

What if flooring  
could extend  
a stay?

# Introduction

From tourist to business traveler, today's hotel guests expect comfort. Whether they're ready to sink into a plush pillow-top bed after a cross-country flight, or unwinding after a busy afternoon at the theme park, guests need a refuge that relaxes and rejuvenates.

From guest room to ballroom, design is key to creating that welcoming state of mind.

The first step in an unforgettable stay starts with flooring.

Shaw Contract understands the complex and varying roles that flooring plays in hospitality settings. From delighting guests to supporting housekeeping, we develop products that are designed for hospitality spaces.

2 We make an impact in the hospitality segment by understanding that flooring is a vital part of the guest experience. With innovative design and science-backed solutions that balance guest and maintenance needs, we can improve everything from guest satisfaction to occupancy.

## Segment categories served

Casinos & Gaming  
Cinemas  
Convention Centers  
Hotels  
Motels  
Restaurants

CUSTOM BROADLOOM (YR56815)

Hospitality



# Insights

Hospitality is about creating unforgettable guest experiences. We constantly reach for better ways to answer the unique and evolving needs of guests, be they business travelers, families or jet-setters in search of those Instagram-worthy moments. The following insights reflect a few of the principle opportunities and challenges in the hospitality segment.

## COME FOR THE SIGHTS, STAY FOR THE COMFORT

The hotel is no longer just a place to sleep, it's an experience. Today's guests expect a higher level of personalization, design, cleanliness and amenity-rich offerings than ever before.

Shaw Contract helps you prioritize aesthetics and maintenance without compromise. Beautiful, well maintained environments communicate to your guests and associates that your hotel spaces are both luxe and pristine. Giving precedence to the role that flooring plays in overall guest satisfaction, you ensure a positive experience for everyone who walks through your doors.

## PRIVACY, PLEASE

Each guest in your building is on a different schedule, from the business traveler with a 5 a.m. wake-up call to the family on vacation. It's essential to furnish rooms and hallways with flooring that facilitates quiet in every private space, no matter what time it is.

Keep complaints to a minimum and ensure blissfully restful stays with our solutions that work in concert to keep bustling spaces discreet and quiet.

## 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.

By selecting the right flooring options, hotel owners can reduce the down time during renovations. Many products today install very quickly, and are ready for use the same day, thus accelerating "key to door" and improved RevPAR performance.



# Hospitality Solutions

## A FLAWLESS FIRST IMPRESSION

Well-planned entryway systems allow guests to walk off the outdoors as soon as they walk in the door. Our entryway systems mimic outside elements beautifully while also preserving the life of flooring installations beyond the threshold.

## JET-SETTING LOCATIONS

Shaw Contract provides quality design and first class assistance to clients in every corner of the globe. With manufacturing operations in North America, Asia, and Europe, our clients can expect exceptional service tailored to their needs, wherever on Earth they happen to be.

## DON'T SWEAT STAINS

Even a bustling hotel lobby is no match for our stain-resistant, easy-to-clean Eco Solution Q® fibers. This proprietary fiber is Cradle to Cradle Certified™ nylon with an industry-leading denier per filament and tensile strength. That means it can withstand the most demanding environments.

## CHECK INTO ECO-TOURISM

EcoWorx® tile is a healthier choice for guests, associates, and the environment. Shaw Contract developed the industry's first 100% PVC-free carpet tile backing; a durable, sustainable flooring choice for high-traffic areas like corridors, guest rooms and lobbies. Further, lifetime warranted EcoWorx® products are designed and manufactured with responsible materials; safer for associates and guests alike. It is also the most durable carpet backing on the market, with five times greater tensile strength, eight times greater tear strength, and two times greater delamination strength than traditional PVC backing.

The EcoLogix® tile backing system is made from 100% recycled PET bottles. Through intentional design and construction, our tile increases comfort underfoot with added ergonomic benefits. This unique tile system successfully improves impact sound absorption (IIC) and in room sound absorption (NRC) compared to traditional carpet tile backing and hard surfaces.

# Product Choices

- Broadloom
- Carpet tile
- COREtec™
- Entryway systems
- Hardwood
- LVT
- Rugs

The Lodge at Gulf State Park, A Hilton Hotel, Gulf Shores, AL, USA  
CUSTOM BROADLOOM





# Stay Stylish

Custom flooring is essential to hospitality. Today's travelers thrive on authenticity, especially in light of today's increasingly digital, fabricated world. Hospitality spaces can energize and inspire through the use of genuine materials and thoughtful design. Shaw Contract creates collections and unique products that are at once elegant and authentic, creating comfortable, inviting spaces for communities and guests who crave genuine experiences.

Shaw Contract knows hospitality, and we are committed to helping our clients stay ahead of the latest industry trends. Our account managers work with your team to ensure the ideal product and budget fit, selecting from the widest range of soft surface technology solutions: Multi-tuft, Infinite Repeat Scroll, Canvas Print, Colorpoint, Tailor Tuft and CYP for both broadloom and carpet tile. Shaw Contract also offers an array of hard surface product solutions from real hardwood to multiple resilient platforms including LVT and COREtec™.

Our range of elegant, hospitality-centric product visuals help our clients keep their spaces looking comfortable and clean, from the first night to the thousandth.

Every day our knowledge-led, experienced project management teams journey with our clients through the custom hospitality design process. We take time to understand the goals and objectives of the hotel, offering a variety of design service solutions to maximize guest satisfaction and impact.

Great solutions emerge faster when partnering with Shaw Contract's expert design teams. They can help clients achieve the custom design aesthetic unique to the boutique or global brand.

From initial design concept, to color and sample development, through spatial visualization, and estimation packages, our focused Shaw Contract custom services help to meet the demanding hospitality project timelines.

Courtyard Marriott San Francisco, San Francisco, CA, USA  
CUSTOM BROADLOOM

Hospitality







## Stay Clean

From dirty rollaboard wheels to heavy luggage carts and hordes of shuffling, stomping feet, lobbies see more foot traffic on a daily basis than any other part of the hotel. Guests move through this space at all times of day, which not only means more time to make it messy, but less time to get it clean.

These high-intensity spaces demand options that are easy to clean, easy to maintain and easy to replace when the inevitable spill or splash happens.

Resilient flooring offers a less expensive but highly durable alternative to hardwood and porcelain tile. Though it has the look of these fine finishes, it can withstand the thousands of wheels and feet that traverse a hotel day after day and night after night. If soft surfaces are the preferred way to go, carpet tiles offer an excellent solution.

Easy to keep looking fresh, our carpet tile offers both the beauty of design and the benefit of staggered replacement — if one tile is damaged or stained, it can be pulled up and replaced in minutes — keeping replacement costs and waste to a minimum.

Shaw Contract is the largest provider of carpet tile in the flooring industry. Plus, our carpet tile and LVT flooring options were designed to work together, so from lobby to hallway to guestroom, designs can transition seamlessly from one to the other, creating a luxurious, customized guest experience.

TACTILE (CARPET TILE CT43613) IN GREIGE  
AND SOLITUDE (LVT 0648V) IN COTTONWOOD (48120)





## Stay Sustainable

Sustainability and material health are here to stay. Today's guests are increasingly making accommodation decisions that reflect their personal values. Sustainable products help guests make choices regarding the environmental impact of the things and spaces with which they interact.

By selecting materials that are sustainably sourced, long-lasting and free of harmful chemicals, hotels can assure guests that their values matter. Shaw Contract offers a portfolio of Cradle to Cradle Certified™ products, which means that they have been assessed for everything from water and energy use to social responsibility.

EMBRACE (BROADLOOM 5A259) IN HIGH ATLAS (01100)

InterContinental Toronto Centre, Toronto, ON, Canada  
CUSTOM BROADLOOM

## Stay Quiet

Your hotel staff's time is best spent delighting guests, not shushing them.

From raucous bachelor parties to weary conference crowds, theme-park-bound families to TV-blaring night owls, hotels are filled with guests on different schedules. Hotel patrons expect restful sojourns at every price point; keep your private spaces serene while allowing your guests to move through your hallways on their own unique schedules.

Drawing from our acoustic impact study of flooring materials — the most extensive in the industry — Shaw Contract can help you choose a solution that stays in line with current trends while minimizing negative sound impact in quiet spaces.

Hospitality





# Human Impact

Whether traveling for business, pleasure, or a spur of the moment adventure, the modern guest seeks one thing above all else — an outstanding, personalized experience. Memorable stays necessitate repeat visitors.

Floors lay the foundation for a good stay and positive reviews. From acoustics to cleanliness, on-trend design to biophilic design, materials matter when crafting the guest experience. Informed, thoughtful selection of each material guests touch, from check-in to check-out, impacts review scores, return bookings, and even room rates.





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

[SHAWCONTRACT.COM](http://SHAWCONTRACT.COM)



COMPILE CORRIDOR (YN51770)