

For Immediate Release

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## Capel's Ombre Rug Collection Receives Magnificent Carpet Award



[Ombre](#) in Sky

Atlanta - Capel Rugs' [Ombre](#) collection was among this year's winners of the Magnificent Carpet Awards, presented Jan. 15 at a gala dinner for rug industry leaders in AmericasMart during the Atlanta International Rug Market.

Created in partnership with renowned textile designer Kevin O'Brien, Ombre won the power loomed category for rugs in the \$400.01 to \$1,000 price range. The collection has garnered much recognition from buyers and the media since its debut at the October 2010 International Home Furnishings Market in High Point.

"Ombre exemplifies Capel's New Style Point of View by combining authentic craftsmanship with innovative color, resulting in a truly gorgeous braided rug," said Tami Watras, director of merchandising for Capel Rugs. "Braids

are where it all began for us 94 years ago. We put our heart and soul into every rug we create and we're thrilled that our colleagues in the industry have recognized that."

"We're thinking outside the box with our designs and with our marketing efforts," said Allen Robertson, Capel Rugs' vice president of sales. "The amazing response we've received for our new collections, including this award, make us optimistic about our business in 2011."

Winners of the America's Magnificent Carpet Award are chosen by a team of acclaimed designers and industry tastemakers.



Allen Robertson (center) accepts America's Magnificent Carpet Award from Kevin Malkiewicz (left) and Chas Sydney (right) of AmericasMart.

### About Capel Rugs

Capel, Inc. is based in Troy, N.C., where the company does the spinning, dyeing, weaving, braiding and sewing for Capel's American Original™ braided rugs. From original [braided rugs](#) and the finest [hand-knotted rugs](#) to innovative [outdoor](#) and [kids rugs](#),

Capel offers more rugs in more categories than any other rug company. Capel rugs are sold through independent retailers, catalogs and designer showrooms in High Point, N.C., Atlanta, Las Vegas and San Francisco.

To see more from Capel Rugs' program of more than 10,000 unique designs, visit [CapelRugs.com](http://CapelRugs.com).

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