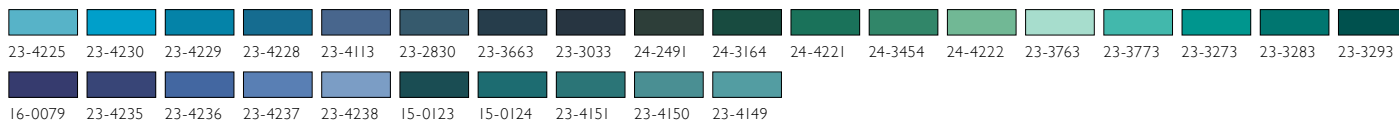


REPEAT SIZE: W3.65M X L18.29M
(W144" X L720")

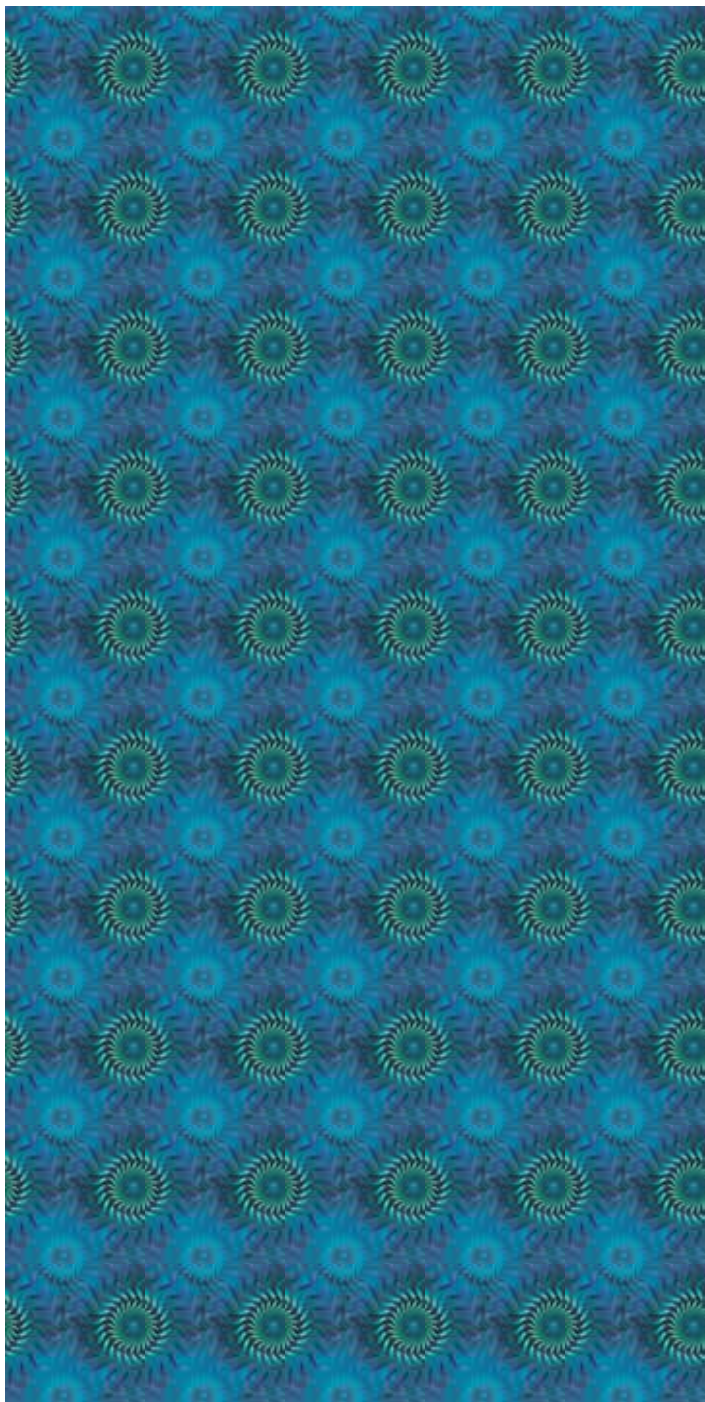
X3215HD-1



REPEAT SIZE: W3.66M X L7.32M (W144" X L288")



X3194HD-1



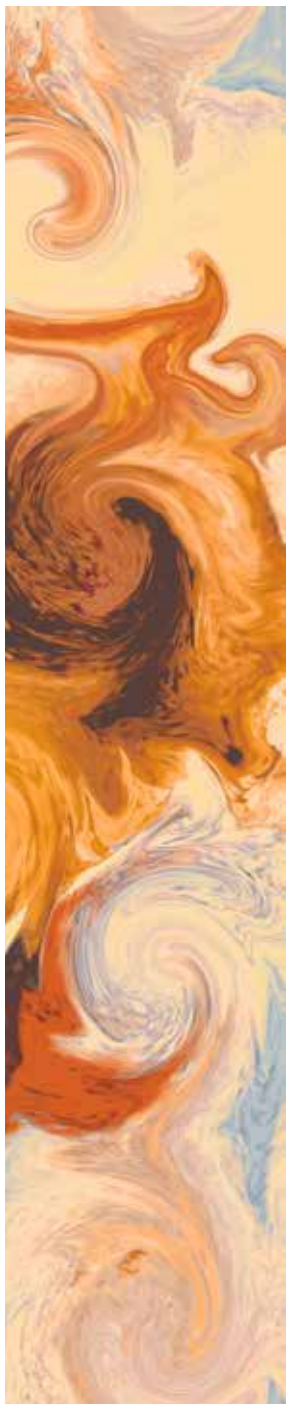
REPEAT SIZE: W1.83M X L1.83M (W72" X L72")

X3192HD-1



SCALE: 2.00M

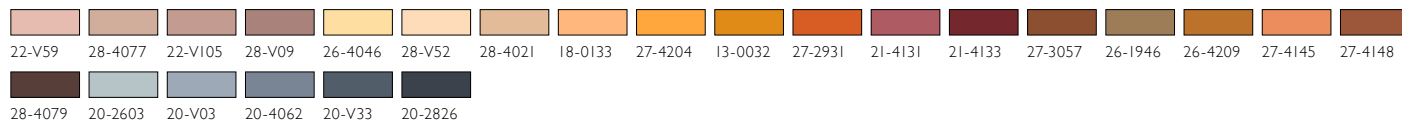
X3213HD-1



X3212HD-1



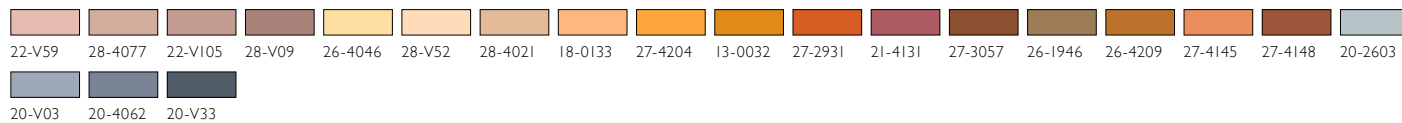
SCALE: 2.00M



X3214HD-1



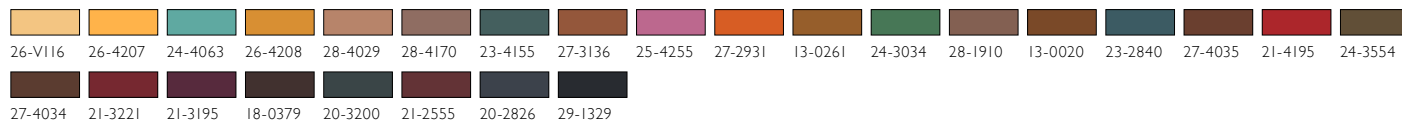
SCALE: 2.00M



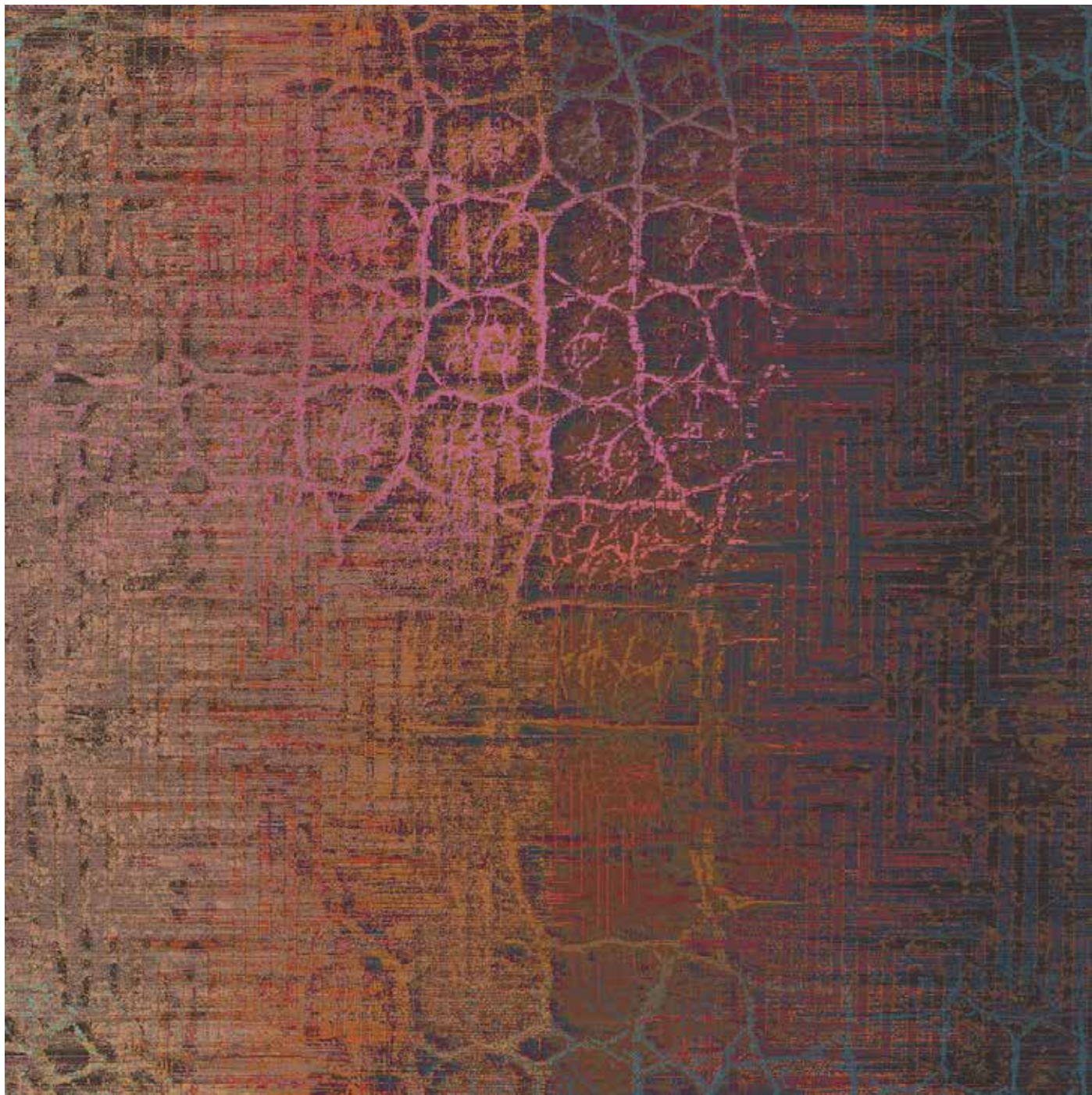
XI643HD-I



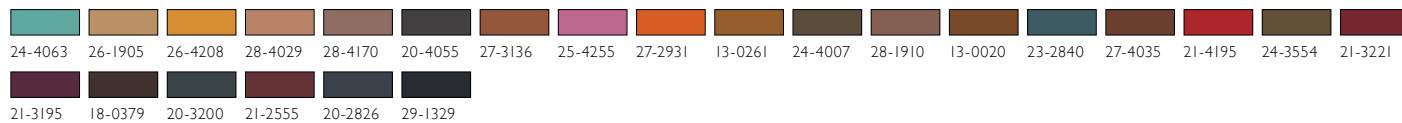
REPEAT SIZE: W3.65M X L3.65M (W144" X L144")



X1644HD-1



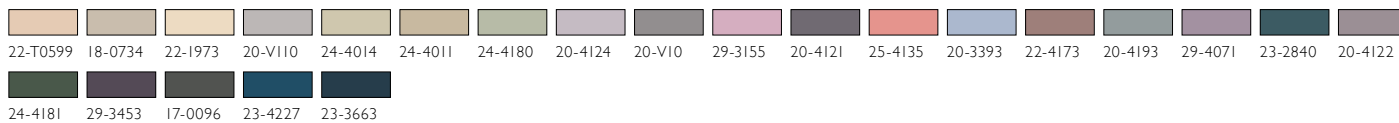
REPEAT SIZE: W3.65M X L3.65M (W144" X L144")



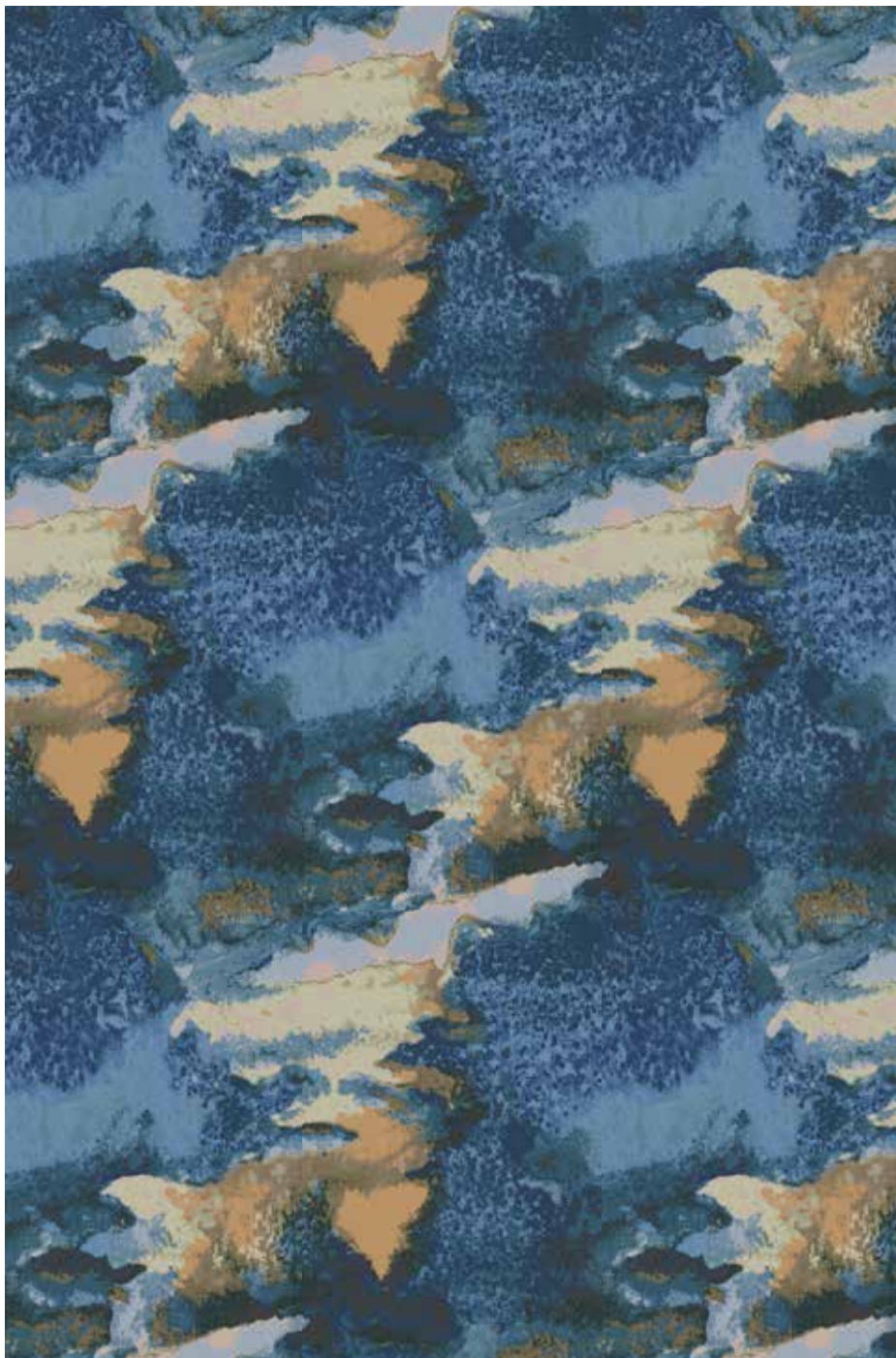
X3635HD-1



REPEAT SIZE: W3.65M X L10.36M (W144" X L408")



X2535HD-2

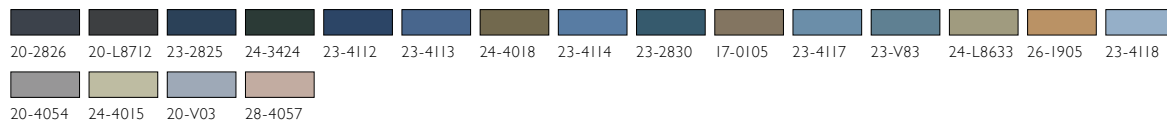


REPEAT SIZE: W2.00M X L4.75M (W78" X L187")

X2536HD-1



REPEAT SIZE: W2.00M X L12.72M (W78" X L500")





BY APPOINTMENT
TO HER MAJESTY THE QUEEN
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NEW CLASSICS

High Definition Weave

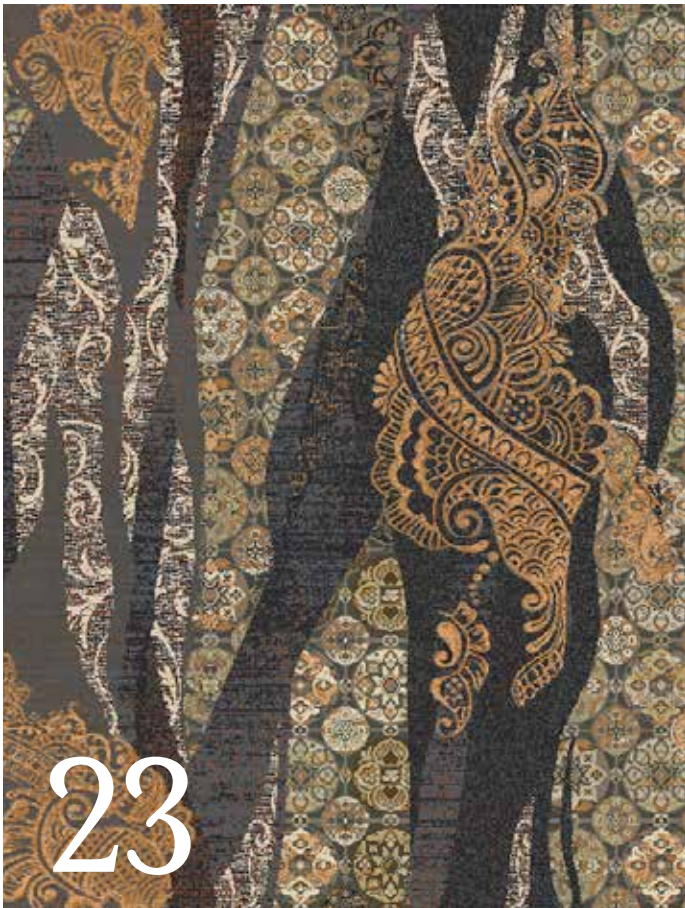


Brintons

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Brintons

DESIGN STORY
& INSPIRATION

NEW CLASSICS

Traditional fabrics and motifs are juxtaposed through progressive reinterpretations in Brintons New Classics.

A multi-faceted collection, boldly layering pattern on pattern. Persian rugs make tapestries. Hound's-tooth intertwines with floral. Hand drawn sketches appear before your feet.

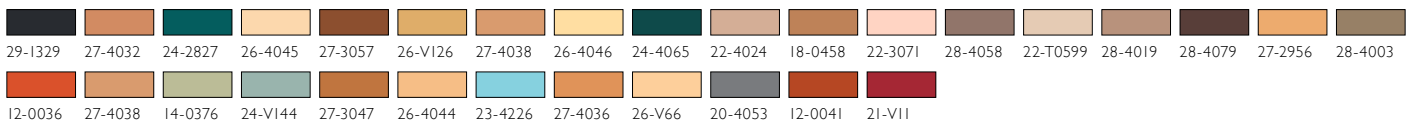
Modern twists on classical themes.



U6058HD-1



RUG SIZE: W4.00M X L5.56M (W157" X L219")



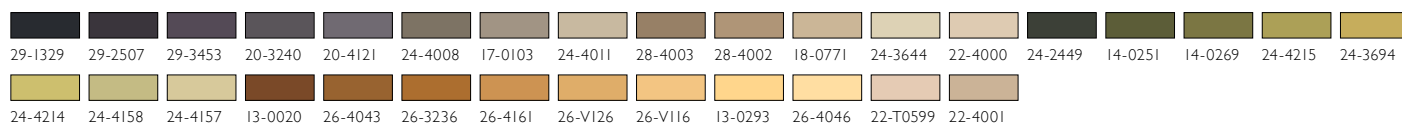
U6058HD-1 ▼



XN60ZHD-1



REPEAT SIZE: W9.75M X L9.75M (W384" X L384")



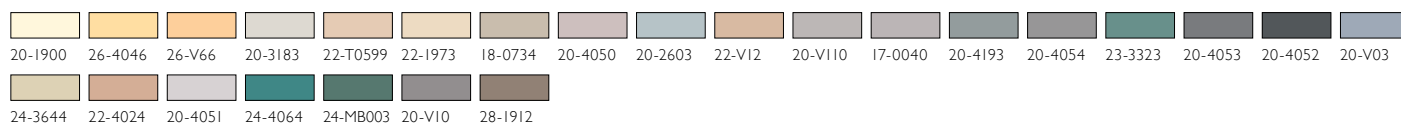
XN60ZHD-1 ▼



U6057HD-1



RUG SIZE: W2.00M X L2.83M (W78" X L111")



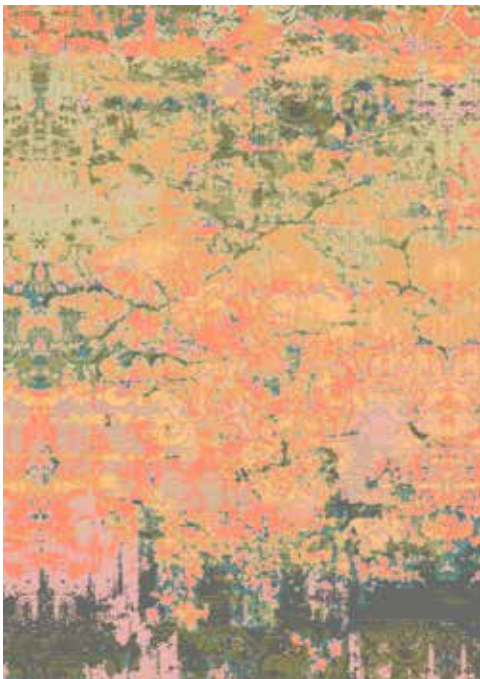
X5825HD-I



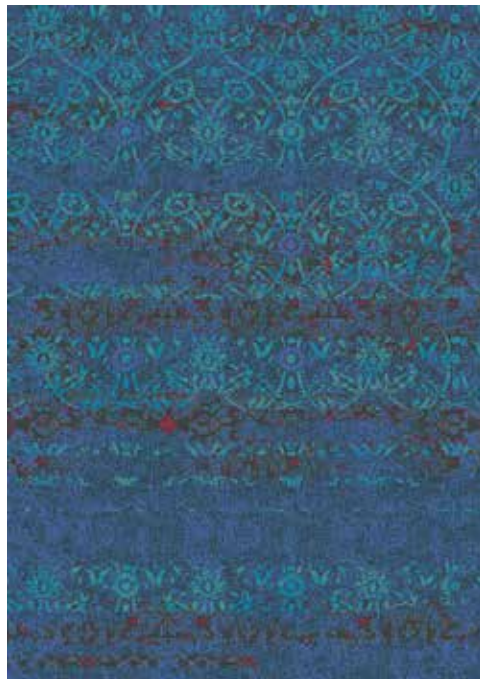
X5826HD-I



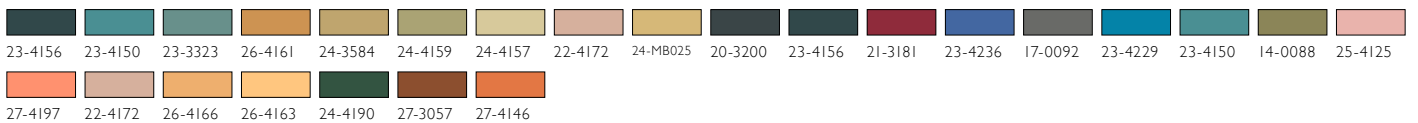
X5827HD-I



X5828HD-I



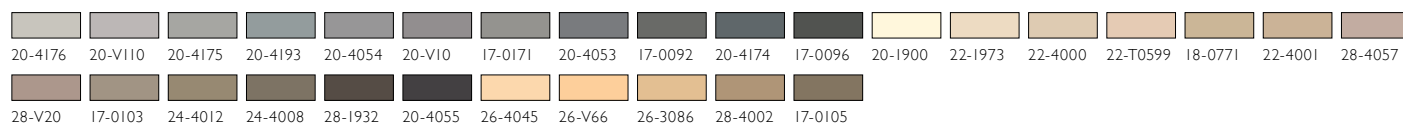
RUG SIZE: W2.00M X L2.81M (W78" X L110")



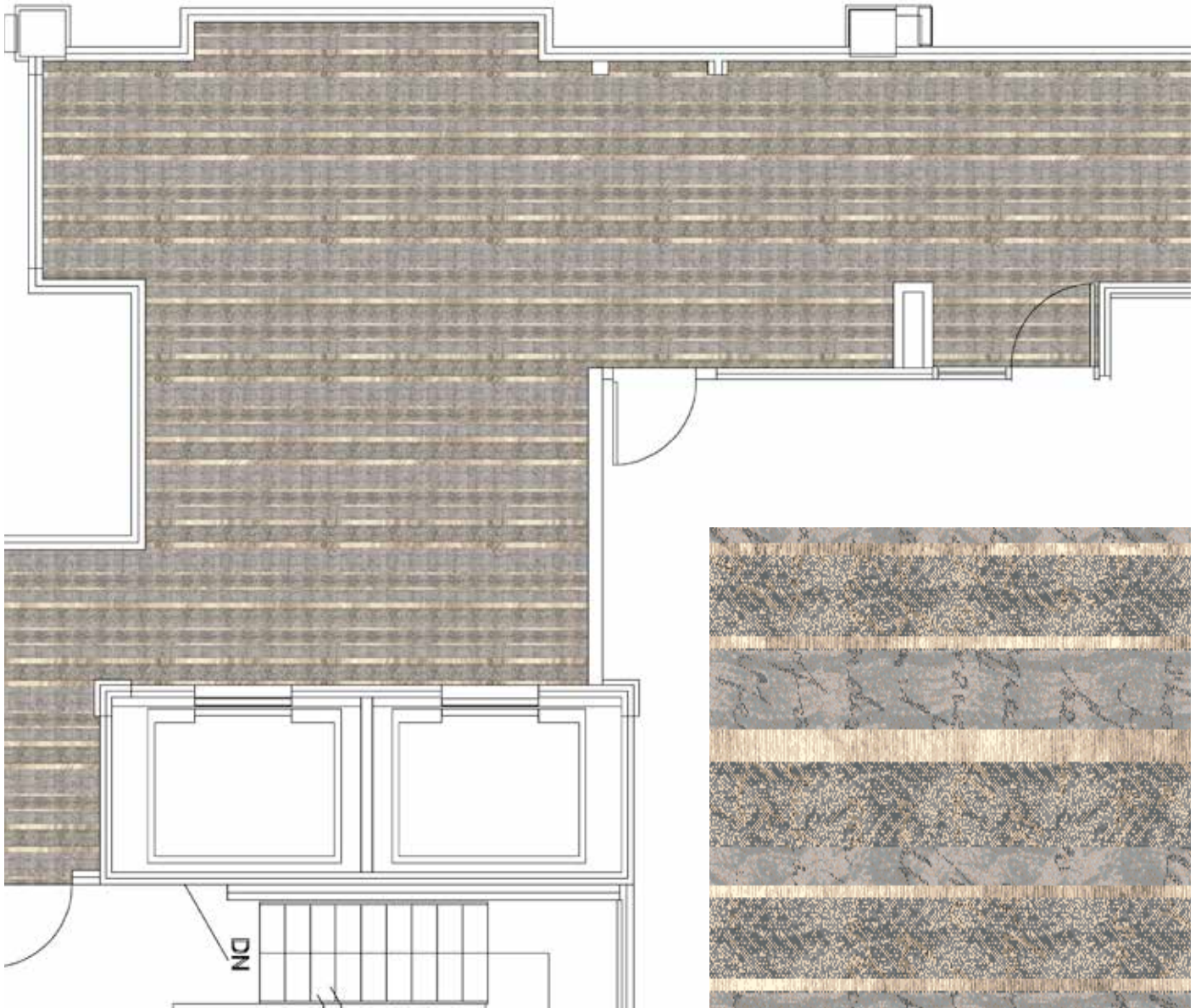
X3217HD-1



SCALE: 2.00M



X4040HD-1



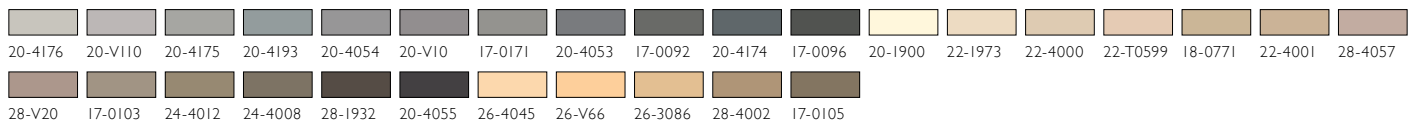
SCALE: 2.00M

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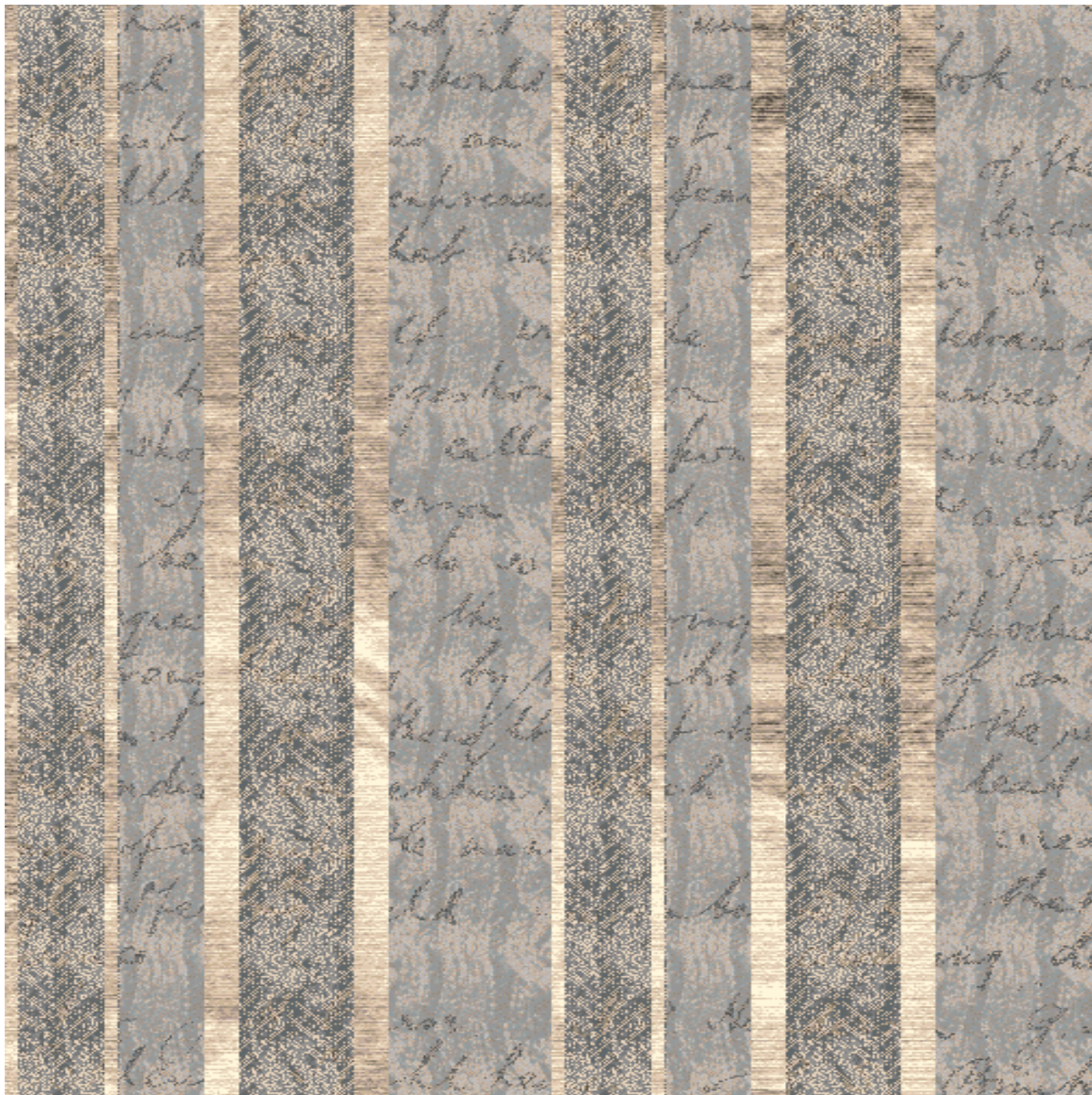
V5697HD-2



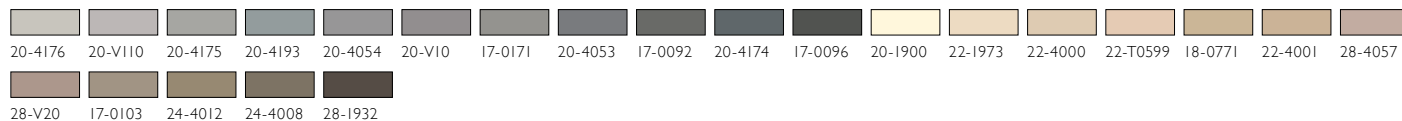
REPEAT SIZE: W7.31M X L7.31M (W288" X L288")



X1909HD-2



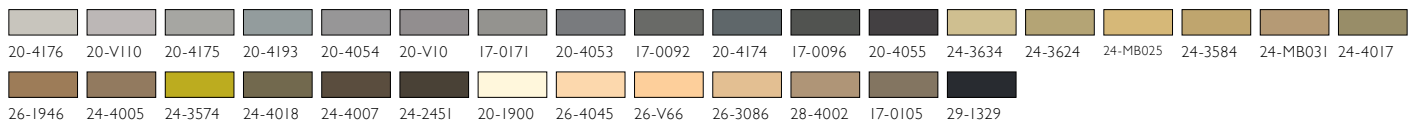
REPEAT SIZE: W1.82M X L1.82M (W72" X L72")



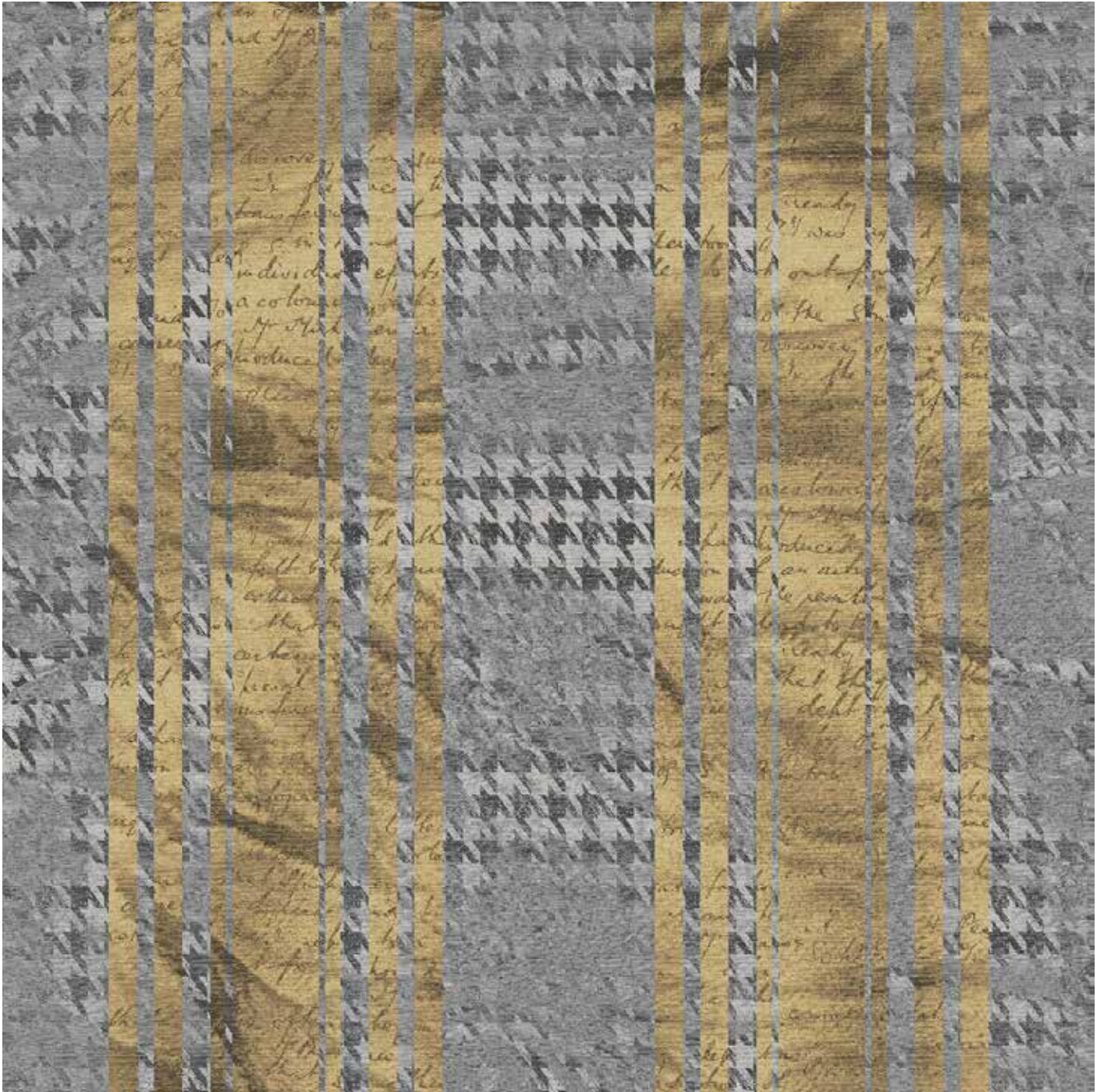
V5698HD-1



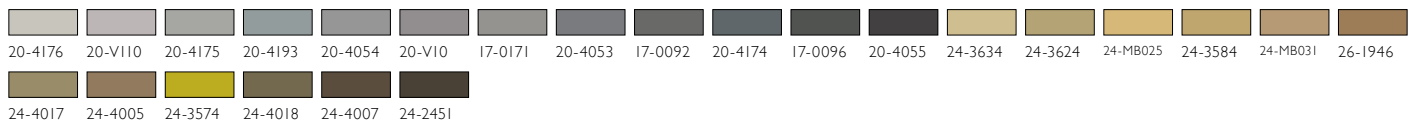
REPEAT SIZE: W7.31M X L7.31M (W288" X L288")



X1911HD-1



REPEAT SIZE: W3.65M X L6.77M (W144" X L267")



U4613HD-5

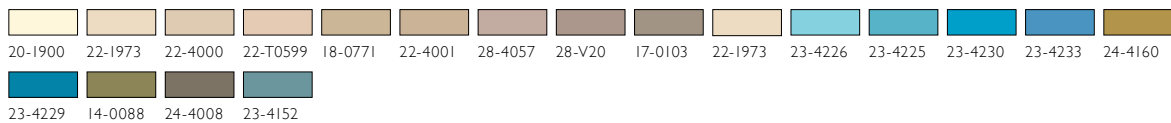


REPEAT SIZE: W3.66M X L6.77M (W144" X L266")

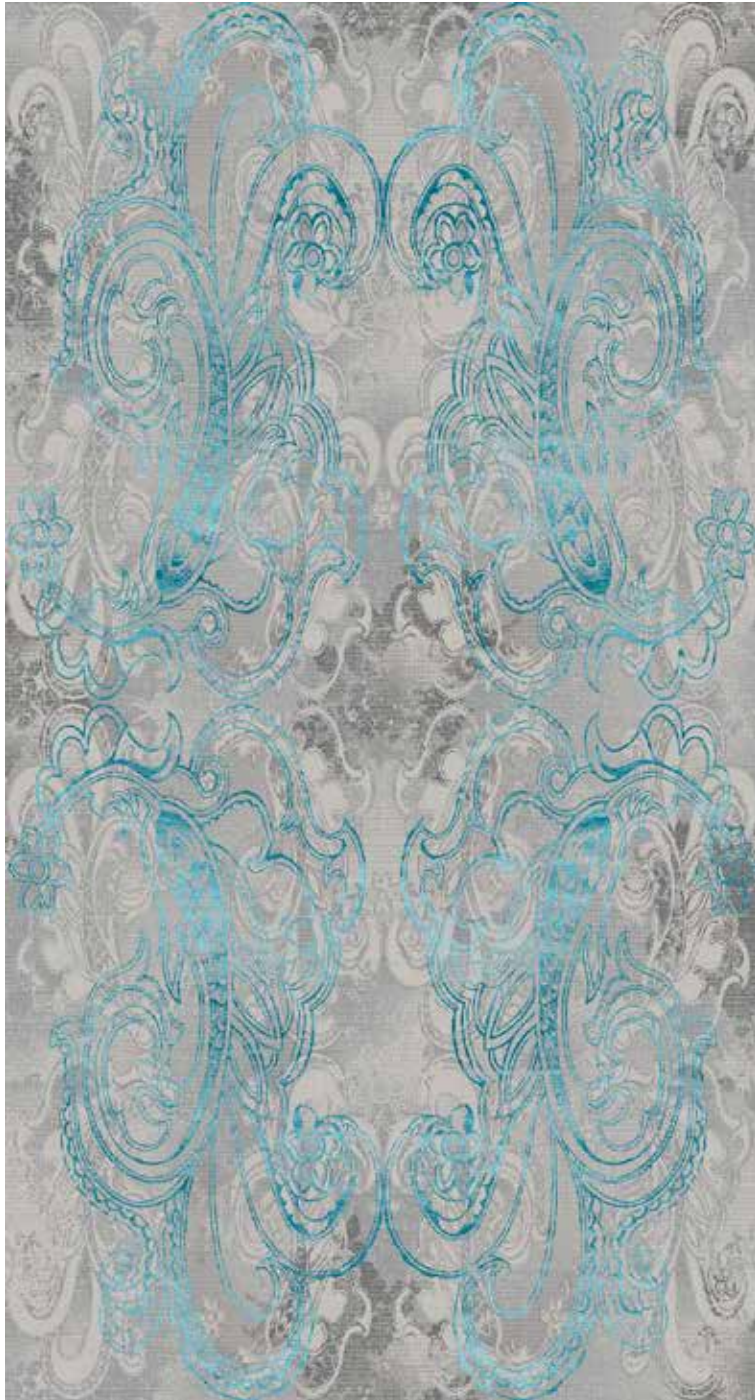
V5642HD-3



REPEAT SIZE: W3.66M X L6.77M (W144" X L266")



V5642HD-2



REPEAT SIZE: W3.66M X L6.77M (W144" X L266")

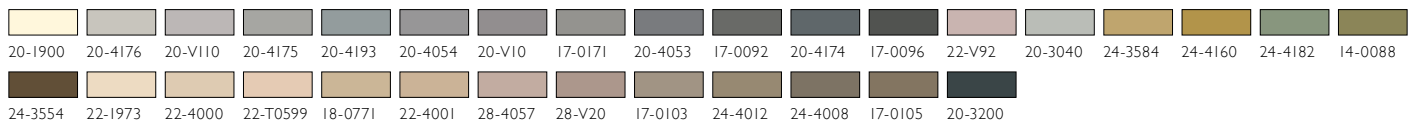


20-4176 20-V110 20-4175 20-4193 20-4054 20-V10 17-0171 20-4053 17-0092 23-4223 23-4229 23-4224 23-4152 23-4225 23-4226

U4620HD-3



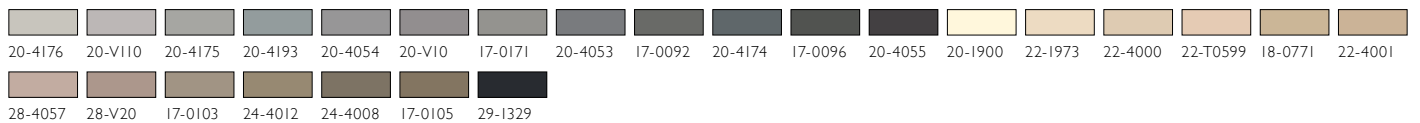
REPEAT SIZE: W3.65M X L2.94M (W144" X L116")



X1930HD-1



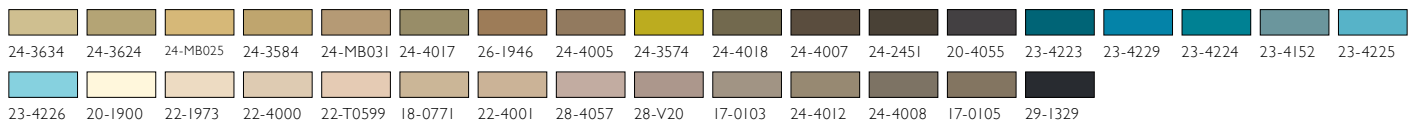
REPEAT SIZE: W3.65M X L2.30M (W144" X L80")



U4611HD-2



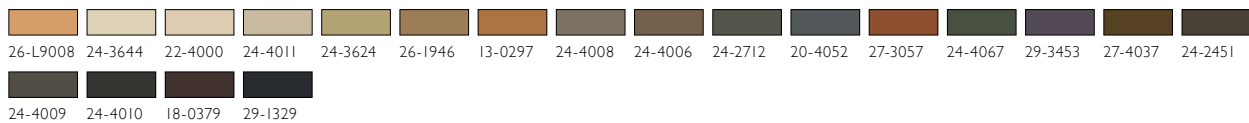
REPEAT SIZE: W7.31M X L6.9M (W288" X L240")



X2865HD-1



REPEAT SIZE: W1.82M X L2.30M (W72" X L90")





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ZUZUNAGA

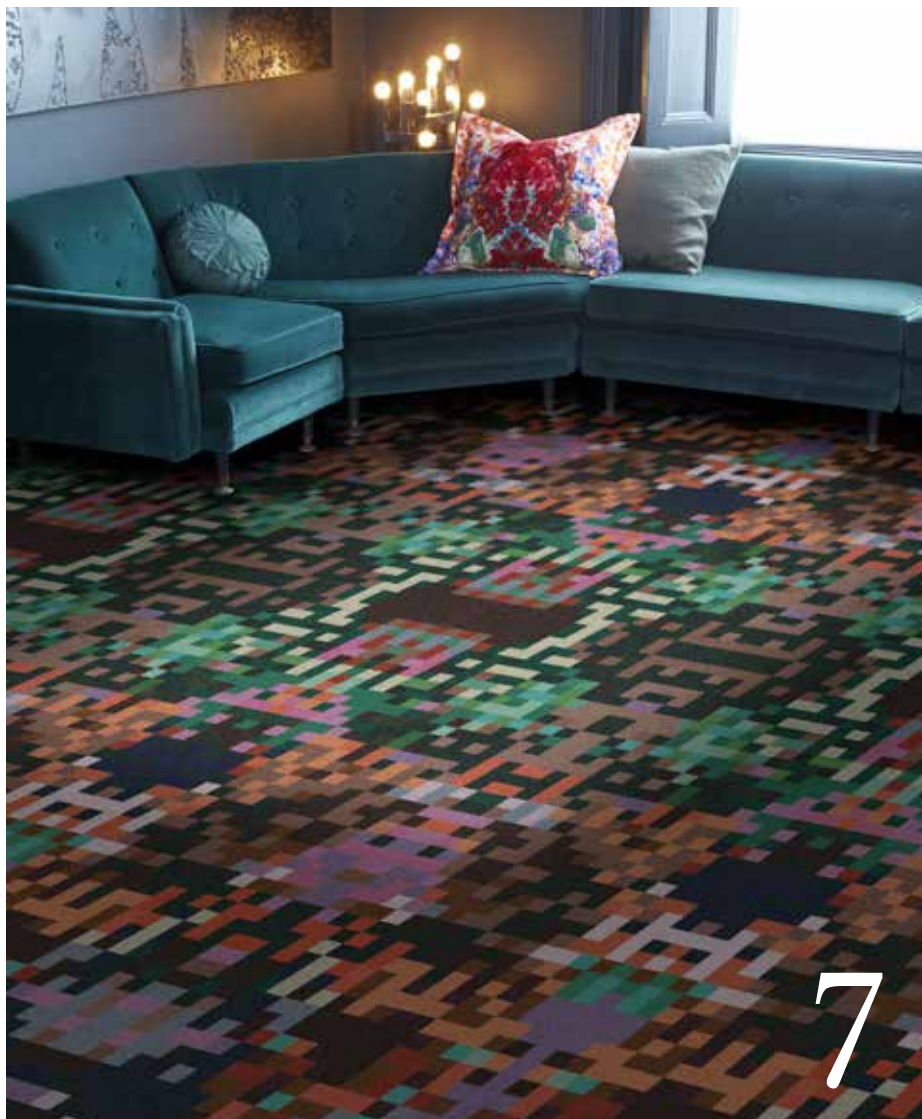
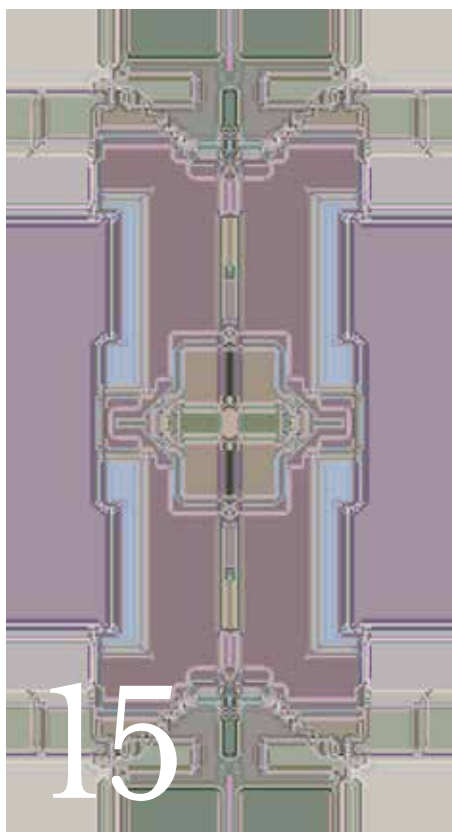
High Definition Weave



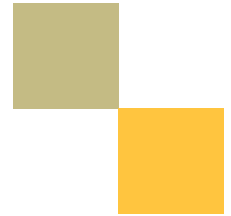
BY APPOINTMENT
TO HER MAJESTY THE QUEEN
AND HER MAJESTY THE KING
OF GREAT BRITAIN AND NORTHERN IRELAND

Brintons

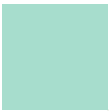
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Brintons



DESIGN STORY & INSPIRATION

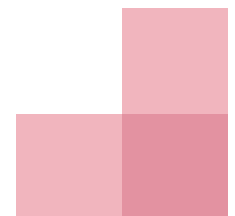


ZUZUNAGA

Zuzunaga is an international design studio specialising in unique, colourful interior projects, textiles and fashion accessories. Formed by artist and designer Cristian Zuzunaga in 2007, the company's mission is to create beautiful products that capture the dynamic nature of contemporary living.

This new collection is inspired by Cristian Zuzunaga's explorations of Brintons extensive design archive in Kidderminster. Visiting the archive, Cristian was captivated by similarities to his own design principles – squared, pixel based designs, brightly coloured palettes of contrasting colours evident in weaving and wool dying dating back centuries.

This exciting collaboration is testament to the powerful combination of unique innovative design and digital imagery with ancient fabrics and state of the art multicolor weaving technology from Brintons.



X5241CZ-I



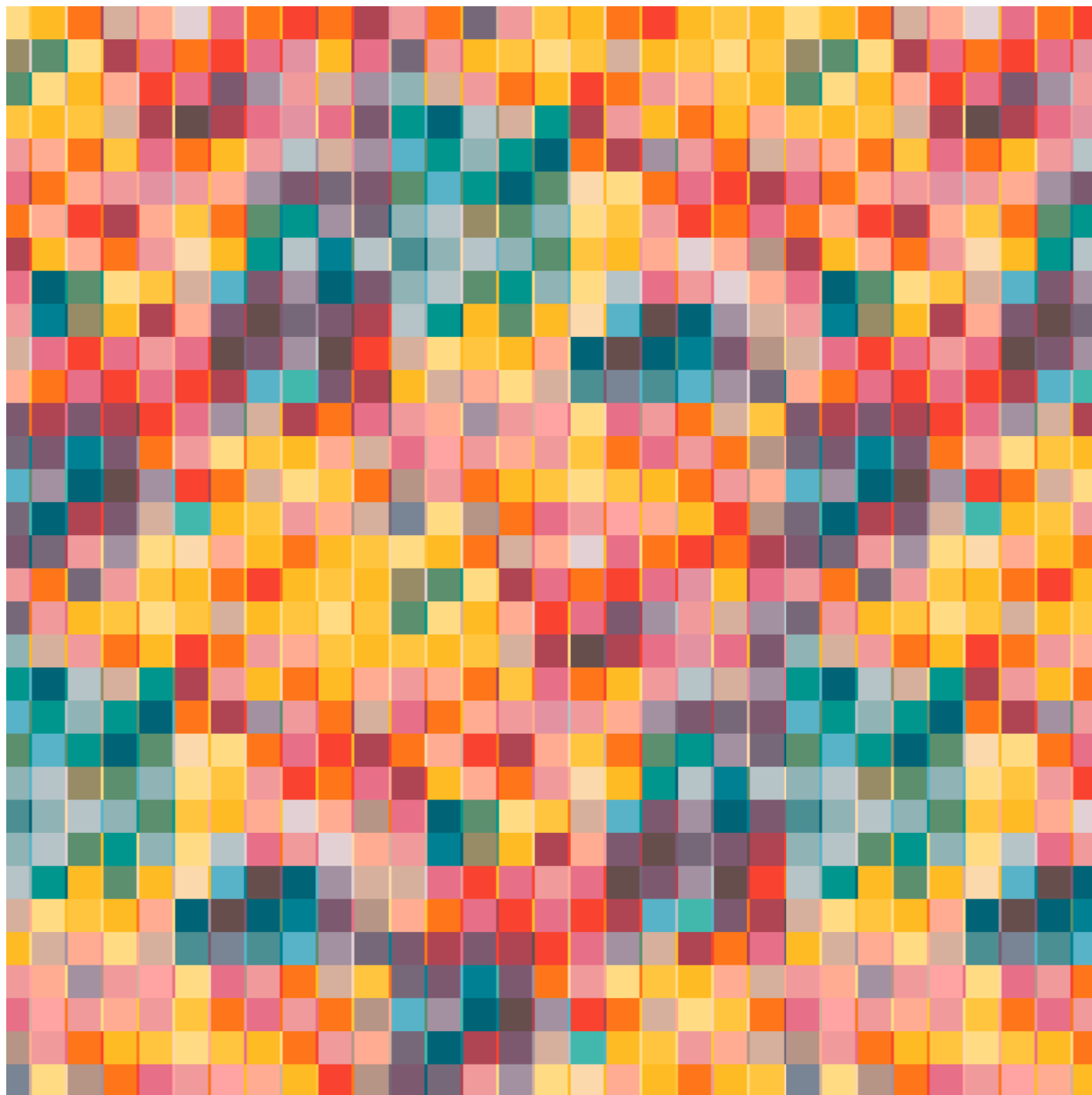
REPEAT SIZE: W2.00M X L5.79M
(W80" X L228")

X5240CZ-I

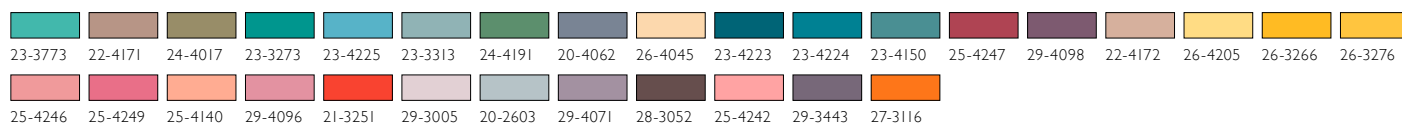


REPEAT SIZE: W2.00M X L5.79M
(W80" X L238")

U6067CZ-1



REPEAT SIZE: W2.00M X L2.76M (W80" X L109")

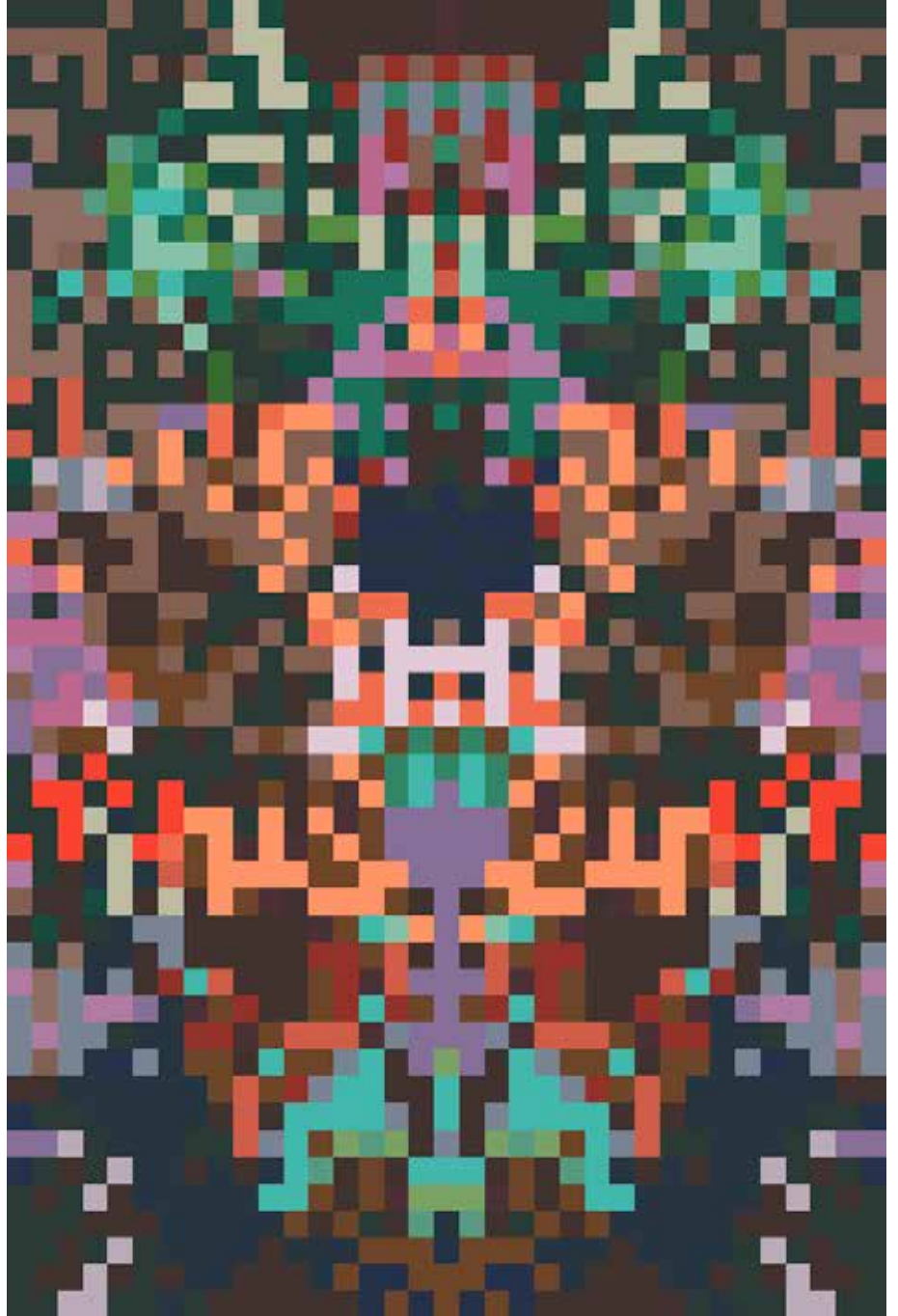


X5225CZ-1

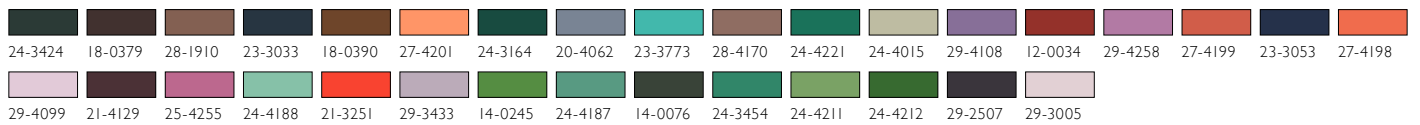


REPEAT SIZE: W2.00M X L5.97M (W80" X L235")

X5224CZ-1



REPEAT SIZE: W2.00M X L3.00M (W80" X L118")



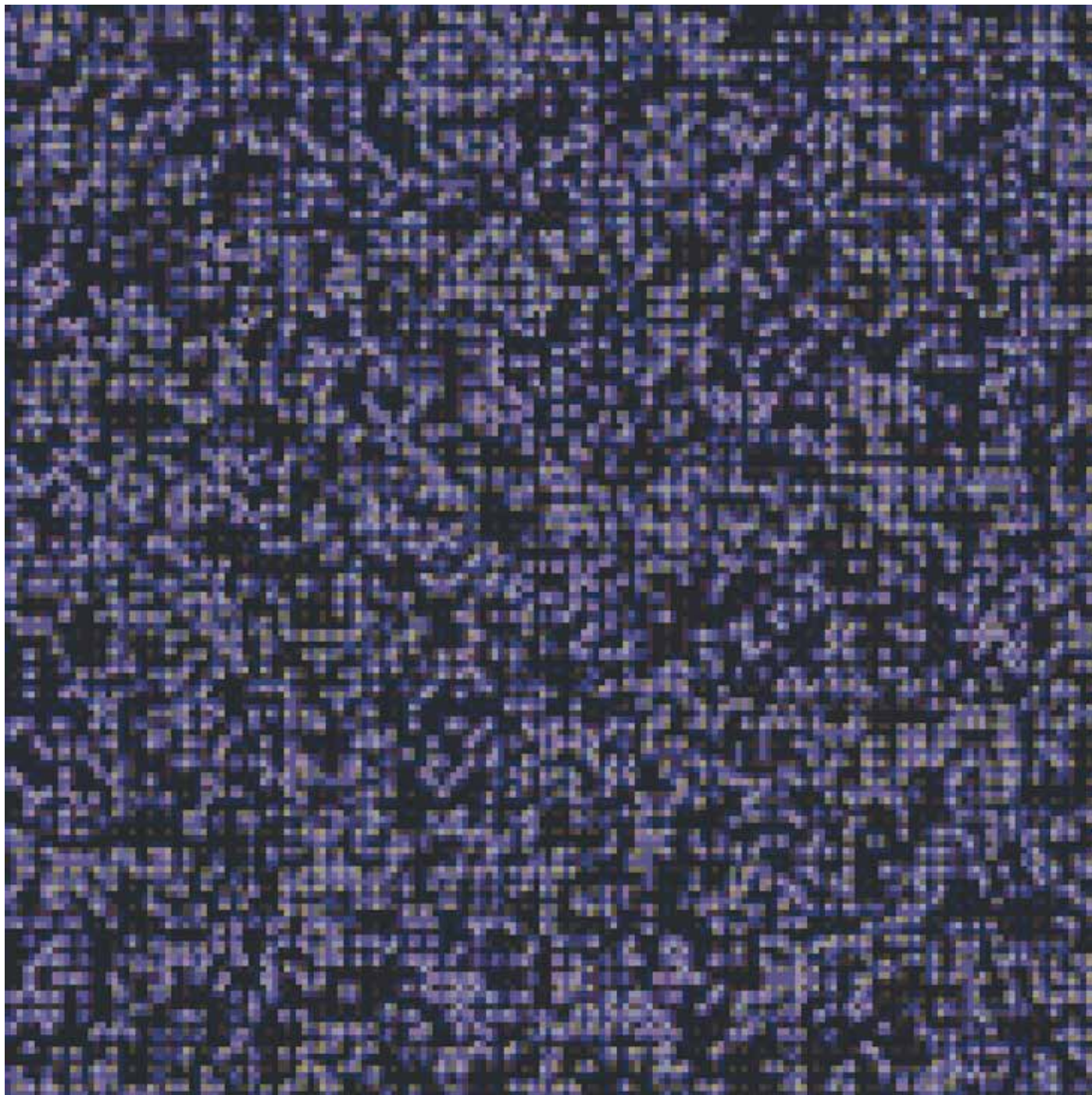
X5224CZ-1 ▼



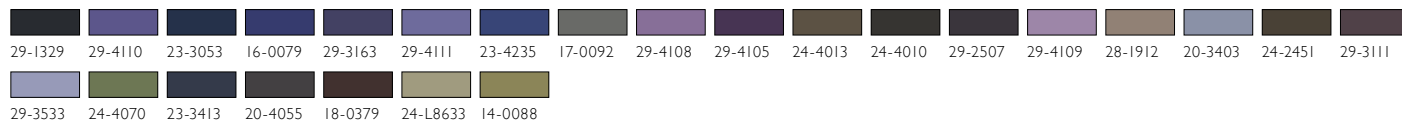


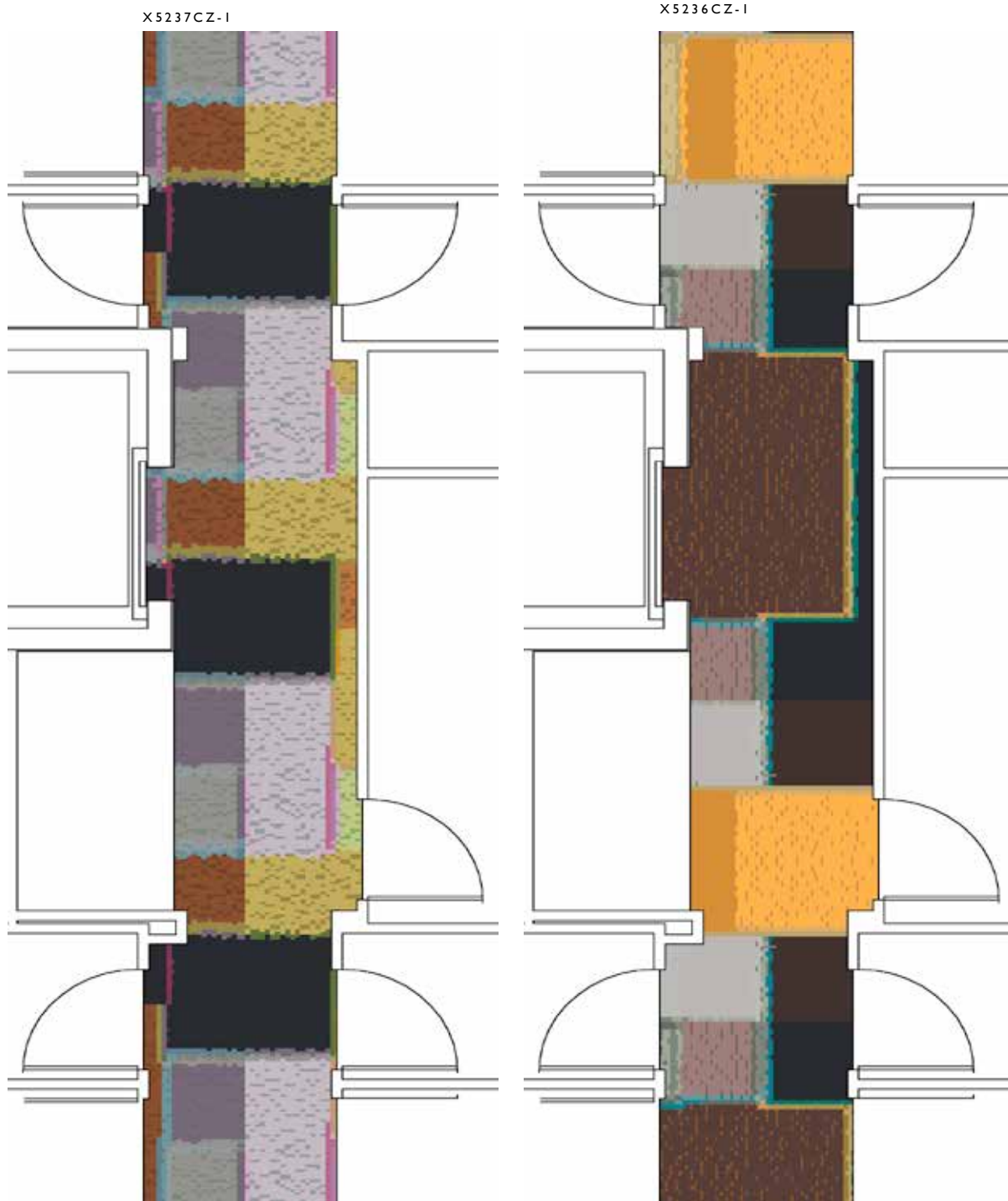
X5228CZ-1

X5228CZ-1 ▲



REPEAT SIZE: W4.00M X L4.57M (W158" X L180")

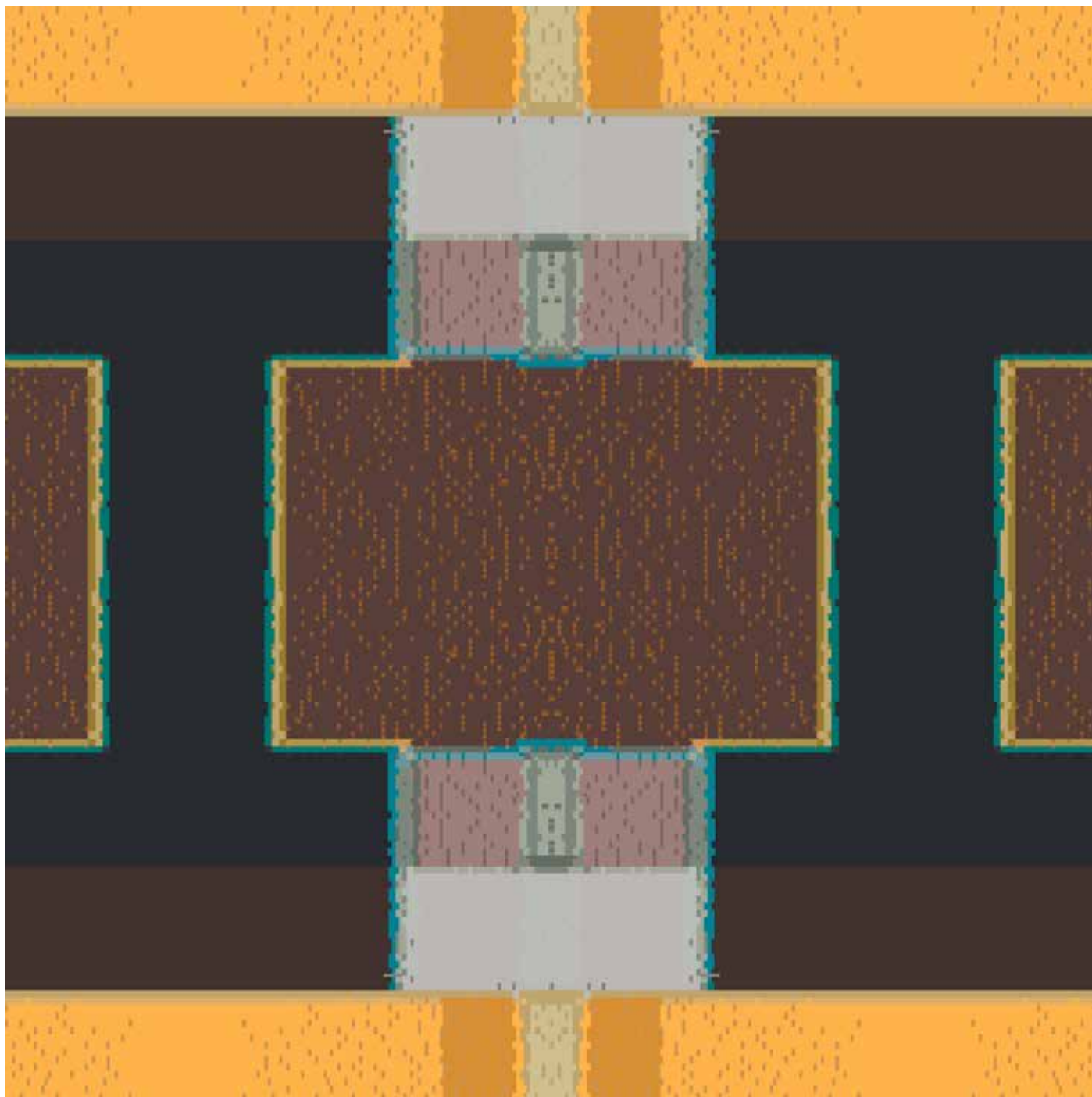




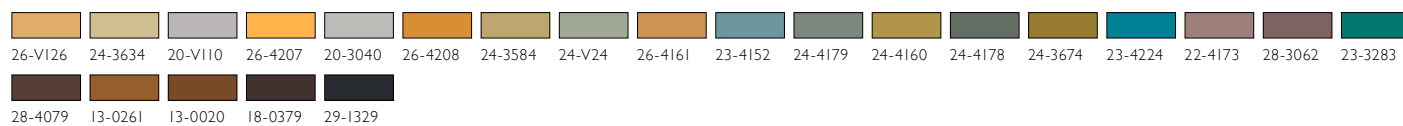
SCALE: 2.00M

13-0028	14-0069	24-3694	20-4124	28-4022	14-0115	29-4259	20-4193	25-4255	17-0171	23-4152	29-4258	24-4179	24-4216	24-3094	23-V83	29-3443	27-3047
20-4056	26-2935	25-3145	27-3057	18-0390	29-1329												

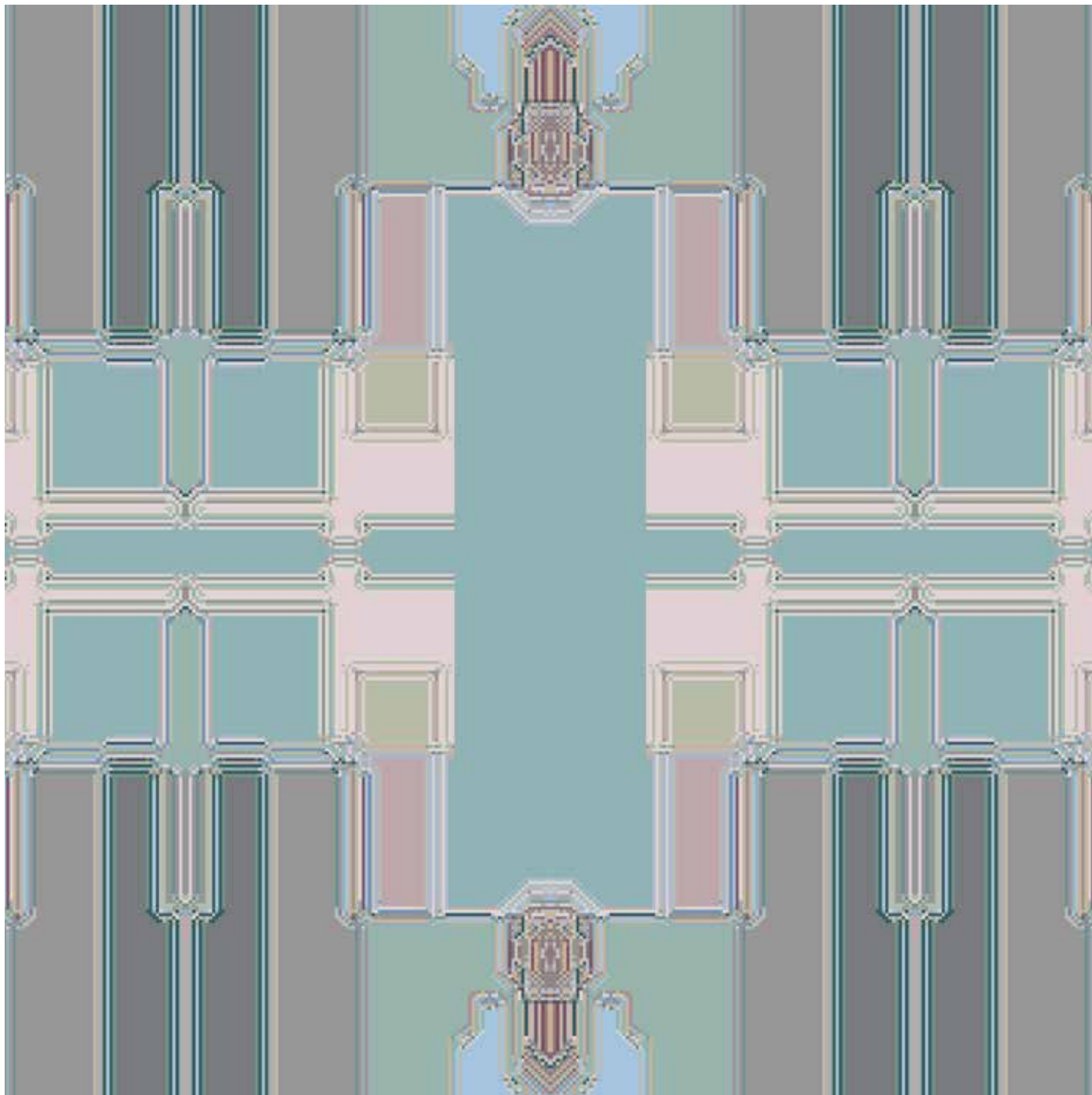
X5231CZ-I



REPEAT SIZE: W4.00M X L6.00M (W157.2" X L237.6")

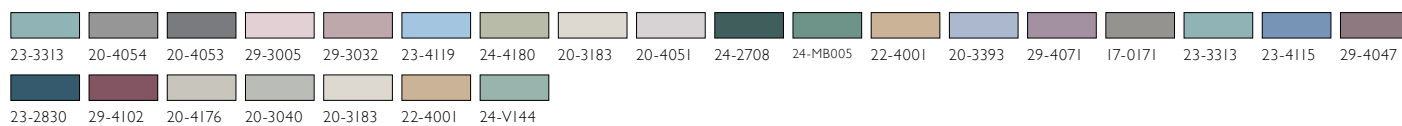


X5233CZ-1



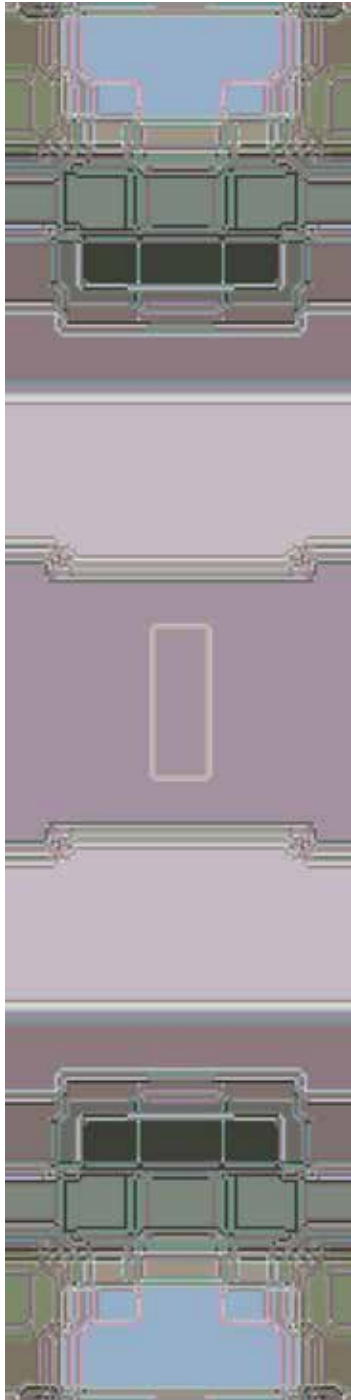
X5233CZ-1 ▼

REPEAT SIZE: W4.00M X L6.00M (W157.2" X L237.6")



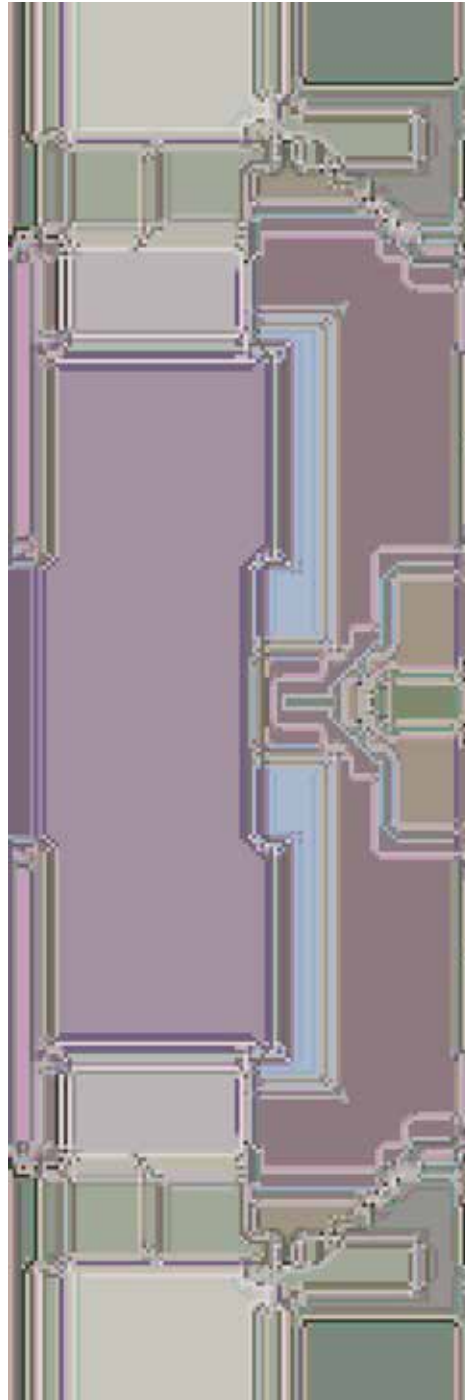


X5234CZ-I

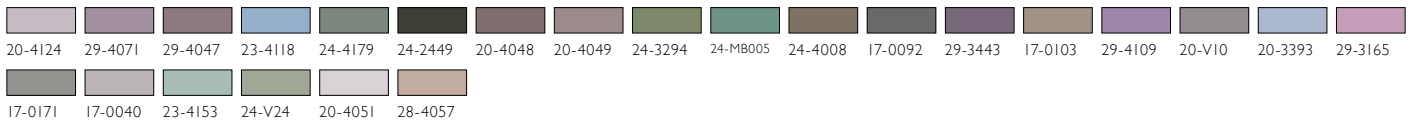


REPEAT SIZE: W2.00M X L8.00M
(W80" X L315.6")

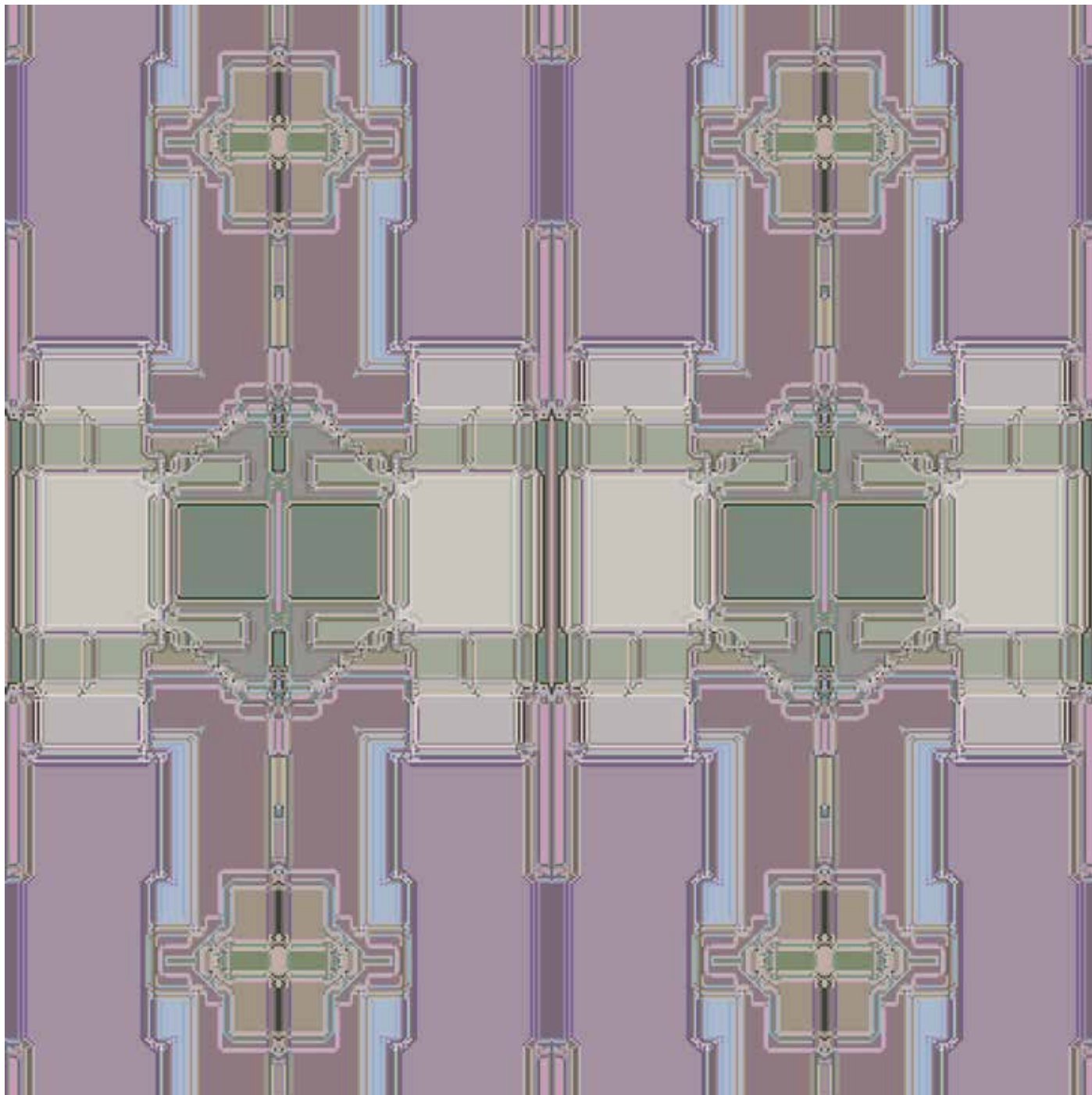
X5239CZ-I



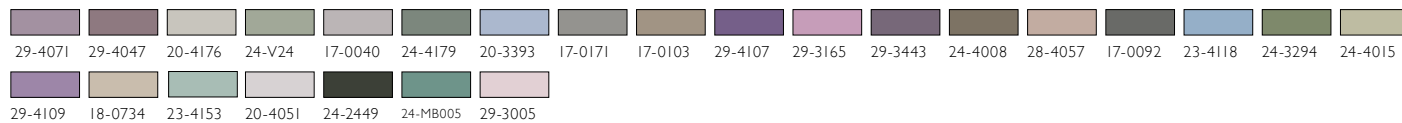
REPEAT SIZE: W2.00M X L6.00M
(W80" X L315.6")



X5232CZ-1



REPEAT SIZE: W4.00M X L6.00M (W157.2" X L237.6")





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