

What if flooring
could turn a
building into
a home?

ShawContract[®]
living

Flooring is Foundational to Living

The very essence of what it means to “settle down” is shifting. Multi-family living – apartments, condos and townhomes – are no longer seen as a lesser-than choice, but are often a first-choice lifestyle. Multi-family residences create automatic community connection and shift daily responsibilities that single family dwellings cannot compete with. This lifestyle is appealing whether you are a newly-retired empty-nester or a young professional transitioning to the big city.

Home begins from the ground up. Shaw Contract has partnered with multi-family developers and designers for years. These relationships are built on our strong understanding of specific developer, designer, and resident needs, along with trends of the multi-family industry. Our unmatched variety of flooring provides solutions for every space within a building, all while contributing to a comfortable home for residents from the moment they step through the door.

2 We make a Smarter Impact with product innovations that enhance safety and comfort at home. We set the stage for a comfortable daily life.

Segment categories served

Apartments
Condominiums
Townhomes

Tower 12 Apartments Seattle, Washington, USA by Sechrist Design Associates, Inc.
FAULT (BROADLOOM 5A221) IN SLATE PALLADIUM (20595)

Multi-family



Insights

Four out of 5 U.S. residents now live inside city limits. This shift shows that people are becoming multi-family dwellers by choice, bringing increased competition to the housing market. Unique amenities and beautiful finishes often become the deciding factor for residents. The following insights reflect how flooring can encourage a potential resident to sign on the dotted line.



TAKING CUES FROM HOSPITALITY

Within a price range, location and square footage alone won't seal the deal for multi-family dwellers — it's the amenities that wow future residents. As more people are working from home and prioritizing social commitments over laundry or grocery shopping, amenities continue to climb the ladder of decision-making factors.

HEAR ONLY WHAT YOU NEED TO

Every family, couple and party-hearty bachelor in your building is on a different schedule. No matter what time they go to sleep, they don't like being woken up by neighbors. That's why a quiet room and hallway design is crucial, no matter the time of day. To keep complaints to a minimum and give every resident a good night's sleep, choose finishes and flooring that will keep noise levels in check.

LAY AN AUTHENTIC FOUNDATION

Evidence-based design emphasizes natural connection: homes just feel homier when natural features are integrated into the built environment. From comfortable carpets, to authentic hardwoods, select products that work together across your floorplan, while also representing the authenticity your residents crave.

MIX, MATCH, & MAINTAIN

Multi-family buildings have complex sets of spaces, all of which call for unique finishes and flooring styles. Durability, ease of cleaning, aesthetics and acoustics are all important factors. To keep this range of flooring in top shape, Shaw Contract will help you determine a maintenance schedule to keep your flooring looking as good as it does on move-in day.

LAY IT DOWN, WITH NO DOWN TIME

North American commercial property owners spend up to \$1 billion each year on remediation of structures and the replacement of floor coverings as a result of too much moisture in concrete.*

By addressing moisture challenges early on, your floors can last longer and require less maintenance down the road. Shaw Contract's robust moisture mitigation tools include slab preparation, adhesives, and carpet tile to work with your moisture issues, not against it.

**Statistics provided by GCP Applied Technologies, a focused construction products technologies company with a portfolio of products including concrete, cement additives and construction- project solutions.*

Paramount 3800 Greenville, North Carolina, USA by SouthPark Interiors
RETHINK (LVT 0733V) IN SMART (33856) + ENERGY (33405) + CARBON (33505)

Multi-Family Solutions

MAKING TURN TIMES WORK WELL

Sustainability and health start from the ground up. Our resilient offering, along with low VOC adhesives, ensure flooring takes the environment and residents' health into account, while abiding by tight turn deadlines.

PRODUCTS FOR EVERY SPACE

If you have a flooring need, Shaw Contract has a solution for all your multi-family spaces. Shaw Contract's diverse range of products means that we are a one-stop resource for outfitting every part of your buildings. From the community room to the bathroom — and every space in between — mix, match and maintain your building with Shaw Contract flooring solutions.

MAINTENANCE FOR EVERY SPACE

Spaces need a variety of flooring and maintenance practices based on how your residents will use your building. The Shaw Total Care team, can help extend the life of your flooring through training of proper materials and solutions in your cleaning routine, ensuring your space looks its best when the building is released.

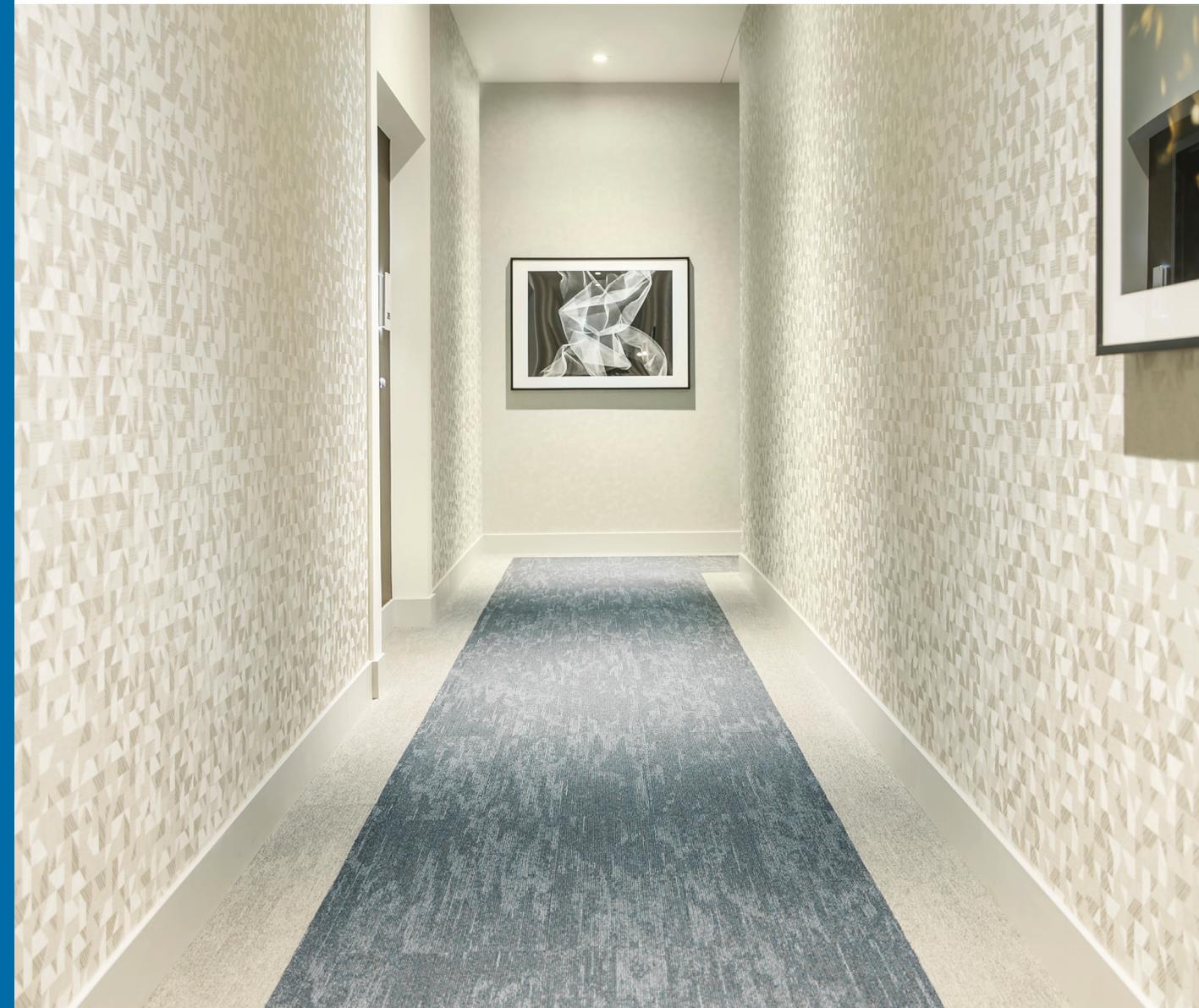
BRINGING YOUR CUSTOM VISION TO LIFE

From initial design concept and sample development, to spatial visualization and estimation packages, our focused Shaw Contract custom design services help achieve your design goals while maintaining strict building timelines.

Product Choices

- Area Rugs
- Carpet tile
- COREtec™
- Custom and standard broadloom
- Entryway systems
- Hardwood
- LVT
- Turf
- Unit carpet

Alina Los Angeles, California, USA by Ariel Fox Design
SERENITY (CARPET TILE 5T196) IN COMFORT (97595) + ESCAPE (97481)



Taking Cues From Hospitality

Today's multi-family dwellers want to walk into their building and feel at home with in-building conveniences designed to make them feel comfortable and relaxed. From community spaces and laundry delivery to state-of-the-art fitness centers, these amenities become the deciding factor for future residents.

Shaw Contract can help you choose the right flooring option for units, fitness centers, and community spaces, all of which help attract and retain residents. With our broad range of product offerings for a variety of spaces, aesthetic directions, and price points, we can quickly bring your vision to life, from the front door to the top floor.

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SixForty North Wells Chicago, Illinois, USA by Hartshorne Plunkard Architecture
ALCHEMY (CARPET TILE 5T135) IN ONYX SILVER (33505)

Multi-family





Hear Only What You Need To

Noise is one of the top three complaints of residents, along with maintenance and communications. Avoid this loss of revenue by understanding what flooring materials can impact your building's soundscape.

With Sound Advisor™, our acoustic impact study of flooring materials, Shaw Contract can help you choose a solution that stays in line with current trends while also minimizing negative sound impact on the interior environment. Shaw Contract has designed both carpet and hard surface products, along with underlayments such as GroundWorks®, to minimize negative sound impact on the interior environment.

REIMAGINE (BROADLOOM 5A256) IN PONDER (00770)



Mix, Match & Maintain

The home has always been the hub of modern life, but as housing trends change, the way that we think of “home” itself has shifted. Owning a home is less of a priority today for age groups on either end of life’s stages, from millennials unable (or uninterested) in buying to boomers opting for the freedom of small, low-maintenance spaces. As preferences shift toward multi-family units, unique attributes should be emphasized, from the potential of instant community and central locations to ease of maintenance.

Shaw Contract designs a range of flooring materials that keep these preferences in mind. Because all of our surfaces are designed to pair beautifully together, it’s easy to mix and match styles to give homeowners a great product variety. From waterproof COREtec™ that extends through unit living areas and bathrooms to plush bedroom carpets, let Shaw Contract create a lovely foundation for every mode of multi-family life.

Station House Redmond, Washington, USA by Weinstein A+U
UNCOMMON GROUND 6” (LVT 0188V) IN FRENCH GREY (02500)

75 West Apartments Dallas, Texas, USA by Duncan Miller Ullmann
Solitude (LVT 0648V) IN CHAR (48549) + COTTONWOOD (48120) + FAWN (48516)

Lay an Authentic Foundation

Craving luxury and bespoke design, potential residents are looking for finishes that communicate warmth, cleanliness and authenticity. In an increasingly digital, fabricated world, natural hard surfaces are more sought after than ever and reflect a healthier living environment to the modern renter and buyer.

The Shaw Contract collection of COREtec™, hardwood, resilient and carpet solutions allow multi-family developers to deliver sought-after finishes while staying on time and budget.

Multi-family



Cradle to Cradle® Commitment

From ENERGY STAR-certified appliances to top LEED ratings, today's residents are looking for homes that are built to be verifiably sustainable and embrace health-conscious standards.

This emphasis on material health ties directly to our Cradle to Cradle foundation. Through the Cradle to Cradle Certified™ Products Program, Shaw Contract obtains third-party assessment and validation of its performance against key sustainability attributes including - material health, material reutilization (recyclability), renewable energy & carbon management, water stewardship and social responsibility (fairness).

We are driven to deliver products that are good for the health of our customers and the planet. That's how we're helping to support a life well-lived, from the ground up.

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Franklin Tower Residences Philadelphia, Pennsylvania, USA by PMC Property Group
CUSTOM BROADLOOM

Multi-family



Learn more about how Shaw Contract is making a Smarter Impact in living spaces around the globe.

SHAWCONTRACT.COM



Tower 12 Apartments Seattle, Washington, USA by Sechrist Design Associates, Inc.
FAULT (BROADLOOM 5A221) IN SLATE PALLADIUM (20595)