

Press release: October 2022
DYE LAB PRESS RELEASE

Shaw Contract brings Dye Lab Collection to EMEA



[Shaw Contract](#) EMEA's iconic Dye Lab Collection, one of the commercial flooring designer-manufacturer's best-selling and most eye-catching carpet tile collections, is now available in stock for the UK, the European and Middle-East market.

Previously stocked only in the US, seven of the most popular colours from the Dye Lab palette, Cornflower; Saxon; Woad; Indidgo; Henna; Iron; and Sumac, are now stocked at Shaw Contract's manufacturing plant in Sanquhar, Scotland.

An iconic move

Stocking the high-end carpet-tile at Shaw Contract's carbon neutral manufacturing plant on this side of the Atlantic slashes the previous lead time for the stunning carpet tiles, opening up a wealth of creative possibilities for designers, architects and specifiers to bring a high-end luxury feel to commercial projects bringing intimacy or expansive boldness to the spaces where we work, rest and come together.

Andrew Jackson, business development director EMEA at Shaw Contract said "We wanted to make this show-stopping collection more easily available to our customers in the European market. Now in just a few days, the Dye Lab can be delivered to site in seven stunning colours."

Imperfect beauty

Featuring intensely saturated hues, softer washes, and a range of neutral tones, the collection is the result of Shaw Contract's exploration of natural dyeing processes and pigment behaviour. Dye Lab draws inspiration from natural dyes and mimics the colour shifts rendered in naturally dyed textiles, creating an elegant and unpredictable visual with organic progressions from lightly pigmented to intensely saturated.

Using techniques like folding, clamping and eco-bundling, Shaw Contract experimented with dyeing over 700 yarn colours to create the collection palette and developed an innovative dye infusion process that achieves beautifully amorphous, deconstructed patterns with unpredictable outcomes meaning each and every carpet tile is unique in its shade and marbling.

Luxury with material health

In line with Shaw Contract's commitment to people and planet, Dye Lab carpet tiles are installed with Shaw's market leading Cradle to Cradle Certified™ EcoWorx® backing – the first flooring product ever to be Cradle-to-Cradle certified – requires 40% less energy in production and is covered by a lifetime warranty. and contributes to carbon reductions in transport while increasing efficiency in installation techniques.

The PVC-free backing designed and assessed for environmental and social responsibility across categories including material health, product circularity, clean air and climate protection, water and soil stewardship, and social fairness. It is also lighter and stronger than traditional carpet tiles, and [Cradle to Cradle® Silver](#) certified.

We want it back

At the end of its useful life, Shaw Contract vows to reclaim and recycle the carpet tiles through their 'reTURN' scheme.

Customers in Europe and the UK can now order the collection with a lead time of just a few days. Four more colours from the collection, Walnut; Black Tea; Knotweed; and Fustic Wood will follow with in stock availability from January 2023.

-ends-

Notes to Editor

Shaw Contract designs and manufactures carpet and resilient products that give foundation to spaces and support to the people within them. With showrooms and offices in London, Paris, Oosterhout, Dubai and around the world, Shaw Contract is headquartered in Georgia, USA.

With its manufacturing facility in Sanquhar, Scotland, Shaw Contract is ideally positioned to meet the needs of customers through direct sales and an approved service provider network across the UK and EMEA region.

A pioneer of the Cradle to Cradle approach, Shaw is a business member of Chemsec, the International Chemical Secretariat, and on the Materials Advisory group for the International Well Building Institute (IWBI). It is also a member of the UKGBC and Carpet Recycling UK (CRUK), and is working with South of Scotland Enterprise to support the move to a circular economy and net zero approach.

Shaw Contract is part of Shaw Industries Group. For more information, please visit:

<https://www.shawcontract.com/en-gb>