



ELEGANT CARPET



## CASE STUDY

**Project Name:** Hampton Inn **Project Location:** Riverton, Wyoming **Design Firm:** Baker Design Associates, Inc.  
**Product Specified:** Infinity Custom Design **Total Amount:** 1,300 yards

### **B CARPET IS ROOT OF UNIQUE DESIGNS FOR WYOMING HAMPTON INN**

*Sometimes an entire design branches out from just one element in a hospitality space. In the case of the Hampton Inn in Riverton, Wyoming, that inspiration came from a unique carpet design by B Carpet.*

"For me the carpet is usually the first design element in a space," explains Claudia Baker, whose firm created the interior design for this Hampton Inn. "Everything else works off the carpet. The color accents in the carpet indicate where to go with the rest of the design. For this project, the branch pattern used in the carpet was even carried through to the lighting in the hotel."

The custom-designed Infinity product from B Carpet (formerly Burtco Enterprises) was used in all the corridors and public areas of the Hampton Inn. The carpet was also used as an area rug in front of the registration desk. A total of about 1,300 yards of this carpet was installed in the hotel, which opened in February 2010. "The carpet installation was a real success," says Project Manager Bruce Wagner. "We were extremely happy with the end-product, as was Hilton Corporation."

**B CREATIVE.** *Over 30 years of custom carpets.*

The carpet definitely makes the room at this Hampton Inn. "When the team from Hilton Corporation inspected the facility during their final walk-through, the carpet was the first thing they noticed," says Baker. "They were so pleased with this project that they gave it a 93 percent approval mark, which is almost unheard of."

The designer at B Carpet worked closely with Baker, enabling the team to create a truly exceptional design. "When I first saw the samples, I was really impressed," says Baker. "The design came out even better than I had imagined."


What made this carpet so unusual was that the field was tufted together with the border. And a combination of cut and loop piles were used to create a unique effect with the colors in the carpet, making it appear to have many different colors with tremendous shade variations.

"We knew we wanted to specify B Carpet's Infinity collection for this project, especially since its reasonable price helped with our tight budget," says Baker. "However, we were limited on the number of colors we could include."

"So we were extremely creative and managed to achieve a look that appears to be more than just two colors. The use of the cut and loop also created depth and shadows that make the branches in the design seem to be three-dimensional."

Not only did the carpet look great, but it also met Hilton's stringent list of requirements. Most importantly, it had to be made of 100 percent solution-dyed nylon. Hilton stipulates this



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specification since it allows the carpet to withstand most anything, including bleach solutions and exposure to sunlight. Its superior colorfastness, which is built into the fiber, as well as its heavier 36-ounce weight, make the carpet a real over-achiever. It offers the performance of a high-end product, but at a fraction of the cost.

So even years from now, after thousands of guests have set foot in Riverton's Hampton Inn, the carpet will continue to be a beautiful design element. One that led to the creation of an entire space that reflects the stunning scenery of the valley and mountains outside – while still appealing to the practical demands of the hotel.