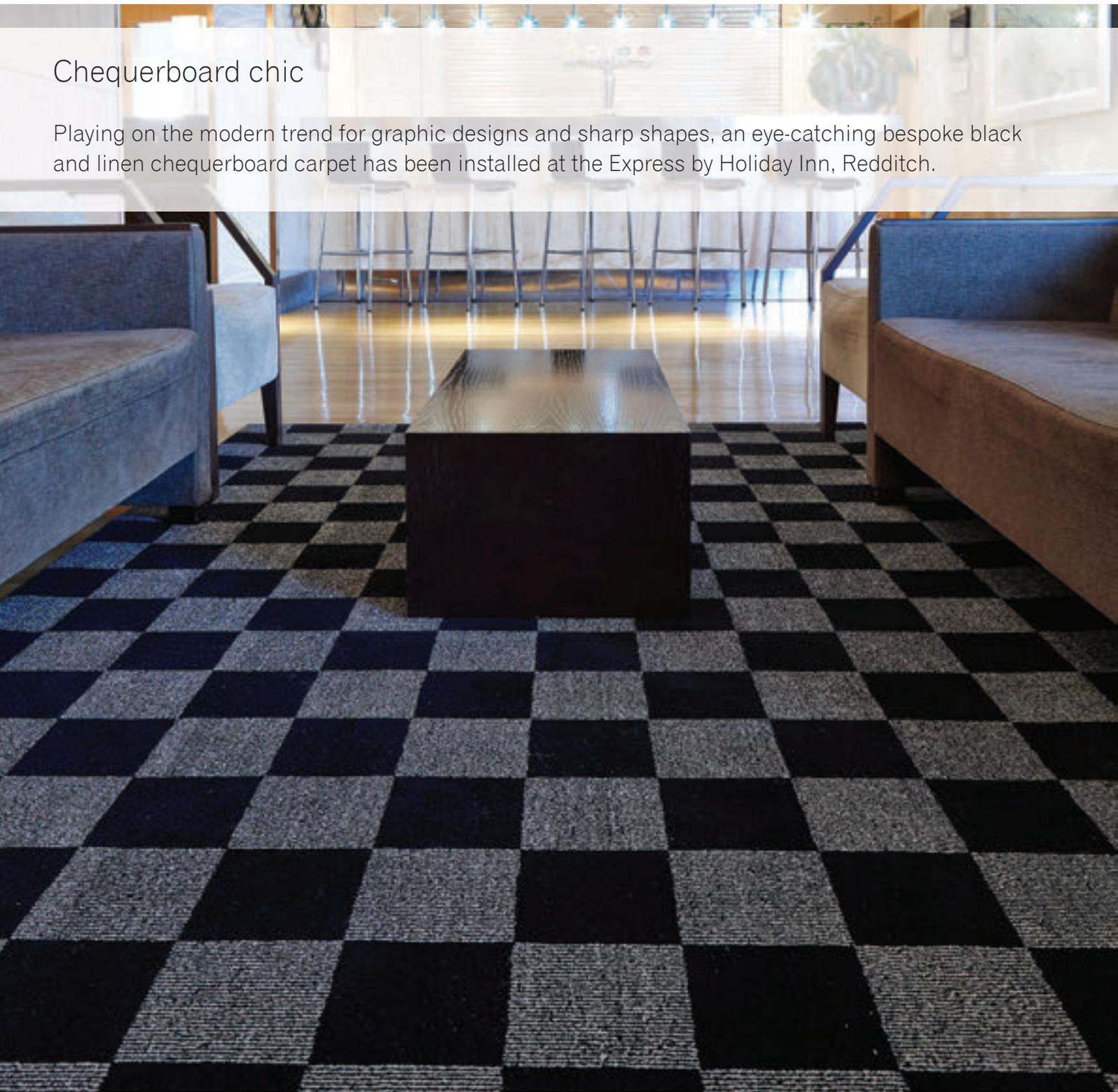


# Client Project



## Chequerboard chic

Playing on the modern trend for graphic designs and sharp shapes, an eye-catching bespoke black and linen chequerboard carpet has been installed at the Express by Holiday Inn, Redditch.



Holiday Inn | Redditch

## Client brief

Supplying travellers on the go with comfortable amenities and excellent service to meet all their travel needs, the Holiday Inn Express, Redditch required a unique and contemporary carpet to offer visitors a welcoming ambience and memorable stay.

## Creative approach

Having been impressed by the arresting looks and premium performance provided by a previous Wilton Carpets Commercial design, Meridian Leisure looked once more to the services of Wilton to provide a stylish and hardwearing variation of the existing carpet design fitted at its Southampton and Reading hotels. The team at Meridian Leisure commented, "We liked the design at the Express in Southampton so much, we decided to mirror the design provided by Wilton for Redditch."

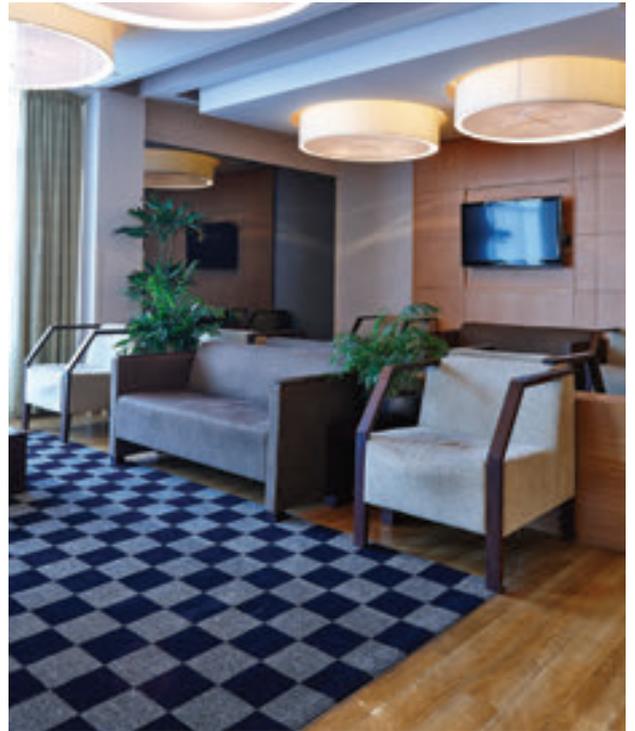
Injecting a crisp and contemporary look to the hotel's interior to the delight of guests and staff alike and tying in beautifully with the light and airy décor of the Great Room and adjacent TV lounge and conference suite, the striking chequerboard design provides the rooms with a smart, co-ordinated feel and uplifting dose of geometric chic.

## Solution delivered

With complete design flexibility, the bespoke Wilton creation included neat black bordering giving definition to individual areas for a perfectly tailored, razor sharp look. The finished result provides an ideal ambience for business executives holding informal meetings and corporate events, as well as travellers looking to relax with a beverage in the modern lounge setting.

With dense texture, the premium quality 10-row Axminster woven carpet is durable and hardwearing, making it ideally suited for these high traffic areas of the Holiday Inn that receive plenty of footfall throughout the day. The design is forgiving at busy times between cleaning and is easy to maintain for the hotel staff.

The team at Meridian Leisure added, "As per previous years, we can rely on Wilton Carpets Commercial to supply the service, quality and reliability to meet our brand standards. Wilton is always responsive to queries and professional in interaction and we will be happy to use their services again."



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