

# Rugs

Collection Brochure



Second Edition

ShawContract®



# Pride of Place

When we are proud of something, we revere it with a heightened level of esteem. We may give pride of place to something special in our lives, or we may take pride in our work or personal endeavors. To do so, we need to identify and recognize our core values articulated in the things we love and the tasks we accomplish, and how those values are shaped and shared by those around us. Design translates these beliefs into spaces that foster a sense of togetherness — where we feel understood and enriched by how we live, work, and play.

No detail is too small in demonstrating these values — the whole is greater than the sum of its parts. Which is why, as priorities and demands shift rapidly in the world, it's more important than ever to maintain a recognizable, human foundation to ground us in the spaces in which we feel proud to inhabit.

This foundation begins with Shaw Contract's rugs — commercial grade soft flooring designed to be shipped quickly and effortlessly installed without any additional accessories. We developed this platform to easily help you create spaces that encourage collaboration, radiate warmth, and deliver a lasting impression. Shaw Contract creates flooring solutions that lend an air of intimacy and acoustic protection, with multiple sizes and shapes to create a sense of place wherever you may find yourself.

## A sound choice

Diverse spaces require diverse solutions. As a total flooring solutions provider, Shaw Contract offers a wide range of products including hardwood, resilient, broadloom, carpet tile, rugs and accessories. Layer them together to create a holistic experience for you and your clients that offers performance and aesthetic appeal.

Our rugs offer the proven durability you expect from a commercial manufacturer. Available as an area rug, broadloom or an inset broadloom rug, this new standard offering provides a custom look within a 4-6 week lead time.

Carefully chosen interior materials help you design an acoustic experience that encourages positive emotional and physical responses in the built environment. As you layer in carpet with our hard surface, acoustics improve and sound absorption rises. An area rug can create a 40% increase in sound absorption over polished concrete alone.

## Instant installation

Installation is as simple as rolling out the rug. No accessories are needed; each of our rugs is designed and manufactured with attached non-skid backing and a serged or hidden edge. And to ensure long-term appearance retention and protection against pilling and fuzzing, we make our rugs from 100% recyclable nylon.

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### Ordering

For additional information and online orders please visit [shawcontract.com/rugs](http://shawcontract.com/rugs).

For bulk order inquiries contact your Account Manager.

To find your local Account Manager please visit [shawcontract.com](http://shawcontract.com).

Contact Customer Service at 1-800-257-7429 to place your rug order, only available in the US and Canada.



# West Elm + Shaw Contract

West Elm + Shaw Contract brings West Elm style to commercial interiors. Their singular design sense is grounded in the unique performance and sustainability of Shaw Contract. At once architectural and dynamic, tumbling shapes and bold patterns are activated by playful perspectives and gestural loops. Each rug signifies the West Elm mid-century modern design and handwoven aesthetic. Each is completely at home in the human-centric workplace—wherever that may be. We were challenged and inspired to innovate materials and techniques that embody that design as they recreate the look and feel of handcrafted rugs.

LEFT: STONE 8x10 FT RUG G273R IN PEBBLE 55111

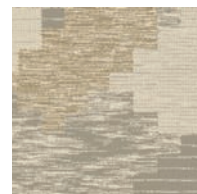
# Colca

by West Elm + Shaw Contract

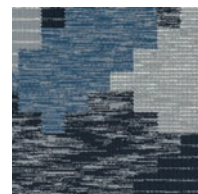
A playful take on color blocking. An energetic geometric pattern in earthy hues enlivens your space as it grounds it.



Colorways



RETREAT 53100



ESCAPE 53500



IMMERSE 53518

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G280R	G284R
8×10 FT	G281R	G285R
12×15 FT	G282R	G286R
11 FT CIRCLE	G283R	G287R

12 FT BROADLOOM 5A353

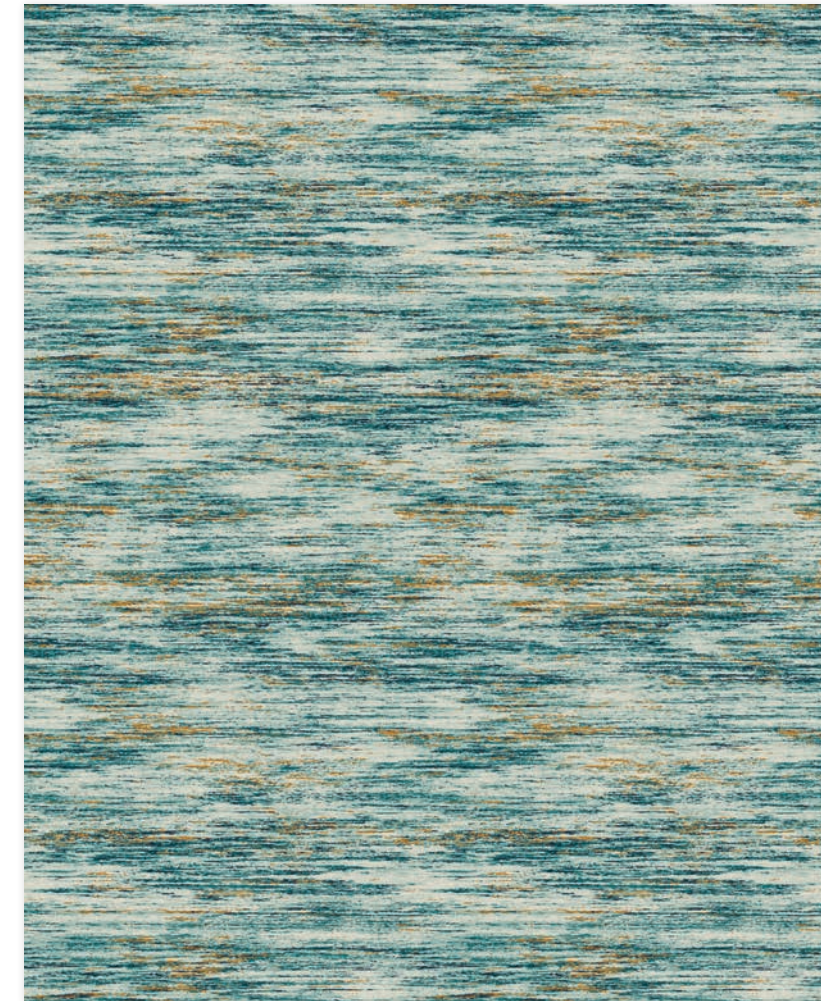




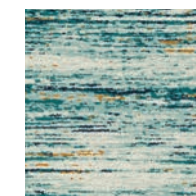
# Verve

by West Elm + Shaw Contract

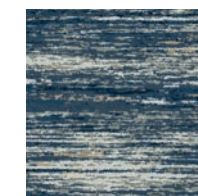
A dynamic wash of color, blurring the lines between color and stripes, energy and calm, home and away.



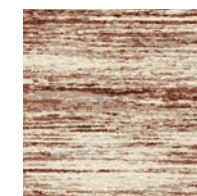
Colorways



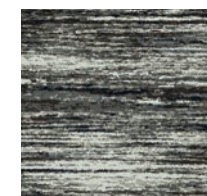
VIBRANCE 52327



BRIO 52485



FLAIR 52675



FERVOR 52761

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G240R	G244R
8×10 FT	G241R	G245R
12×15 FT	G242R	G246R
11 FT CIRCLE	G243R	G247R

12 FT BROADLOOM 5A352

# Stone

by West Elm + Shaw Contract

Gridded lines amp up a plush, textured background. As subtle as a solid. The versatility that work demands. The stability of home.



Colorways



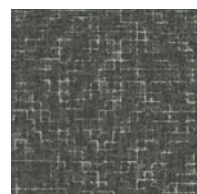
MARBLE 55100



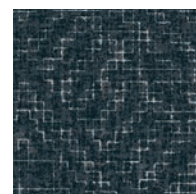
GRANITE 55105



PEBBLE 55111



SLATE 55518



GRAPHITE 55580

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G272R	G276R
8×10 FT	G273R	G277R
12×15 FT	G274R	G278R
11 FT CIRCLE	G275R	G279R

12 FT BROADLOOM 5A355





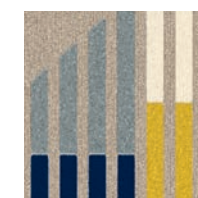
# Kista

by West Elm + Shaw Contract

Bold, simple lines; light neutral colors; zero clutter. This clean and modern design takes a page from Scandinavian minimalism.



Colorways



GRAPHIC 54485



ARTISANAL 54518

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G288R	G292R
8×10 FT	G289R	G293R
12×15 FT	G290R	G294R
11 FT CIRCLE	G291R	G295R

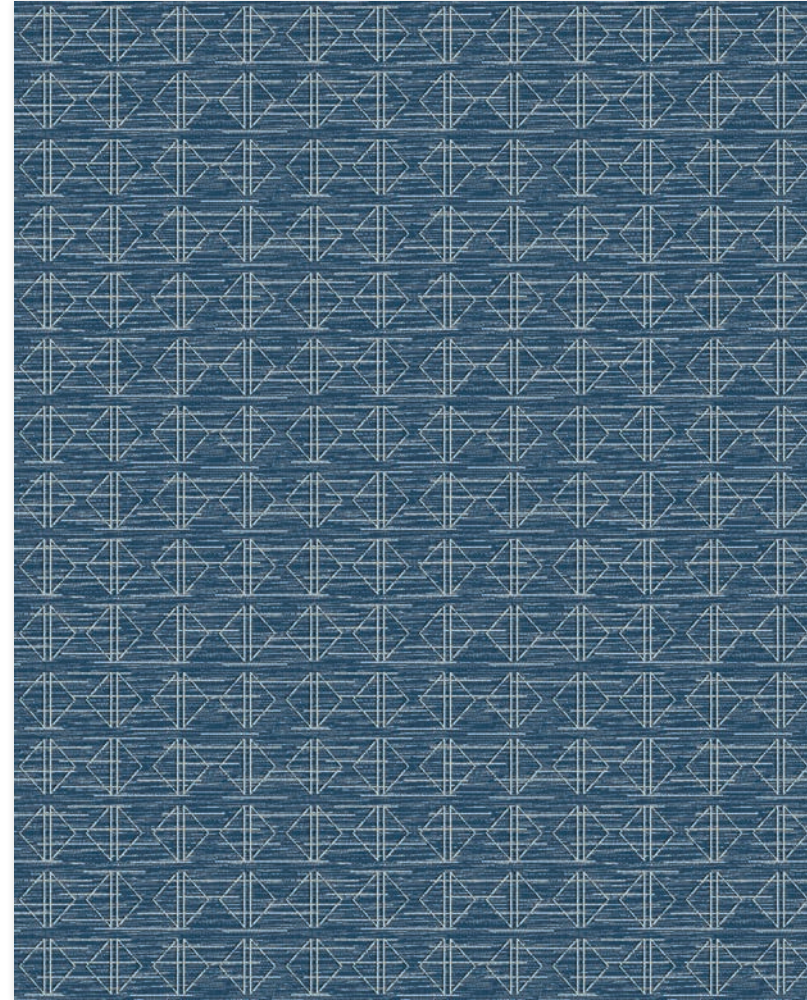
12 FT BROADLOOM 5A354



# Diamonds

by West Elm + Shaw Contract

Subtle yet sharp diamond pattern conveys stability, minimalism and bold optimism. Tailored geometry; warm tactility.



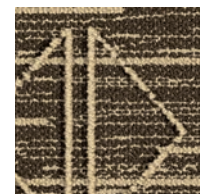
Colorways



SISAL 58111



DENIM 58485



SHADOW 58761

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G264R	G268R
8×10 FT	G265R	G269R
12×15 FT	G266R	G270R
11 FT CIRCLE	G267R	G271R

12 FT BROADLOOM 5A358





# Shale

by West Elm + Shaw Contract

Balanced striations of dark and light neutrals reflect the varied layers and tempos of the places we work.



Colorways



SANDSTONE 57111



MINERAL 57535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G248R	G252R
8×10 FT	G249R	G253R
12×15 FT	G250R	G254R
11 FT CIRCLE	G251R	G255R

12 FT BROADLOOM 5A357

# Flame

by West Elm + Shaw Contract

Vibrant colors and abstract organic strokes fuel your creativity as they embolden your space.



Colorways



EXPRESSION 56675

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G256R	G260R
8×10 FT	G257R	G261R
12×15 FT	G258R	G262R
11 FT CIRCLE	G259R	G263R

12 FT BROADLOOM 5A356





# Graphic

The Graphic collection is designed with an architectural sensibility. The tumbling shapes and bold patterns that form the designs for this collection are activated by playful devices like forced perspective, gestural loops that recall the hand of a draftsman, and photorealism that captures dramatic floral arrangements.



# Archway

by Adriana Jaroslavsky

An assemblage of staggered colonnades and archways create an illusionistic sense of depth and perspective. This pattern is inspired by the facades of architect Antoni Gaudí's captivating Paris apartment building, which are comprised of arches of varying widths and heights.



Colorways



SKETCH 70675



MURAL 70406

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G060R	G143R
8×10 FT	G061R	G144R
12×15 FT	G062R	G145R

12 FT BROADLOOM 5A270

# Pathway

by Adriana Jaroslavsky

Like a secret garden, this geometric pattern is designed to represent meandering paths, staircases, and spaces of mystery. It is inspired by architecture and how a space can have a deep impact or reflect and inspire one's mood and wellbeing.



Colorways



MURAL 71406



SKETCH 71675

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G063R	G146R
8×10 FT	G064R	G147R
12×15 FT	G065R	G148R

12 FT BROADLOOM 5A271





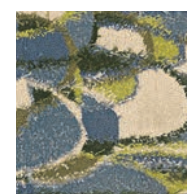
# Drip

by Trish Andersen

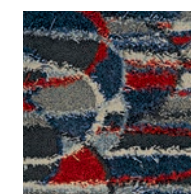
Overlapping and intersecting loops form unexpected shapes and color fields in this pattern, which is inspired by motion, movement, and interconnectivity.



Colorways



LUSH 72325



VIBRANT 72585

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G066R	G149R
8×10 FT	G067R	G150R
12×15 FT	G068R	G151R
11×11 FT	G069R	G204R
CIRCLE		

12 FT BROADLOOM 5A272

\*Broadloom is recommended for areas with light to moderate traffic.

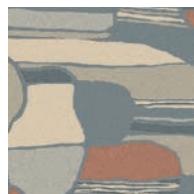
# Layered

by Trish Andersen

Organic forms and beguiling shapes are layered atop one another in an arrangement that celebrates how the mixture of color and form can forge a strong, visual statement.



Colorways



CALM 82100



BALANCED 82485

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G104R	G152R
8×10 FT	G105R	G153R
12×15 FT	G106R	G154R
11×11 FT CIRCLE	G107R	G205R

12 FT BROADLOOM 5A282





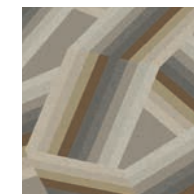


# Ribbons

Tessellating rhomboids, squares, and rectangles of various sizes and colors form a mesmerizing pattern that immerses as much as it delights.



Colorways



SHINE 66155

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G044R	G119R
8×10 FT	G045R	G120R
12×15 FT	G046R	G121R
11×11 FT CIRCLE	G047R	G198R

12 FT BROADLOOM 5A266

\*Broadloom is recommended for areas with light to moderate traffic.

# Succulents

The lush texture and vibrant colors of succulents create the depth and dimension of this photorealistic rug. Captured by the lens and translated in carpet, this piece brings clarity, detail, depth and perspective to the floor.



Colorways



VERDANT 87335

SIZE	SERGED EDGE
6×9 FT	G085R
8×10 FT	G086R
12×15 FT	G087R
11×11 FT CIRCLE	G088R



An aerial photograph of a modern building with a curved, metallic facade. The building's structure is composed of numerous vertical, parallel lines that create a complex, geometric pattern. The building is set against a background of a dense, green forest. The overall aesthetic is one of organic, flowing geometry.

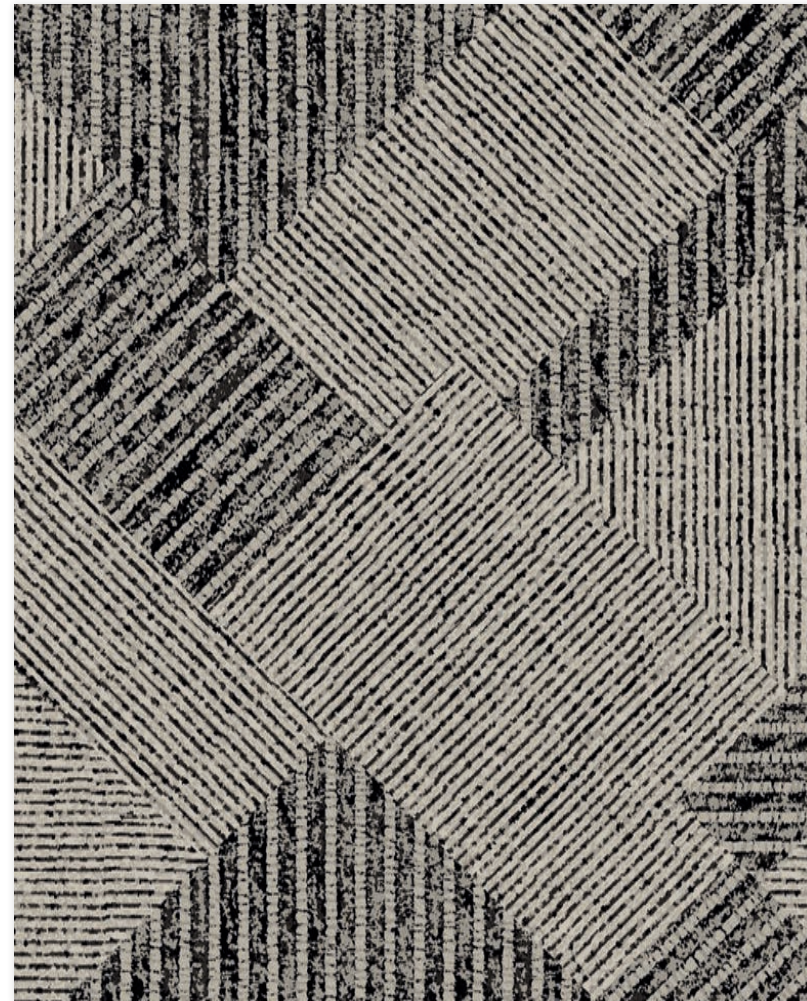
# Geometric

The quiet power of the Geometric collection can be felt in the textures generated by the intersection of lines and shapes. Intricate and unexpected patterns emerge from the designers' meditative repetition and concentration, keeping one's eye moving across each rug's surface.

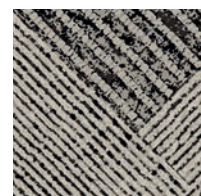
LEFT: JOIN 12×15 FT RUG G043R IN SMOKE 68500

# Join

The repetition of lines form shapes that intersect with one another in soft painterly edges, celebrating a fusion of textures and large-scale geometry.



Colorways



SMOKE 68500

SIZE	SERGED EDGE	HIDDEN EDGE
6x9 FT	G041R	G125R
8x10 FT	G042R	G126R
12x15 FT	G043R	G127R
11x11 FT	G225R	G226R

CIRCLE

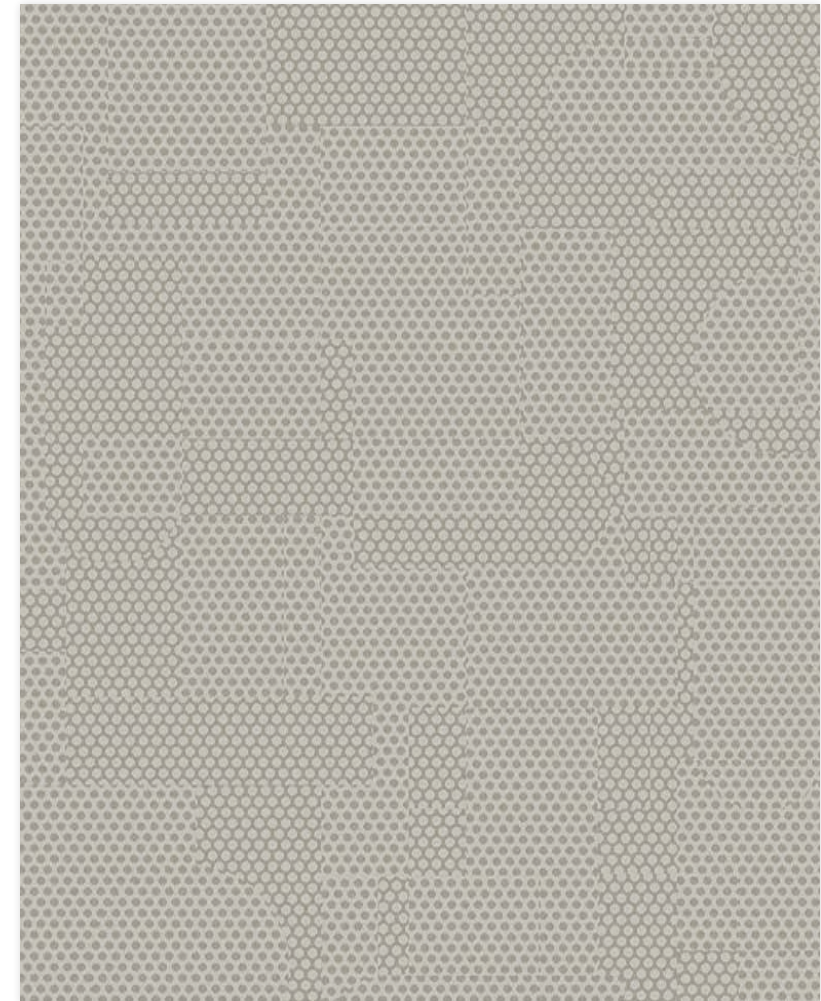
12 FT BROADLOOM 5A268





## Dots

The repetition and intersection of circles recalls patterns from pop art halftones and the positive and negative space created by these playful, yet complex forms.



Colorways



MORPH 76530



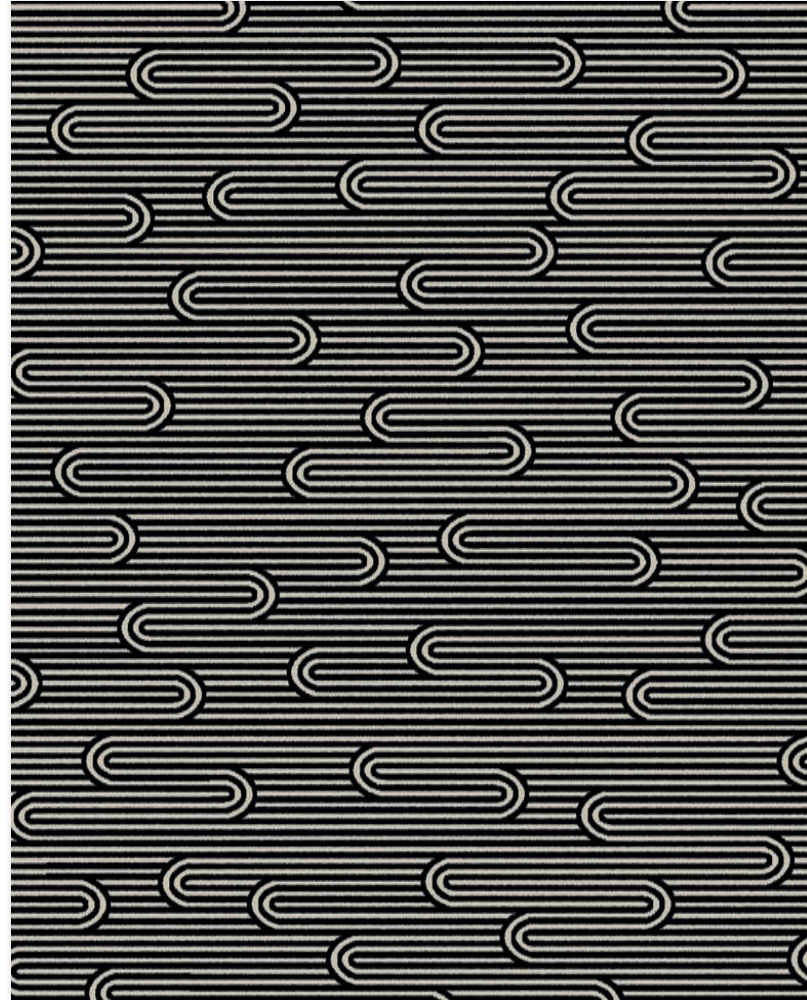
TRANSFORM  
76535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G052R	G167R
8×10 FT	G053R	G168R
12×15 FT	G054R	G169R
11×11 FT CIRCLE	G055R	G210R

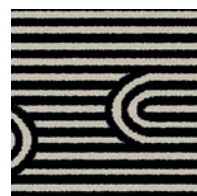
12 FT BROADLOOM 5A276

# Swerve

Art Deco-inspired lines drop, shift and switch back in unpredictable trajectories, much like the twists of a roller coaster.



Colorways



HIGH 75500



LOW 75508

SIZE	SERGED EDGE	HIDDEN EDGE
6x9 FT	G048R	G164R
8x10 FT	G049R	G165R
12x15 FT	G050R	G166R
11x11 FT CIRCLE	G051R	G209R

12 FT BROADLOOM 5A275



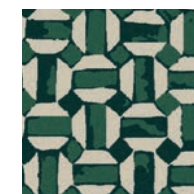


# Mosaic

This pattern playfully embeds rectangles within circles, tumbling at regular intervals across the rug. Its charmingly uneven executions reflect the handpainted craftsmanship and patina of tiles.



Colorways



PAINTED 65375

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G021R	G116R
8×10 FT	G022R	G117R
12×15 FT	G023R	G118R
11×11 FT CIRCLE	G024R	G197R

12 FT BROADLOOM 5A265

# Motif

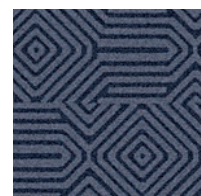
This pattern pays homage to the nubby texture of pebble weave rugs handmade by artisans in India.



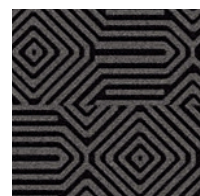
Colorways



RITUAL 79530



ATTITUDE 79409



BELIEF 79535

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G037R	G176R
8×10 FT	G038R	G177R
12×15 FT	G039R	G178R
11×11 FT CIRCLE	G040R	G213R

12 FT BROADLOOM 5A279







## Sacred

Kaleidoscopic in its arrangement, this pattern takes the symbolism inscribed by sacred geometry and creates a system of rhythmic interlocking rhomboids and triangles.



Colorways



DIVINE 74144



REVERE 74760

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G033R	G161R
8×10 FT	G034R	G162R
12×15 FT	G035R	G163R
11×11 FT CIRCLE	G036R	G208R

12 FT BROADLOOM 5A274

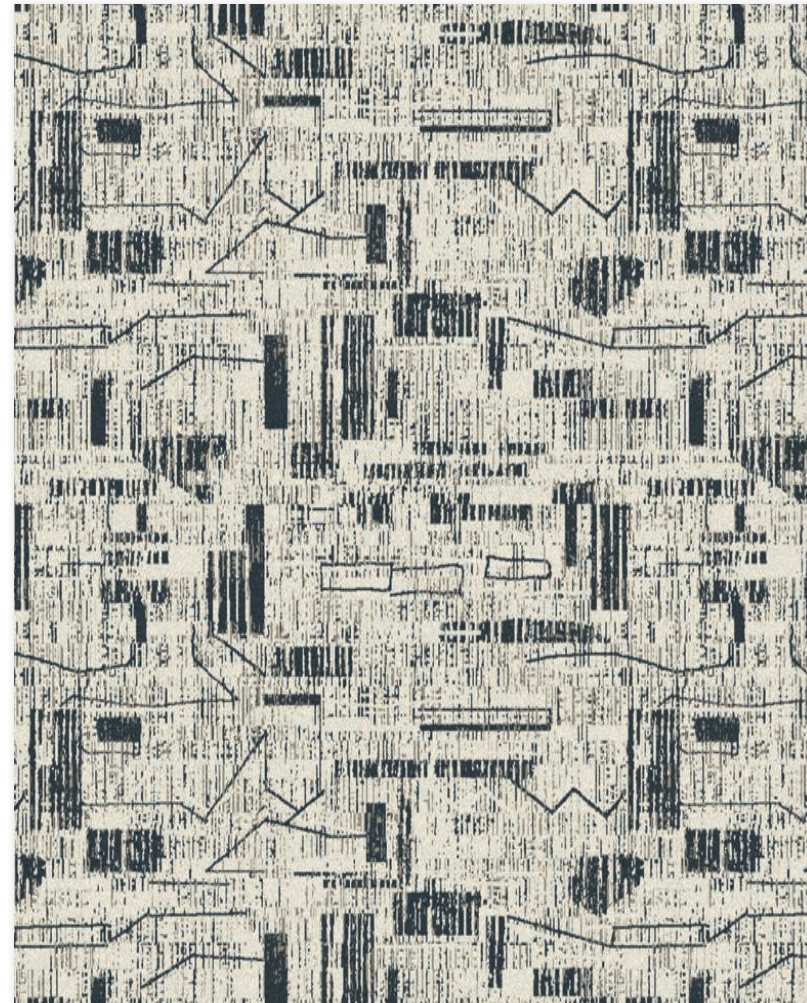


# Abstract

Imagination fuels the patterns within the Abstract collection, which is largely inspired by Shaw Contract's designers' visit to Morocco. Amorphous shapes are connected and intersected by circuitous lines that create an illusionistic sense of depth and intrigue, ultimately adding a layer of sophistication to any space.

# Embrace

The playful assemblage of shapes and lines appear to shift and animate with the striations created by the linear variations in color and texture.



Colorways



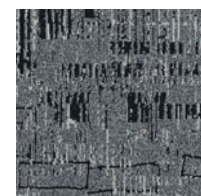
HIGH ATLAS  
01100



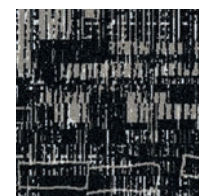
TRADITION 01105



BERBER 01555



MARRAKESH  
01580



SKOURA 01500

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G000R	G233R
8×10 FT	G001R	G234R
12×15 FT	G002R	G235R
11×11 FT	G095R	G222R
CIRCLE		

12 FT BROADLOOM 5A259





# Atlas

The surrounding landscape of the Atlas Mountains in Morocco inspired the abstracted motifs within the Atlas pattern. This rug design is punctuated by spontaneous, free-flowing color typically found in patterns from weaving cooperatives located within the region.



Colorways



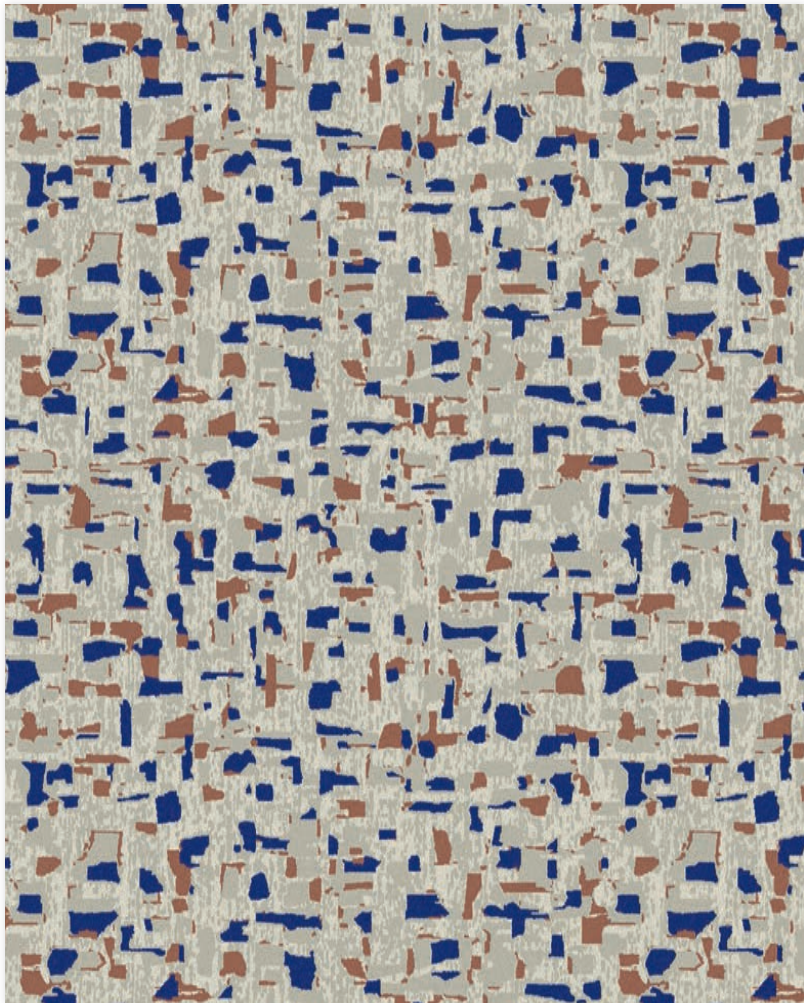
EMPATHY 67100

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G070R	G122R
8×10 FT	G071R	G123R
12×15 FT	G072R	G124R
11×11 FT CIRCLE	G073R	G199R

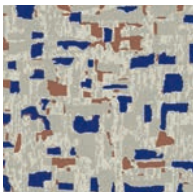
12 FT BROADLOOM 5A267

# Share

Bold pops of color are interspersed throughout a collage of abstract forms and shapes thoughtfully orchestrated with a nod to artisan pattern-making.



Colorways



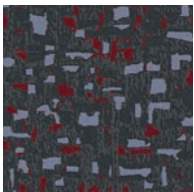
EMPATHY 01100



ENGAGE 01105



IDENTITY 01555



INCLUSIVE 01580



HARMONY 01500

SIZE	SERGED EDGE	HIDDEN EDGE
6x9 FT	G003R	G227R
8x10 FT	G004R	G228R
12x15 FT	G005R	G229R
11x11 FT CIRCLE	G094R	G220R

12 FT BROADLOOM 5A260



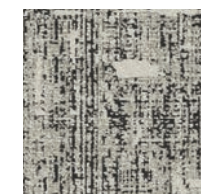


## Method

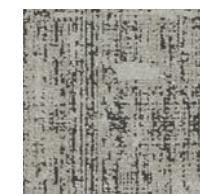
The design is inspired by the handwoven textures found within Morocco's souks. The beauty of hand weaving inspires this tapestry pattern with spontaneous moments of process, piecing together torn paper fragments and intricate materials to create a new textile.



Colorways



SLATE 77100



METALWORK  
77555

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G089R	G170R
8×10 FT	G090R	G171R
12×15 FT	G091R	G172R
11×11 FT CIRCLE	G092R	G211R

12 FT BROADLOOM 5A277



# Organic

Mother nature may seem unpredictable, but her wilds and ways are ultimately harmonized in the physical expressions of the natural environment. The Organic collection takes cues from floral and geological patterns to elevate and celebrate natural processes much larger than us.

LEFT: WATERFALL 8×10 FT RUG G030R IN LUSTER 69170

# Waterfall

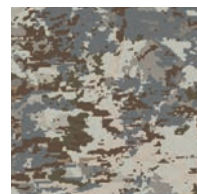
The majesty of waterfalls formed the inspiration for this pattern, which celebrates how light intersects and magnifies falling water. Light and shadow play across the surface in dabbled strokes of lustrous color, creating an impressionistic effect.



Colorways



LUSTER 69170



SHINE 69155

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G029R	G140R
8×10 FT	G030R	G141R
12×15 FT	G031R	G142R
11×11 FT CIRCLE	G032R	G203R

12 FT BROADLOOM 5A269







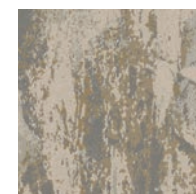
# Artist Palette

by Rockwell Group

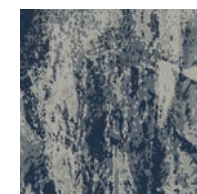
Inspired by the desert and all its beauty from the sand dunes to the flora and fauna that inhabit it. The shifting of color from light to dark, morning to night creates nature's Artist Palette.



Colorways



EARTH 83210



MIDNIGHT 83420

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G108R	G155R
8×10 FT	G109R	G156R
12×15 FT	G110R	G157R
11×11 FT CIRCLE	G111R	G206R

12 FT BROADLOOM 5A283

\*Broadloom is recommended for areas with light to moderate traffic.

# Striation

by Rockwell Group

This geological pattern illustrates how desert lights playing off red rocks can create inspirational moments and spaces in which we find a place of calm or retreat in the natural world.



Colorways



SIERRA 73675



STONE 73516

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G056R	G158R
8×10 FT	G057R	G159R
12×15 FT	G058R	G160R
11×11 FT CIRCLE	G059R	G207R

12 FT BROADLOOM 5A273



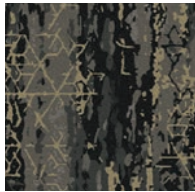


# Cascade

An unlikely harmony is created when smooth, matte surfaces are paired with metallic accents. This pattern incorporates references to the charts and diagrams that alchemists used to transform base metals into noble ones.



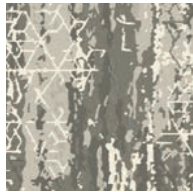
Colorways



MYSTERIOUS  
81555



DELICATE 81545



LUMINESCENT  
81100

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G100R	G182R
8×10 FT	G101R	G183R
12×15 FT	G102R	G184R
11×11 FT CIRCLE	G103R	G215R

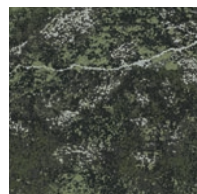
12 FT BROADLOOM 5A281

# Beyond

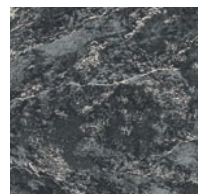
The act of peering from the window of an airplane or an elevated promontory allows one to see the landscape as tapestry. This pattern is reminiscent of these breathtaking macro landscapes and vistas and the heightened perspective they give us.



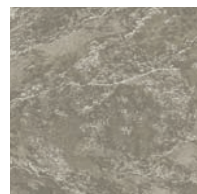
Colorways



MOSS 15326



RIDGE 15580



DUNE 15105

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G013R	G188R
8×10 FT	G014R	G189R
12×15 FT	G015R	G190R
11×11 FT	G016R	G217R
CIRCLE		

12 FT BROADLOOM 5A243



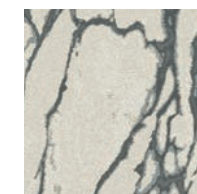


# Carrara

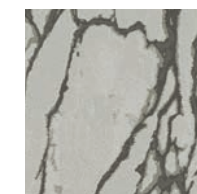
This pattern was designed to capture the form and striations of one of the world's most celebrated types of marble. Hand-drawn veining emulates the look of this luxurious stone, spontaneous in nature and etched into the plush pile.



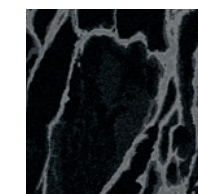
Colorways



PURE 80516



MINK 80515



JET 80500

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G025R	G179R
8×10 FT	G026R	G180R
12×15 FT	G027R	G181R
11×11 FT CIRCLE	G028R	G214R

12 FT BROADLOOM 5A280

# Fault

This subtle textural backdrop highlights the mesmerizing traces of geological sedimentation that one sees when rock is harvested from the earth and cut into slabs.



Colorways



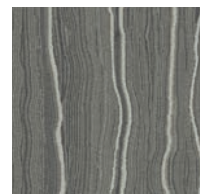
CARRARA SILVER  
20100



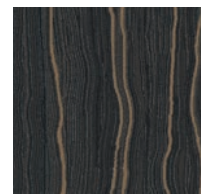
ALABASTER  
GOLD 20111



ELEMENT  
PLATINUM 20506



FORGE PLATINUM  
20518



CORNERSTONE  
COPPER 20555

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G009R	G230R
8×10 FT	G010R	G231R
12×15 FT	G011R	G232R
11×11 FT	G012R	G221R
CIRCLE		

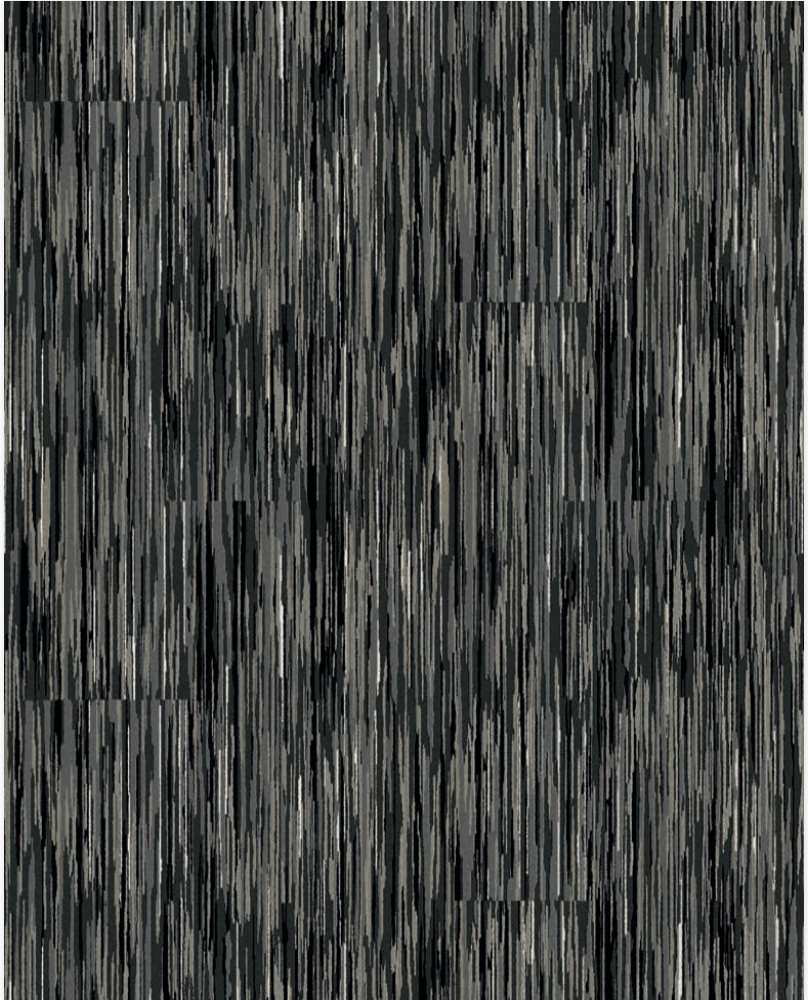
12 FT BROADLOOM 5A221



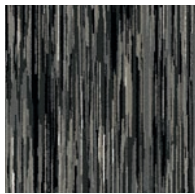


# Natural Selection

By referencing the feel and texture of weathered woods and the natural formation of a tree's protective bark, this pattern is designed to bring our natural environment indoors.



Colorways



KOA 79505



IROKO 79761



ALDER 79109

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G096R	G191R
8×10 FT	G097R	G192R
12×15 FT	G098R	G193R
11×11 FT CIRCLE	G099R	G218R

12 FT BROADLOOM 5A179



# Tradition

By calling upon centuries of various regional rug weaving practices and techniques, the Tradition collection takes familiar aesthetic tropes and devices and updates them. This collection reflects familiar patterns reminiscent of ikat and kilim weaving alongside oriental rug patterns.



# Heritage

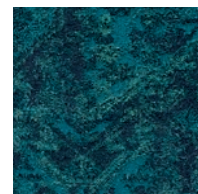
This design pays homage to artisan-crafted textiles, made by hand, through generations of tradition. Exaggerated textures and ornate flourishes are strung together in a patchwork aesthetic.



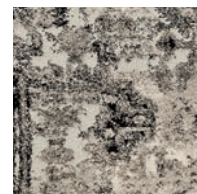
Colorways



ESTATE 78850



LEGACY 78323



ORIGIN 78156

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G017R	G173R
8×10 FT	G018R	G174R
12×15 FT	G019R	G175R
11×11 FT CIRCLE	G020R	G212R

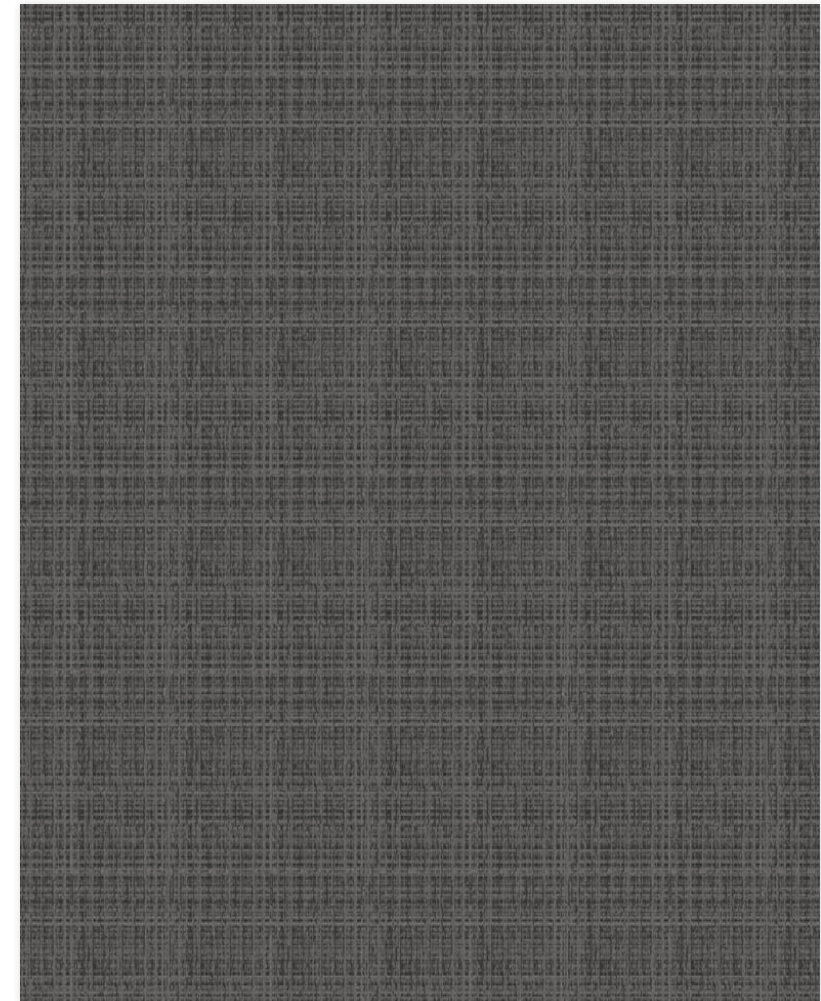
12 FT BROADLOOM 5A278\*



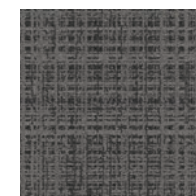


# Strata

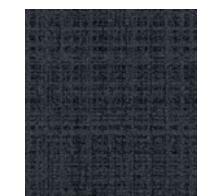
By emulating the feel of a tight weave, this pattern evokes an understated elegance that resembles the handicraft of expert rug makers.



Colorways



FORGE 20518



COLOSSAL  
20496



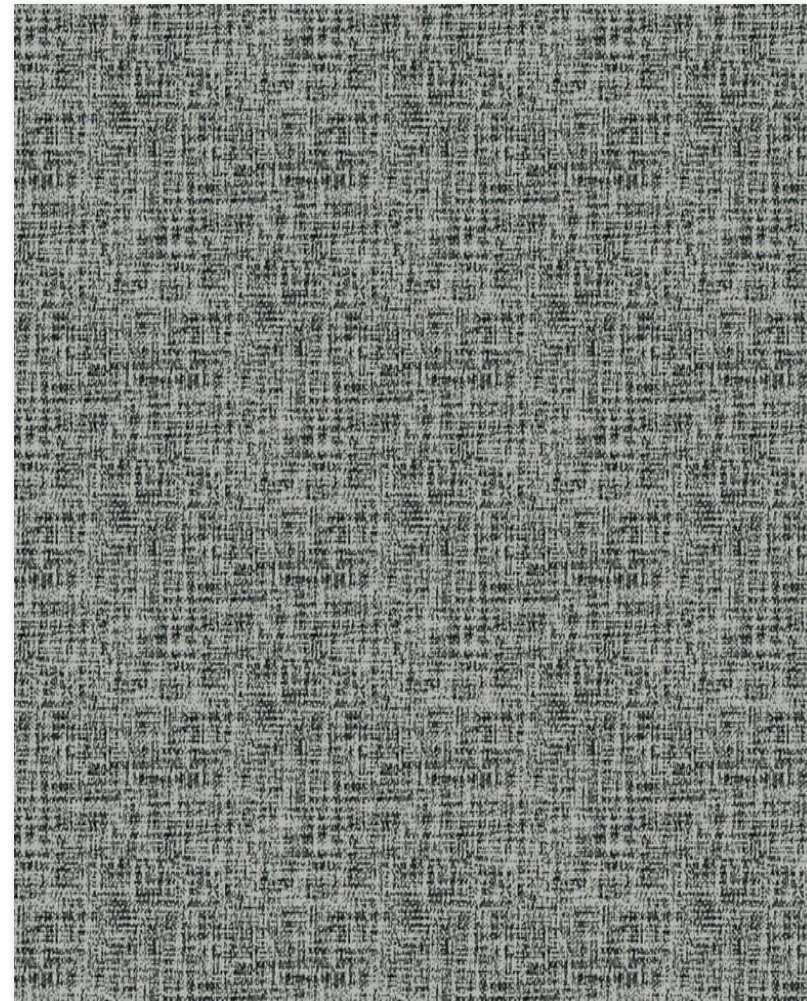
CARRARA 20100

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G112R	G194R
8×10 FT	G113R	G195R
12×15 FT	G114R	G196R
11×11 FT CIRCLE	G115R	G219R

12 FT BROADLOOM 5A220

# Textile

The warp and weft of fine loomed merino wool — comforting and secure, yet light and tensile, inspired this mesmerizing, refined pattern.



Colorways



MERINO 79500



COTTON 79515



SAFFRON 79210

SIZE	SERGED EDGE	HIDDEN EDGE
6×9 FT	G006R	G185R
8×10 FT	G007R	G186R
12×15 FT	G008R	G187R
11×11 FT	G093R	G216R
CIRCLE		

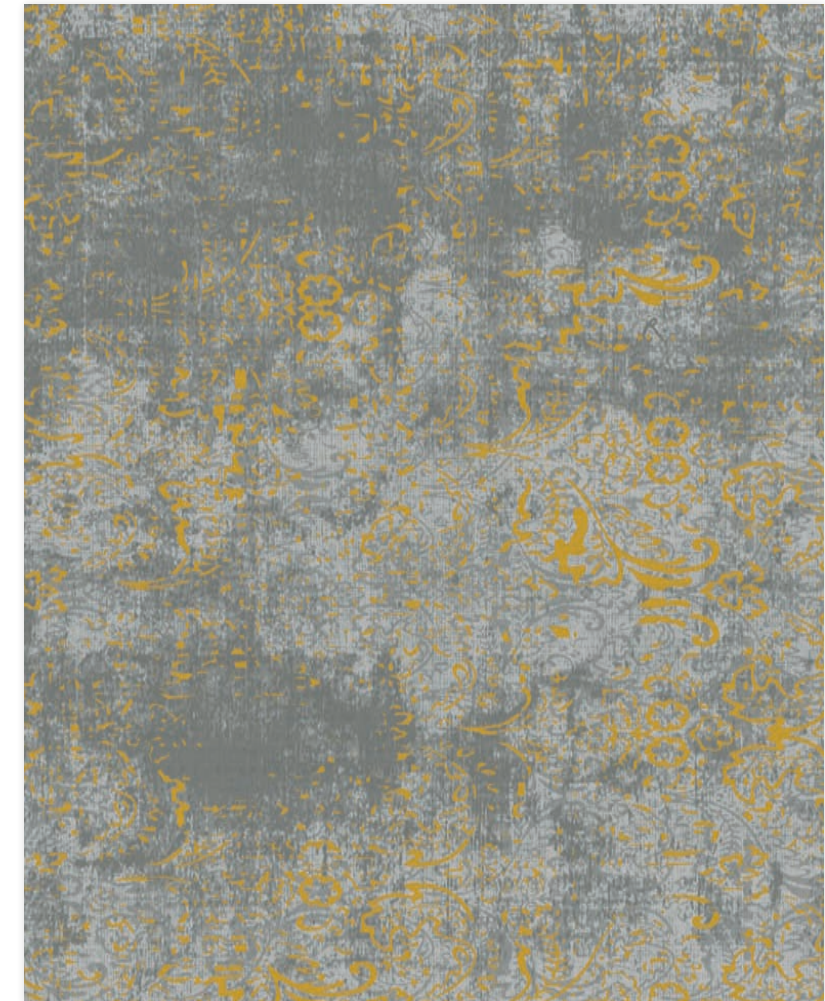
12 FT BROADLOOM 5A249



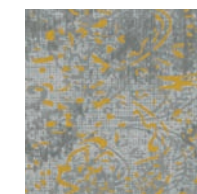


# Vintage

When precious heirloom textiles are collected and reused, their history and nobility shine through brightly. This pattern radiates the warmth and tactility of these heritage pieces by including whips and echoes of baroque designs overlaid with abstracted color washes.



Colorways



ANTIQUÉ 76536

SIZE	SERGED EDGE
6×9 FT	G074R
8×10 FT	G075R
12×15 FT	G076R
11×11 FT	G077R
CIRCLE	



# Painterly

The Painterly collection uses artful strokes and transparent layers to create a memorable atmosphere in spaces large and small. Stripes, overlapping cloud-like shapes, and graceful ribbons generate fantastical tableaux.

LEFT: DAPPLE 8×10 FT RUG G079R IN MOSS 80300



# Dapple

Drops of color flow and blend to create an interplay of unexpected organic shapes. This modern arrangement of fluid forms is reminiscent of pebbles shimmering underwater.



Colorways



MOSS 80300

SIZE	SERGED EDGE
6×9 FT	G078R
8×10 FT	G079R
12×15 FT	G080R
11×11 FT	G223R
CIRCLE	

# Watercolor

A wash of color reveals the beauty and artistry implied in the singular gesture of painting on a canvas. Taking both the concentration and freedom implied in watercolor, this pattern is inspired by the spontaneous nature and delicate hand of an artist's brushstrokes.



Colorways



MIDNIGHT 83473



MOONLIGHT  
83122

SIZE	SERGED EDGE
6×9 FT	G081R
8×10 FT	G082R
12×15 FT	G083R
11×11 FT CIRCLE	G084R



## Artistry through authorship

Shaw Contract seeks out and collaborates with established designers, both external and in-house, to create a considered selection of patterns to help businesses and organizations translate their values to their teams and visitors. By working with multiple designers, we bring together myriad creative perspectives and points of view — a variety of expressions that reflect the unique identities of our clients. The level of artistry in these designs is often seen in custom rugs, but we offer these elevated designs in a variety of standard sizes.

## Designer Profiles

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Cheryl Carpenter, VP of West Elm Work/Business

## West Elm + Shaw Contract

"We think the West Elm + Shaw Contract Collection will delight our customers and design partners by bringing together West Elm's signature residential look & feel with the contract grade quality and sustainability that Shaw Contract is known for."

"Our West Elm + Shaw Contract collaboration was born through a specific market need for contract grade rugs, broadloom and carpet tiles that incorporated our West Elm designs. The collaboration made sense as we share many of the same values, particularly around sustainability and design. The result has been a wonderful and collaborative partnership that leverages the vast expertise of Shaw Contract in the commercial space, along with West Elm's residential design sensibility."

**Designs:**  
Colca | Verve | Stone | Kista  
Diamonds | Shale | Flame



# Adriana Jaroslavsky

Adriana Jaroslavsky is a multidisciplinary designer originally from Venezuela who now works in London. She is inspired by the interaction of colors and spaces and through her designs, Jaroslavsky explores how these connections can elevate our senses. "I'm constantly in search of a way to generate feelings through my work," she says. Architecture and interior spaces hold a deep interest for Jaroslavsky, because, according to her: "It's inside of these very personal spaces that we create our stories—the narrative of our lives and feelings."

**Designs:**  
Archway | Pathway



"It's inside of these very personal spaces that we create our stories—the narrative of our lives and feelings."



# Trish Andersen

A native of Dalton, Georgia—a major rug manufacturing center—designer Trish Andersen was initially attracted to the process of rug tufting as a means to reconnect with and explore her roots. As a fine artist who "paints" with yarn, she's developed a signature style that embraces color and texture in bold strokes. "Sometimes I have a hard time not using *all* the colors," she confesses. In addition to her namesake rug line, Andersen works with private clients like VEVO and Coca-Cola. She currently lives and works in Savannah and Brooklyn.

**Designs:**  
Drip | Layered

"Sometimes I have a hard time not using *all* the colors."

# Rockwell Group

Rockwell Group is an interdisciplinary architecture and design firm that emphasizes innovation and thought leadership in every project. Based in New York with satellite offices in Los Angeles and Madrid, the 250-person firm merges performance and architecture to create a unique narrative for each project, ranging from restaurants and hotels, to theaters, cultural institutions, airport terminals, hospitals, festivals, museum exhibitions, products, and Broadway sets.

**Designs:**  
Artist Palette | Striation



"We're thrilled to introduce Artist Palette and Striation, our first area rugs for Shaw Contract. Both designs express the organic patterns, brilliant hues, and varied textures of the American Southwest and are a wonderful addition to the new Desert Lights collection."

# Shaw Contract Design Studio

The Shaw Contract design studio focuses on insights at the intersection of global micro and macro trends to drive our process. Our design studio is divided into four areas of specialization: Workplace, Community, Lifestyle and Global. Having specialized studios gives us the opportunity to concentrate on unique solutions for each market segment. The rug program is a collaboration between all studios for a wide range of designs. We realize that people's moods and attitudes are affected by their environment and design flooring to accommodate these personal spaces. The studio gathers inspiration from timeless sources, such as lifestyle trends, art and the natural environment, to inform designs.

Shaw Contract manufactures carpet, hardwood and resilient products globally that give foundation to space and support people within it. Our human-centered approach combines mind, hand and heart with the goal to make a Smarter Impact in all that we do. Ours is an optimistic agenda that places power for positive change in all our hands for people and planet. We're headquartered in Cartersville, Georgia with associates and showrooms all over the world.

"Rugs are a foundational piece that complete the built environment by adding character, warmth and acoustics."

## Resources

## Rugs, a fully finished product

Shaw Contract area rugs are finished standard with non-skid backing and a serged edge or hidden edge, with no order minimums. The 1-year edge warranty includes performance, specifically that the serged and hidden edges will not unravel or separate under normal traffic.



### Non-skid Backing

Our innovative non-skid rubber backing is PVC-free and comes standard on all rugs. The grip-finish backing provides comfort underfoot and increased sound absorption while holding the rug in place.



### Serged Edge Rugs

Serged edge rugs are finished with our Eco Solution Q® 100% solution-dyed nylon fiber which is continuously stitched around the edge of the rug for a consistent edge treatment. Serged edge colors have been carefully selected to complement each colorway. See [shawcontract.com](http://shawcontract.com) for more details.



### Hidden Edge Rugs

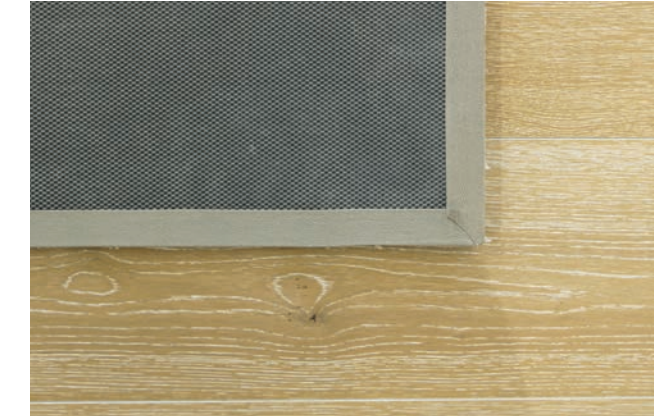
Hidden edge rugs are finished with a patent-pending edge that provides a clean, tailored look. Hidden edge finish is only available on Tufted Solution-Dyed Nylon Rugs, not Canvas-Dye Injection Rugs.

### Serged Edge



SERGED EDGE BACK

### Hidden Edge



HIDDEN EDGE BACK



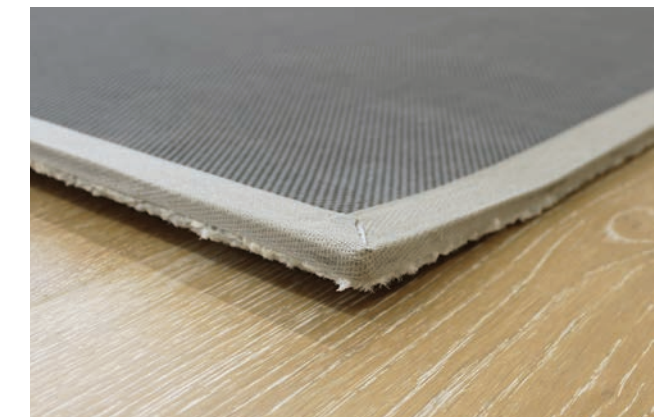
SERGED EDGE FRONT



HIDDEN EDGE FRONT



SERGED EDGE BACK

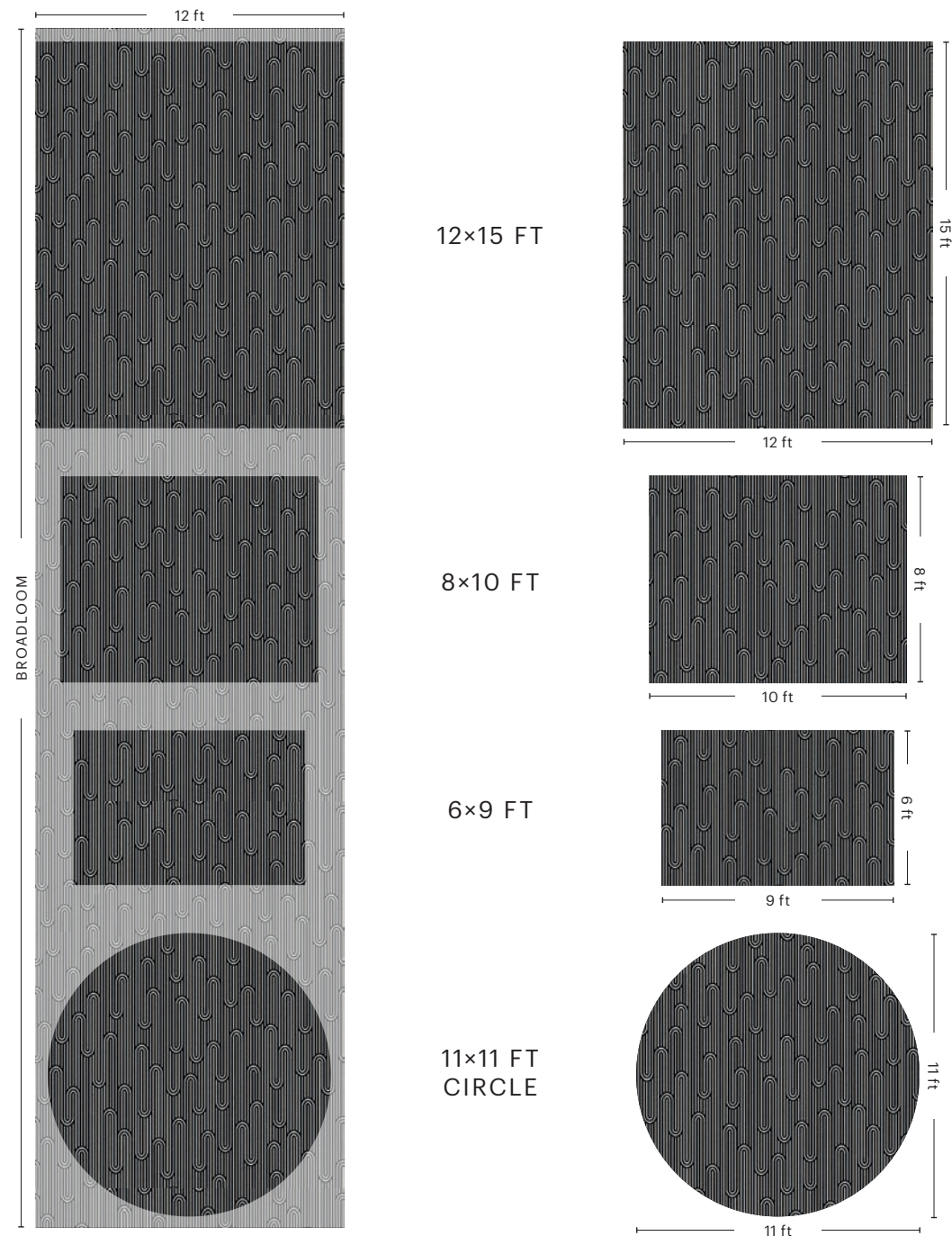


HIDDEN EDGE BACK

# Big ideas, broadloom

Because Shaw Contract Rugs are manufactured using broadloom, the composition of your rug will be unique to your order and will not exactly match the pattern as rendered in our catalog. Our designers create patterns to accommodate various offset cuts. In each rug, the repetition of shapes, colors, and lines maintain and extend a playful rhythm no matter where they end.

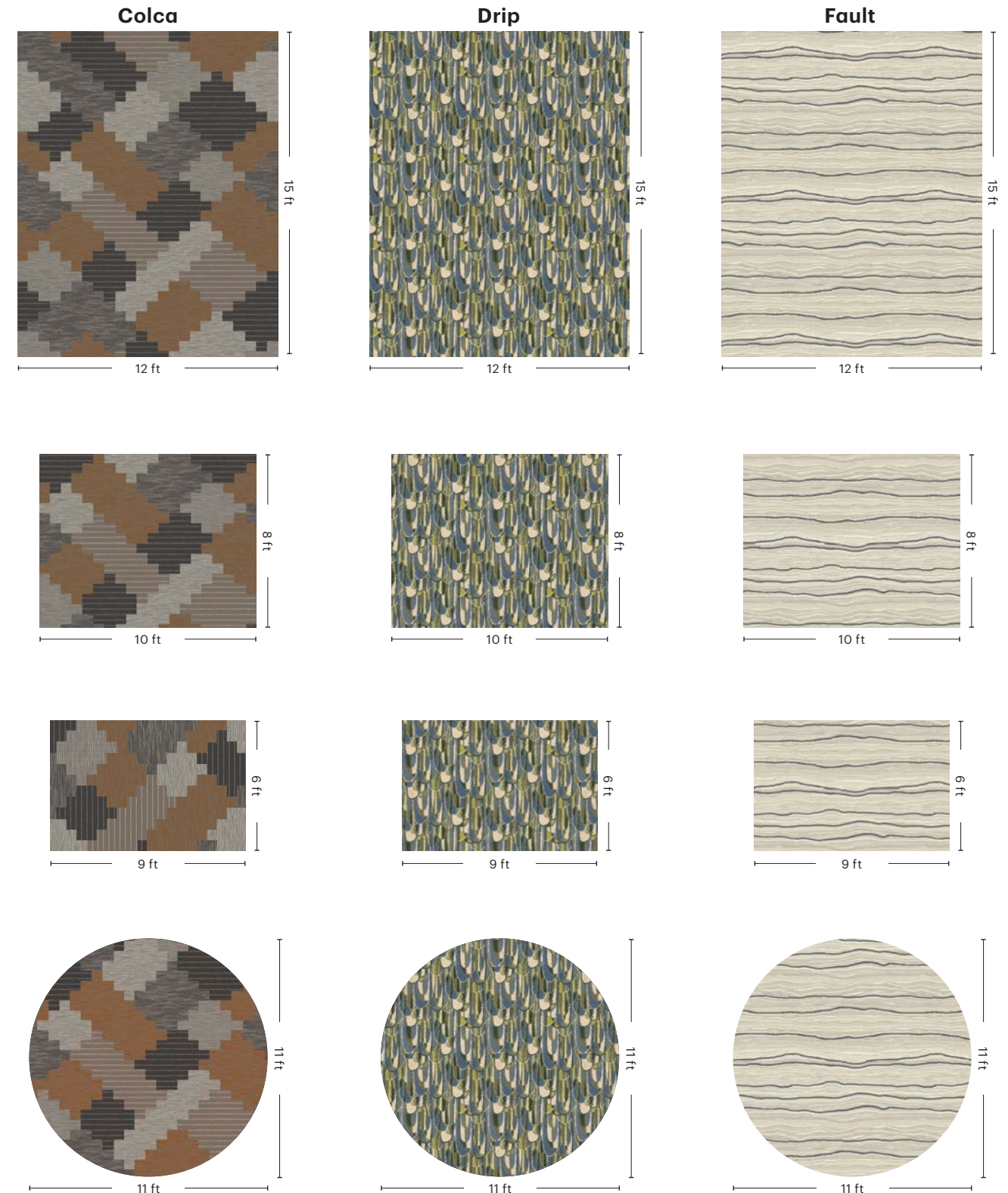
If you would like to customize the size or serged edge color of an existing style and colorway, there is no minimum order size required and it will be available within the same 4-6 week lead time. Contact your local Account Manager for more information.



DISPLAYED IN SWERVE

## Tufted Solution-Dyed Nylon Rugs

Like a bolt of fabric, tufted solution-dyed nylon rugs are cut on demand for a custom look from 12-foot broadloom. The directionality of the rug changes based on the size ordered.

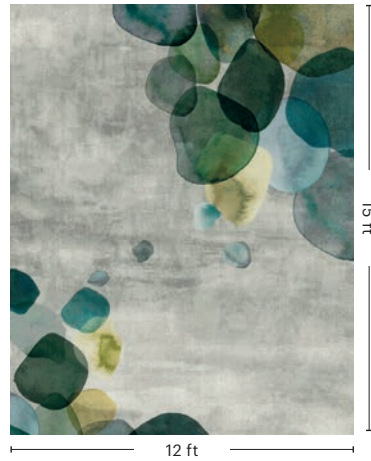


### Canvas Dye-Injection Technology Rugs

Rugs created with our Canvas Dye-Injection Technology are printed on demand unlike our tufted solution-dyed nylon rugs. These rugs are only available with serged edges.

If you would like to customize the size or serged edge color of an existing style and colorway, there is no minimum order size required and it will be available within the same 4-6 week lead time. Contact your local Account Manager for more information.

**Dapple**



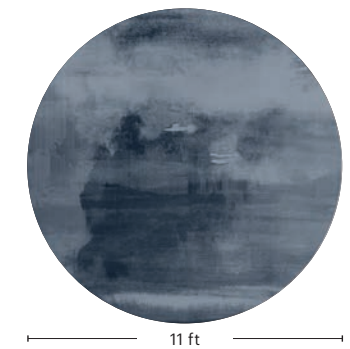
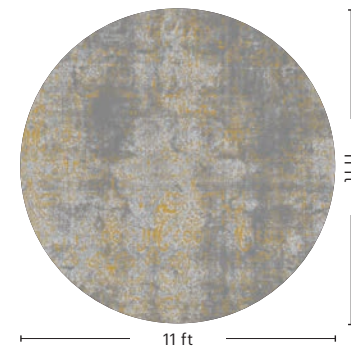
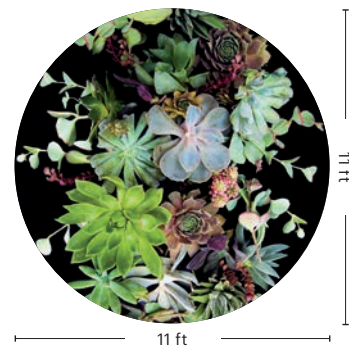
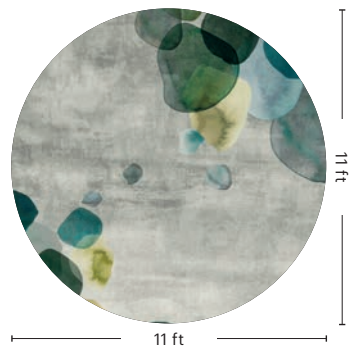
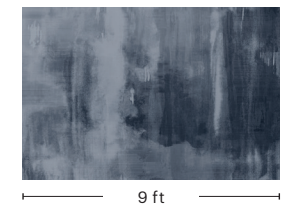
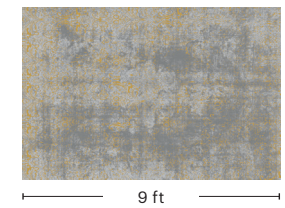
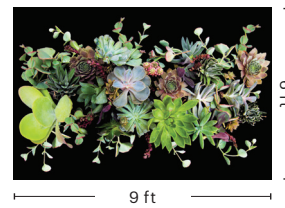
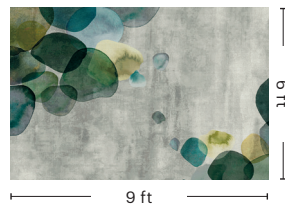
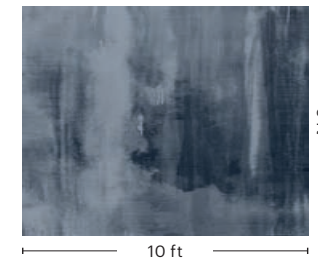
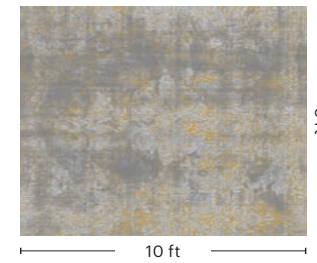
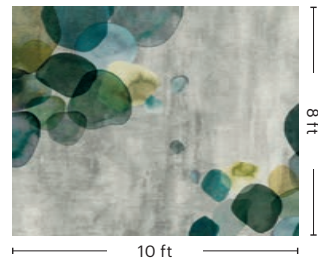
**Succulents**



**Vintage**



**Watercolor**



### Proven Performance with Solution Dyed Nylon

Shaw Contract's decades of experience in the flooring industry led us to develop our own fiber technology. Eco Solution Q® fibers are comprised of 100% recyclable nylon engineered to reduce soiling while retaining color and appearance.

### Art Transforms with Canvas Dye-Injection Technology

Using industry leading 76 DPI high-definition, dye-injection technology, Canvas rugs achieve unlimited capabilities in color and style, from soft nuanced watercolors to photorealistic flora, pushing the boundaries of design. Canvas offers high-speed production without compromising color, detail, precision and performance.

### Customization

Our rugs come standard in four sizes (6×9 ft, 8×10 ft, 11×11 ft circle, 12×15 ft) with two edge finishes, serged or hidden with no minimum order size required. If you would like to customize the size or serged edge color of an existing style and colorway, there is no minimum order size required and it will be available within the same 4-6 week lead time.

For more advanced customization, including additional edge finishes and changes to color or pattern, reach out to your local account manager.

### Commercial Broadloom, Rugs or Inset Rugs—Your Choice

The styles featured in this program are available standard as area rugs, broadloom or inset broadloom rugs, providing a custom look within a 4-6 week lead time.

Our standard broadloom features UltraLoc® backing technology which contains a woven secondary backing that helps maintain dimensional stability for the life of your broadloom carpet. The UltraLoc® broadloom backing provides superior pattern matching and durability. When paired with Eco Solution Q® nylon, it is Cradle to Cradle Certified™ Silver.

### Ordering

For additional information and online orders please visit [shawcontract.com/rugs](https://shawcontract.com/rugs).

For bulk order inquiries contact your Account Manager.

To find your local Account Manager please visit [shawcontract.com](https://shawcontract.com).

Contact Customer Service at 1-800-257-7429 to place your rug order, only available in the US and Canada.



TEXTILE 12×15 FT RUG G008R IN MERINO 79500



COLCA IN RETREAT 53100, DIAMONDS IN SISAL 58111, AND SHALE IN SANDSTONE 57111



At the heart of Shaw Contract we create products and solutions that positively impact people and the planet. **We are Design Optimists.**

Sustainability is what unites us. It is our foundation and our purpose: our equal rights, our shared experience, our hopeful future. It is the air we breathe and the earth we stand upon.

## Material Health

We design and manufacture products to optimize human environments.



### Cradle to Cradle Certified® Silver\*

Designed and assessed for environmental and social performance across five critical sustainability categories: material health, material reuse, renewable energy and carbon management, water stewardship, and social fairness.



### Indoor Air Quality

People spend 90% of their time indoors, making these environments critical to our wellbeing. This product is Green Label Plus (GLP) Certified, meeting the California Department of Public Health (CDPH) indoor air quality standards for low-emitting products.



### Product Transparency\*

Ultraloc® broadloom styles have a HPD, which is a transparent disclosure of product content and associated health information.

## Carbon Impact

We are a positive force in the global effort to collectively fight climate change.



### 50% Reduced Carbon Footprint

As a result of Shaw's investments to help reduce our energy and greenhouse gas impact, we have cut our Scope 1 & 2 emissions by more than half since our 2010 baseline.



### Low Embodied Carbon\*

Ultraloc® broadloom has a 3rd party certified EPD.

## Circular Economy

We practice a regenerative, closed-loop approach to sustainability.

### re[TURN]® We Want it Back\*

At the end of its useful life, we will reclaim Ultraloc® broadloom as we do any of our soft surface products. Since 2006, Shaw has reclaimed and recycled nearly 1 billion pounds of post consumer carpet reducing landfill waste.

## Diversity, Equity & Inclusion

We nurture an environment where every voice and perspective can be heard, with equal value placed on seen and unseen experiences.



### Supplier Diversity Program

More than 42% of Shaw Industries' spend\* is with small and diverse suppliers. We want to promote supplier participation that is reflective of Shaw's diverse customer base and local communities, bringing more innovation and opening new markets for growth.

\*Based on spend categories where we have domestic (US) small or diverse suppliers who are capable of meeting our needs.

\*Broadloom Only

# Showrooms

ATLANTA  
+1 404 853 7429

MUMBAI  
+91 22 62845050

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+91 80677 30202

NANTONG  
+86 513 81159700

BEIJING  
+86 10 6568 5881

NEW YORK  
+1 212 953 7429

CHICAGO  
+1 312 467 1331

PARIS  
+33 20 181 224439

DALLAS  
+1 972 587 4548

SAN FRANCISCO  
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DUBAI  
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