

# LANGHORNE CARPET COMPANY

“The Foundation of Fine Interiors”

## NEWS RELEASE

### **HISTORIC LANGHORNE CARPET COMPANY WEAVES ITS 80<sup>TH</sup> ANNIVERSARY CELEBRATION AND BENEFITS HABITAT FOR HUMANITY OF BUCKS COUNTY**

PENNDDEL, PA (November 8, 2010) – Langhorne Carpet Company, America’s most revered name in authentic Wilton carpet woven from the finest wool on earth, is marking its 80<sup>th</sup> anniversary by crafting a limited edition “*Tree of Life*” tapestry designed by Alex Papachristidis to benefit Habitat for Humanity of Bucks County.

William and Winnifred Morrow, the brother-and-sister leadership team who carry on eight decades of family tradition in tending to every meticulous detail of the world-renowned carpet-maker, are proud of the company’s Pennsylvania roots and of its support for community-based revitalization organizations exemplified by the work of Habitat for Humanity of Bucks County.

“We are best known for transforming the finest British and New Zealand wool in the world into the most luxurious Wilton-loomed carpet that is the foundation of any elegant interior,” explains, Bill Morrow, Langhorne’s President. “Styles and tastes change, but one thing remains constant – our incomparable craftsmanship that distinguishes a Langhorne carpet.”

The Morrows, along with their sister Letitia Ruderman (a member of the Board of Directors) and mother, Winnifred (a Board member and active design consultant), decided that a fitting way to celebrate 80 years of leadership in fine carpet-making was to recognize their exceptional team of employees and engage the greater Bucks County community by partnering with the local chapter of Habitat for Humanity.

“Langhorne carpets are truly the foundation of fine interiors and can be found in the White House, Independence Hall, and numerous state houses and landmark private residences around the nation and world,” said sister Winnifred, Executive Vice President. “And now we’re proud that our carpet will for the first time be in local Habitat for Humanity homes.”

Langhorne is also producing a limited edition “*Tree of Life*” tapestry designed by renowned Manhattan-based interior decorator Alex Papachristidis, which will memorialize the 80th anniversary celebration.

Woven on Langhorne's looms, the commemorative will be available to the public through the company's website [www.langhornecarpets.com](http://www.langhornecarpets.com) and direct from the mill. All the profits will be donated to Habitat for Humanity of Bucks County.

"I am honored to be part of Langhorne's milestone anniversary celebration and to support the incredibly important work of Habitat for Humanity," Papachristidis said from his design studio. "I'm particularly proud of my *"Tree of Life"* especially designed for this project. Weaving a great community-based organization with an unrivaled company is a magical combination."

Linda Andrews, Executive Director of Habitat Bucks, said, "We are thrilled with the relationship with Langhorne, a great American company that recognizes how satisfying it is to share success with your neighbors. Habitat's work is much like the weaving of this finely crafted carpet. It requires the deliberate integration of many threads to achieve its mission."

**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.*

**Habitat for Humanity of Bucks County**

*Habitat for Humanity of Bucks County was first incorporated December 1, 1990 as the 535th affiliate of Habitat for Humanity International. Its first groundbreaking took place in Bristol in May 1993; the first home was dedicated in June 1994. To date, Habitat has worked with 196 members of our community, providing a hand-up to homeownership! For more information, visit [www.habitatbucks.org](http://www.habitatbucks.org).*

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