

RYALUX

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HERE COMES THE RYALUX CARPET

Ryalux - the UK's leading authority on carpet innovation - continues to grow its European market in 2008, this time helping newly weds in Iceland make their trip up the aisle in style.

The Lancashire and Yorkshire based company has supplied the Útskálakirkja Church in Útskálum near Reykjavik, with carpet from its V&A Period Velvet collection in Olivia, stretching from the entrance of the church up to the altar.

Ryalux's V&A Period Velvet is one of the few high quality velvet finish ranges manufactured in the UK today. The exclusive collection has been developed in conjunction with the Victoria & Albert Museum in London, taking its inspiration from the museum's exhibitions. It is crafted from 80 per cent New Zealand Wool blended with 20 per cent polyamide fibres which is then treated with Scotchgard™ carpet protector to ensure that the finished product is resistant to spills and soiling. This makes it ideal for use in high traffic areas.

Peter Allan, business manager for international sales at Ryalux said: "As well as increasing our sales overseas, it's a nice feeling to know that newly weds in Iceland will be taking their first steps as a married couple on one of our carpets.

"The V&A Period Velvet range has been created with high end, design led applications in mind, be it the flagship stores of famous fashion brands, luxury hotels, or, as in this example, applications where the style and feel of the carpet are vital. We are now seeing the range being deployed in high profile applications all over the world, such as the Gucci Store in Kuwait, and will continue to work with our customers to offer a wide range of quality carpets, in any width they require, reducing waste, avoiding seams and ultimately saving them money."

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