

LANGHORNE CARPET COMPANY

“The Foundation of Fine Interiors”

NEWS RELEASE

FROM LOOM TO BLOOM, LANGHORNE CARPET COMPANY TO REVEAL NEW CONSERVATION COLLECTION AT 2013 PHS PHILADELPHIA FLOWER SHOW

Award-winning Willow Design Carpet preview set for Feb. 7, 2013

Penndel, PA (February 5, 2013) - Langhorne Carpet Company and the Pennsylvania Horticultural Society (PHS) will officially launch the mill's inaugural Conservation Collection, which will make its public debut at the PHS Philadelphia Flower Show next month, at a special loom-side ceremony at 2:00 p.m., Thursday, February 7, at Langhorne (201 W. Lincoln Highway, Penndel).

Officials representing Langhorne, which will be appearing at the Flower Show for the first time, and PHS will be joined by University of the Arts representatives at the “loom launch” as a weaving shuttle is launched and the weaving begins of the award-winning *Willow* pattern into coveted Jacquard Wilton all-wool carpet.

Langhorne, known for its charitable “*Carpets of Caring*” program for the benefit of non-profit organizations, is donating a portion of proceeds from its Flower Show sales to PHS. *Willow* was the winner in the floral category of the 2012 Morrow Student Design Competition.

Bill Morrow, Langhorne's President said the carpet maker is honored to be participating in the world's greatest flower show as an exhibitor in the British Village. Morrow stated, "What a wonderful way to introduce *Willow*, the first pattern offered in our new Conservation Collection. The design by Teresa Percontino, a gifted University of the Arts student is brilliant, so it is only fitting it be featured at the ***Brilliant!*** 2013 Flower Show."

PHS President Drew Becher said, "The Flower Show is honored to be the inspiration for the floral category of the Morrow Student Design Competition. We are grateful to Langhorne for its generosity and for selecting the Flower Show as the venue to reveal its Conservation Collection."

The theme of the 2013 PHS Philadelphia Flower Show is "Brilliant!", a celebration of the British genius for garden, floral and landscape design. The show runs March 2-10 at the Pennsylvania Convention Center. It is rumored that the Queen may even make a special appearance at the mill.

Langhorne Carpet is a charter member of the United Kingdom's *Campaign for Wool* and major user of British wool. Besides displaying the *Willow* pattern at the Show, it will be showcasing the global importance of the timeless and treasured textile, and offering for sale an affordable limited edition floral trivet and "*Carpets of Caring*" decorative fabric art works.

Ms. Percontino, a Crafts Senior from Hoboken, New Jersey, said, "The vibrant energy of last year's Flower Show was inspiring. Winning the Morrow Design

Competition and being part of the Show is an incredible experience.”

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Langhorne Carpet Company: *The Foundation of Fine Interiors*

Langhorne Carpet Company artisans meticulously weave America's most luxurious and cherished Wilton carpet from the finest wools. Established in 1930, every Langhorne carpet - gracing grand rooms in renowned residences and landmarks worldwide - is a labor of love deftly defined by unequalled quality and superior craftsmanship.

Contacts:

Josh Peskin (for Langhorne)
josh@idadvisors.com
267.218.5530

Alan Jaffe (PHS)
ajaffe@pennhort.org
215.988.8833

Paul Healy (University of the Arts)
phealy@uarts.edu
215.717.6161