



Cultivate Soul

ShawContract®



Home is a State of Mind

Home is much more than physical space, it is a safe haven where we have time to pause and be grateful. *Cultivate Soul*, a collection of 18 × 36 tiles and broadloom, exists in the comfort zone, the inviting hearth, the cozy nook. In these places, we can enjoy life's simple pleasures and are transported to memories of the people, things, and places we love.

COVER PAGE:
 TRUISM (BROADLOOM 5A298) IN GRACIOUS (27429) AND
 TERRAIN II (LVT 4110V) IN ECHO (00775) | INSTALLED STAGGER

TOP LEFT:
 ADAGE (BROADLOOM 5A297) IN HEARTEN (27860)

RIGHT:
 ADAGE (BROADLOOM 5A297) IN HEARTEN (27860) AND
 BRANCHING OUT (LVT 4256V) PINECONE OAK (56720) | INSTALLED STAGGER



ADAGE—A large-scale pattern that takes a contemporary approach to familiar floral motifs. A deconstructed trellis effect adds a refined layer of depth and motion.

“Comfort accounts for 25% of the emotions that explain how happy we are with our home.”

What Makes A Happy Home
Good Home Report 2019.

TRUISM (CARPET TILE 5T428) IN GRACIOUS (27429), BELIEF (CARPET TILE 5T429) IN HEARTEN (27860), MORAL (BROADLOOM 5A301) IN GRACIOUS (00429), ADAGE (BROADLOOM 5A297) IN HEARTEN (27860), BRANCHING OUT (LVT 4256V) IN PINECONE OAK (56720), SHEAR (LVT 0945V) IN CARRARA (45515) AND COMPOUND (LVT 4074V) IN THRESHOLD (77515)

For more inspiration please visit shawcontract.com/palettes.





Comfort Anywhere

The carpet tile and broadloom patterns in *Cultivate Soul* answer the need for a broad-spectrum approach to design that brings a hospitable feeling to living spaces. The patterns can be used alone or together to create those designated areas that cultivate a sense of home and belonging. Maximum flexibility has been embedded in the collection with the same patterns **available in broadloom and tile**. Keep a consistent visual throughout a space while customizing the flooring type based on your needs. For high-traffic areas more prone to damage, carpet tile allows for selective tile replacement.

TOP RIGHT:
BELIEF (BROADLOOM 5A299) IN HEARTEN (27860)

LEFT:
BELIEF (CARPET TILE 5T429) IN HEARTEN (27860) | INSTALLED ASHLAR AND BRANCHING OUT (LVT 4256V) PINECONE OAK (56720) | INSTALLED STAGGER

BELIEF—Old world craft is revitalized in this medium scale pattern drawn from woven textiles. The loose lines and soft shadows intermingle across the pattern to lend a hand-woven air.



The New Hospitality

Care, comfort, and solution driven material choices are at the core of this collection—**100% Solution dyed Eco Solution Q Nylon®**, provides a lifetime stain and colorfastness warranty and our easily installed and simple removal high-performance **Ultraloc MB® backing system** has a warranted moisture barrier and passes the British Spill testing protocol.

When installed together, *Cultivate Soul* carpet tile works seamlessly beside our 5 mm LVT. **No transition strips** are necessary, thus reducing slip and fall hazards. When pairing 5 mm LVT with broadloom, use **LokSeam™** to seal broadloom tufts, resulting in no edge ravel when transitioning between broadloom and resilient products.

TOP LEFT:
TRUISM (BROADLOOM 5A298) IN GRACIOUS (27429)

RIGHT:
TRUISM (CARPET TILE 5T428) IN GRACIOUS (27429) | INSTALLED BRICK AND TERRAIN II (LVT 4110V) IN ECHO (00775) | INSTALLED STAGGER

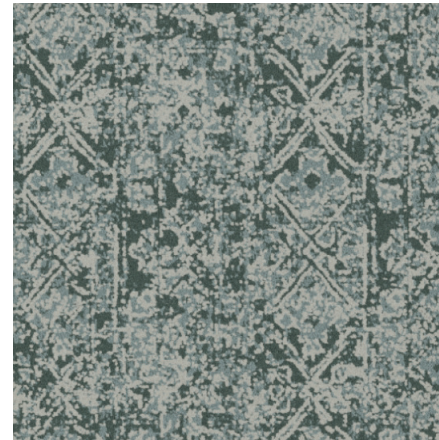
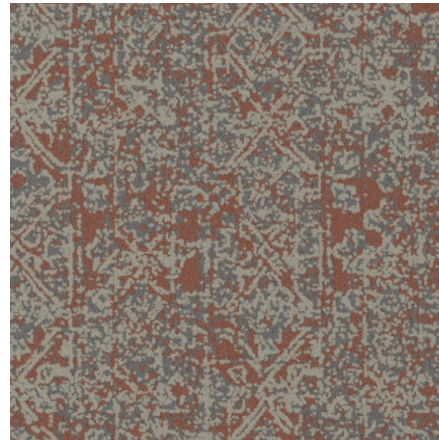
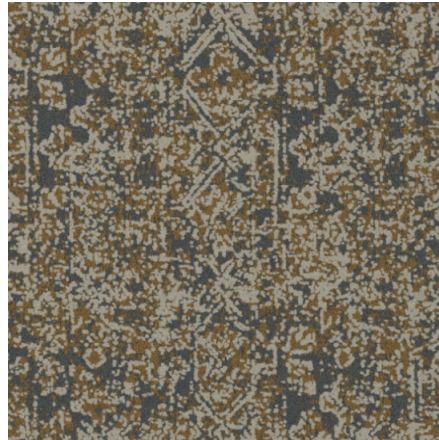


TRUISM—Oriental rugs have been used across every culture to symbolize hearth and home, this medium scale pattern adds a fresh, modern twist to an enduring design.



FOUNDRY

A Myriad of Choices—Designers can expand their vision of the *Cultivate Soul* collection by using our Foundry Custom Design Tool. Easily customize color and pattern to go beyond the collection portfolio and find inspiration in new patterns, selected to complement the styles of *Cultivate Soul* and expand the range of possibilities with non-standard products. Experiment with Foundry at foundry.shawhospitality.com



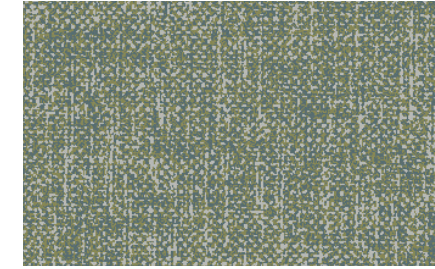
A Broad Vision

All styles in *Cultivate Soul* can be customized in scale, construction and more than 280 solution-dyed nylon colors to create custom looks that vary in aesthetics and style, an ideal fusion of pattern and composition. Contact your account manager to learn more.

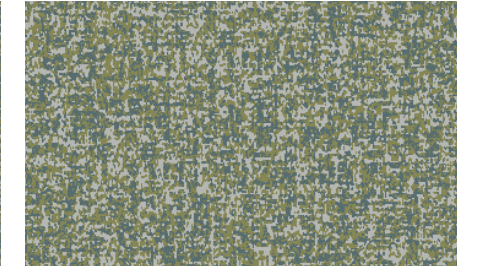
Custom Product Starters



CF69392 FIELD
Repeat: 72 in × 45 in | 182.9 cm × 114.3 cm
Shown as the full pattern repeat



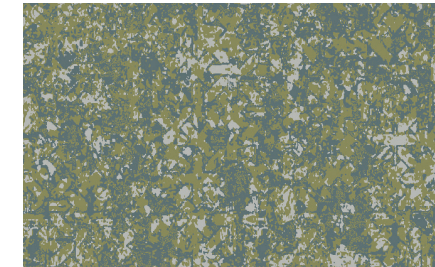
CF69394 FIELD
Repeat: 36 in × 36 in | 91.4 cm × 91.4 cm
Shown as partial pattern repeat



CF69396 FIELD
Repeat: 36 in × 36 in | 91.4 cm × 91.4 cm
Shown as partial pattern repeat



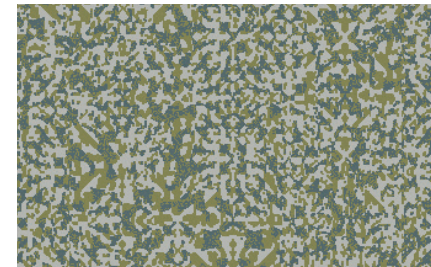
CF69398 FIELD
Repeat: 48 in × 46.8 in | 121.9 cm × 118.9 cm
Shown as partial pattern repeat



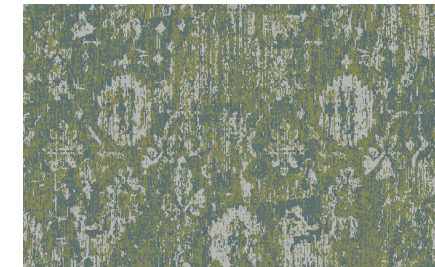
CF69400 FIELD
Repeat: 72 in × 95.4 in | 182.9 cm × 242.3 cm
Shown as partial pattern repeat



CF69402 FIELD
Repeat: 72 in × 111.6 in | 182.9 cm × 283.5 cm
Shown as partial pattern repeat



CF69404 FIELD
Repeat: 36 in × 39.6 in | 91.4 cm × 100.6 cm
Shown as partial pattern repeat



CF69406 FIELD
Repeat: 72 in × 86.4 in | 182.9 cm × 219.5 cm
Shown as partial pattern repeat



ADAGE (CARPET TILE 5T427) AND BELIEF (CARPET TILE 5T429) IN WISDOM (27490) | INSTALLED ASHLAR

Cultivate Soul Family

For communities that require a practical design flow that balances budget and performance, the collection also features *Notion* and *Moral* broadloom styles that allow for a cohesive visual statement throughout a project. Combine construction styles and patterns to create a visual and practical interpretation of all the elements that enrich your space.



TOP: NOTION (BROADLOOM 5A300) IN GRACIOUS (00429) | BOTTOM: MORAL (BROADLOOM 5A301) IN GRACIOUS (00429)

Why Cultivate Soul tile?



Lifetime Stain and Color Protection

Eco Solution Q® is backed by a Lifetime Commercial Warranty covering fiber abrasive wear, static protection, staining and colorfastness to light and atmospheric contaminants.



Proven Fiber Performance

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



Lighter & Stronger

EcoWorx® weighs 25% less and has superior tensile strength when compared to traditional PVC backing. This results in significant carbon reductions during transport and ensures industry leading durability.



Tried & True

EcoWorx® tile has a lifetime warranty. In over two decades, we have manufactured and shipped over 4 billion square feet of EcoWorx® carpet tile. As the largest carpet fiber manufacturer in the world, our expertise in carpet fiber production is proven time-and-time again.



ADAGE (CARPET TILE 5T427) IN HEARTEN (27860) | INSTALLED ASHLAR AND BRANCHING OUT (LVT 4256V) IN PINECONE OAK (56720) | INSTALLED STAGGER

Why Cultivate Soul broadloom?



Moisture Barrier

Ultraloc® MB backing provides a top-down moisture barrier that passes the British Spill test.



Broadloom

Ideal for all designs, broadloom backing provides superior pattern matching and durability.



Lifetime Stain and Color Protection

Eco Solution Q® is backed by a Lifetime Commercial Warranty covering fiber abrasive wear, static protection, staining and colorfastness to light and atmospheric contaminants.



Proven Fiber Performance

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

People and Planet

We've long been grounded by the cycle of sustainability found in nature. And with *Cultivate Soul*, we elevate the industry standard for circular design with a rigorous framework for environmental and social responsibility to positively impact people and our planet.



Carbon Neutral

All Shaw Contract carpet tile and broadloom is manufactured in facilities that are 100% carbon-neutral.



LEEDv4 Contributions

BROADLOOM + TILE

- MR Credit: EPD 3rd Party Certified in Accordance with ISO14044, ISO14025 & EN15804

- MR Credit: C2C Silver Level (Version 3.1)

TILE ONLY

- MR Credit: HPD (Version 2.1)
- MR Credit: Environmental Guarantee
- MR Credit: GLP Certification



Cradle to Cradle Certified™

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.

re[TURN]™ We Want it Back TILE ONLY

At the end of its useful life, we'll reclaim and recycle EcoWorx® backed carpet to make more EcoWorx® carpet products at no cost to you. Since 2006, Shaw has reclaimed and recycled nearly 1 billion pounds of post consumer carpet reducing landfill waste.

This product is manufactured and sold for floorcovering use only. To meet warranty requirements, approved adhesives must be used for glue-down application as outlined in the Shaw Contract installation instructions. Installation and maintenance instructions can be found on shawcontract.com. Specifications are subject to nominal manufacturing variances. Material supply and / or manufacturing processes may necessitate specification changes without notice. Not for use in commercial wet areas due to slip and fall concerns.

ShawContract®