



ISSUE 1

2023

**Neutral
is not
enough.**

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is not
enough.**

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enough.**

ShawContract®



LOW EMBODIED CARBON | CARBON NEUTRAL CARPET TILE

HAND WOVEN IN COLOR VIBRANT AGAVE | ECOSOLUTION Q100™ FIBER



ECOWORX® PVC-FREE CARPET TILE BACKING

EcoSolution Q100™ is a high performance 100% recycled content nylon fiber*. EcoWorx carpet tile products with EcoSolution Q100™ are carbon neutral and have a low carbon footprint as reflected in the EC3 tool.

* Allocated from pre-consumer sources

Neutral
is not
enough.

For more than 20 years, we have invested in material health with our EcoWorx® PVC-free carpet tile backing, the first flooring product to be Cradle to Cradle Certified®.

This is more than flooring.

While carbon offsets are a step in the right direction, they are not enough on their own to combat the effects of climate change. We need to take a holistic approach and focus on embodied carbon and carbon emissions.

By addressing both, we're not just offsetting our impact — we're actively working to reduce it. Being neutral is not enough.

It is more than a product or process or specification or a company buying carbon credits.

It is more than designing things that are good for the earth — what we're taking away from it and what we're giving back.

It is more than material health or circular economy or diversity or carbon impact.

And it is more than being carbon neutral.

We will work with you to reduce our carbon footprint once and for all.

Because neutral is not enough.

People Together,
Planet Forever is our promise.

Neutral is not enough
is our call to action.

We are one planet. We cannot afford to be neutral. **We must make changes and take action together.**



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EXPLORE OUR SHOWROOM & LOOK
FOR QR CODES THROUGHOUT TO
HEAR THE VOICE BEHIND THE DESIGN



100% of our EcoWorx[®]
carpet tile* is low
embodied carbon &
carbon neutral.

Excludes Solution Q Extreme 1 & PET



EXPLORE THE
VOICE BEHIND
THE DESIGN

Cultura

CARPET TILE, RUGS, BROADLOOM + LVT

18 x 36 IN CARPET TILE | 18 X 18 IN LVT | 18 X 36 IN LVT

Building Connection through Culture —
Cultura was inspired by the natural beauty found in the Oaxacan community and culture. Vibrant colors and rich textures capture the local essence and pay homage to the region's intricate woven textiles, the contours of the Oaxacan landscape, and the weathered patina of architectural materials.



LOW EMBODIED CARBON | CARBON NEUTRAL **CARPET TILE**

Oaxaca Through the Lens of Our Designers

Our product design team traveled to Oaxaca, Mexico where they immersed themselves in the rich tapestry of its local culture. Learn more about the places and moments that inspired the *Cultura* collection.



Cultura designers at Mount Alban (from left to right): Reesie Duncan, Celeste Buck, Ashley Olson and Lauryn Pierce

WHERE WAS YOUR FAVORITE PLACE TO STAY?

Hotel Casa Santo Origen, a retreat right outside city center with beautiful local craftsmanship. Another favorite was **Grana B&B**—a super cool bed and breakfast in the heart of downtown Oaxaca. They had so many unique experiences and special touches, from morning yoga on the roof, to daily breakfast specials featuring tradition Oaxacan cuisine. The rooms, kitchen, and courtyard all featured pottery from local artisans, colorful mosaics, and so many beautiful plants and cacti.

FAVORITE RESTAURANT?

Origen. This was a small, boutique restaurant near the center of downtown with balconies overlooking the street and music and activity filtering in from the square. Great ambiance and inspiring food.

WHAT WAS YOUR FAVORITE FOOD + DRINK?

In Oaxaca, it's all about the mole. We had the opportunity to learn how to make this dish as a part of our cooking class at Casa Crespo. **For drinks — mezcal.** Our tour guide in Teotitlán de Valle was in the process of launching her own brand of artisanal mezcal. Everything was made locally and sold in beautiful hand painted bottles.

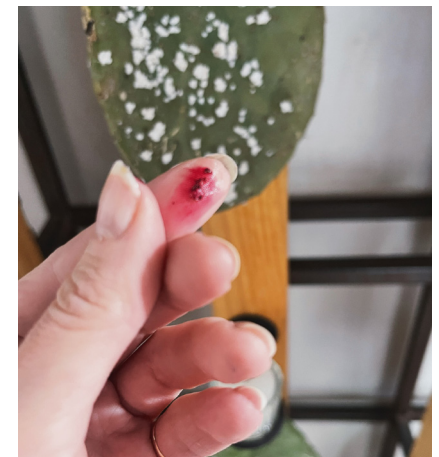


IF YOU COULD ONLY PICK ONE ACTIVITY OR EXCURSION IN OAXACA, WHAT WOULD IT BE?

Our journey to Teotitlán del Valle for a weaving workshop where we spent the day with Josefina and her family, learning the ancient natural dyeing, spinning and weaving techniques of the Zapotecs.

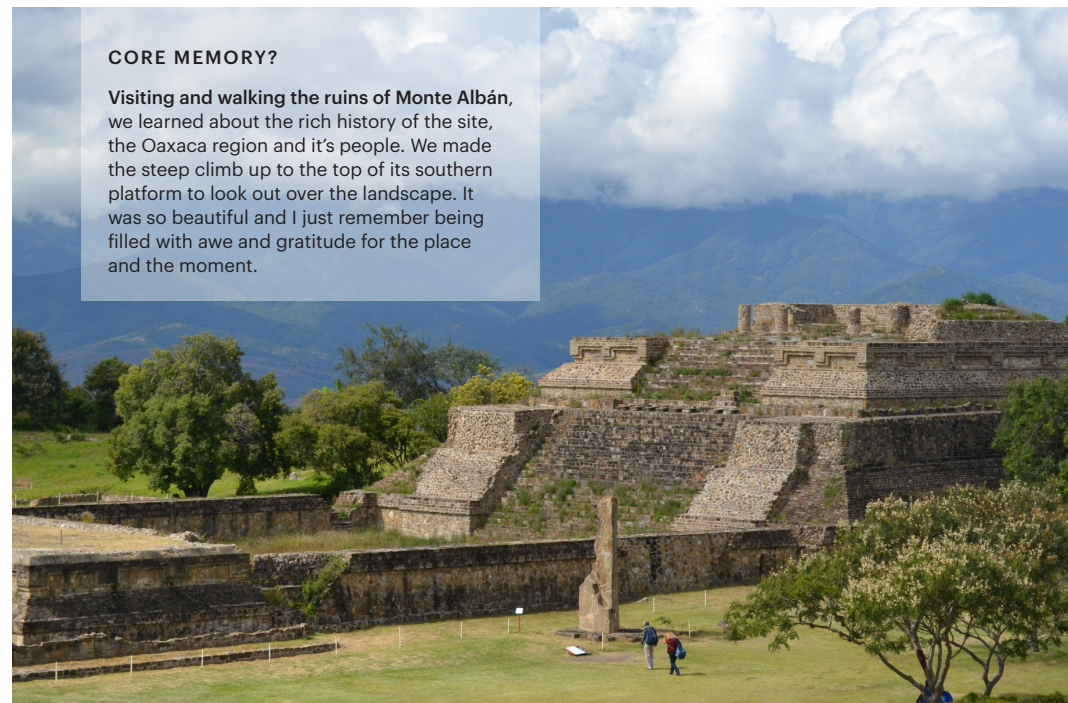
FUN FACT?

Cochineal is used to naturally dye textiles beautiful shades of red. It's actually an insect that is found on the pads of prickly pear cacti, and collected by brushing them off the plants, drying them, and crushing them.



CORE MEMORY?

Visiting and walking the ruins of Monte Albán, we learned about the rich history of the site, the Oaxaca region and it's people. We made the steep climb up to the top of its southern platform to look out over the landscape. It was so beautiful and I just remember being filled with awe and gratitude for the place and the moment.





LOCAL

Inspired by the energy and experience of exploring Oaxaca city and capturing the sense of place. *Local* tile creates a bold statement with large-scale vertical lines that reveal a unique gradation of color.



LOCAL IN COLOR NATIVE | INSTALLED STAGGER

CULTURA | CARPET TILE
LOW EMBODIED CARBON | CARBON NEUTRAL

HAND WOVEN

Hand Woven tile celebrates the beauty of traditional woven textiles created by the artisans in the Teotitlán de Valle community. Available in 8 neutrals and 5 ombre accents.



HAND WOVEN IN COLOR NATIVE | INSTALLED STAGGER



CULTURA | CARPET TILE
LOW EMBODIED CARBON | CARBON NEUTRAL



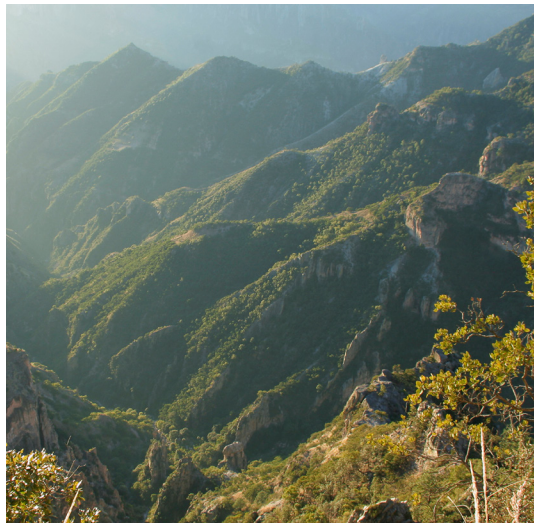
ALBAN IN COLOR NATIVE | INSTALLED STAGGER



ALBAN
Inspired by the ancient ruins of Monte Alban near Oaxaca, *Alban* tile lends texture and depth to a space with geometric elements.



SIERRA IN COLOR NATIVE | INSTALLED STAGGER



SIERRA

Sierra tile emphasizes the vast mountain range, Sierra Madre de Oaxaca, surrounding the city. Warm and cool tones combine to form multi-directional dips and peaks.





CULTURA | CARPET TILE
LOW EMBODIED CARBON | CARBON NEUTRAL



CASA IN COLOR NATIVE | INSTALLED STAGGER



CASA
Casa tile is punctuated with color shifts, movement and depth. The large-scale pattern draws inspiration from the textures and color variation in Oaxacan architecture.



CROSS WEAVE IN COLOR NATIVE | INSTALLED STAGGER

CROSS WEAVE
Celebrating the craft of
textile traditions passed
down from generation
to generation.





VALLE

Inspired by the intricate detail of handwoven textiles, *Valle* rug and broadloom creates an atmosphere of authenticity, grounding the room with layers of texture and color.



VALLE IN COLOR VIBRANT NATIVE

BRAIDED

Textured striations of color weave throughout a plush, textural base. Braided rug and broadloom brings a sophisticated feeling of warmth and tactility to any environment.



BRAIDED IN COLOR VIBRANT NATIVE



IN UNISON

With small, slatted planks creating striated detail, *In Unison* provides the warmth of wood and a curated selection of accent colors.



CULTURA | LVT

CROSSING PATHS

Pairing the clean-slatted wood visual of *In Unison* with a unique multi-directional contemporary parquet. Available in a range of warm and cool-wood hues.



CROSSING PATHS IN COLOR THATCH | INSTALLED MONOLITHIC

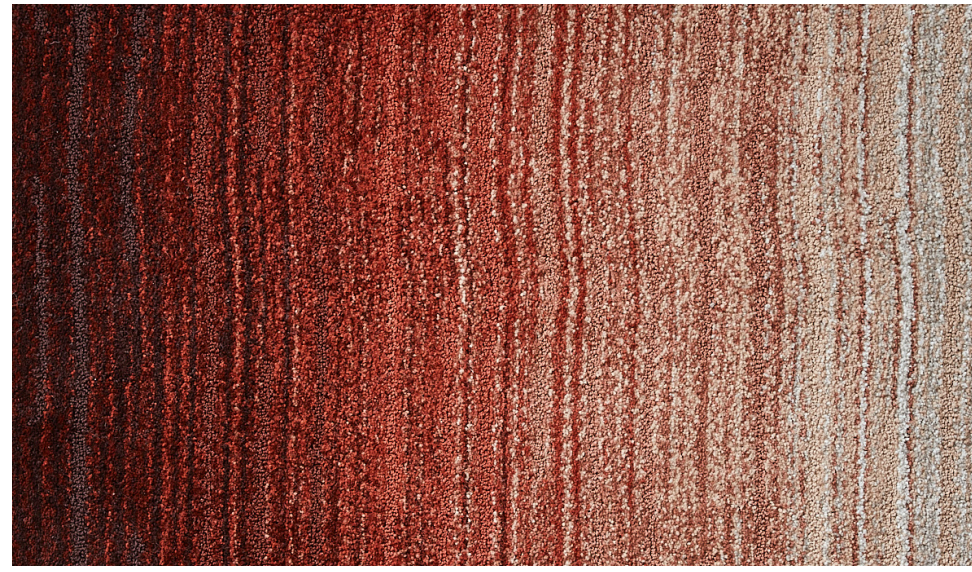


CUSTOM PATTERN YR86172

The design process is its own kind of travel, taking us to new places within and outside of ourselves. We become curious. We are open to deeper exploration. We are inspired to experiment with new ways to capture texture and pattern detail. To explore construction and product types like never before. And to create a collection that is at once flexible, vibrant and diverse as the spaces in which we belong.



CUSTOM PATTERN HF86444



CUSTOM PATTERN YF86169



EXPLORE THE
VOICE BEHIND
THE DESIGN

Mike Ford + Shaw Contract

RUGS + BROADLOOM

Introducing the *Mike Ford + Shaw Contract* rugs and broadloom collection that celebrates the 50th anniversary of Hip Hop. The collection draws from Hip Hop as design inspiration, expressing the textures, patterns, rhythms, energy, optimism and the five elements of Hip Hop. Ford's mission is to position Hip Hop culture as a catalyst to introduce underrepresented youth to architecture and design.



I CREATED A SKYLINE USING WAS I CAN SONG LYRICS.

LYRICS THAT INSPIRE A DREAM SKYLINE AT HIP HOP ARCHITECTURE CAMP

Aligned with our People Together, Planet Forever ambition to advance Diversity, Equity, and Inclusion, we are donating a portion of the collection's proceeds to Mike Ford's Hip Hop Architecture camps.

The camps empower underrepresented youth. Not only do they foster an interest in A&D, but they also use design as a tool to advance equity, justice, and inclusion within the camps' communities.



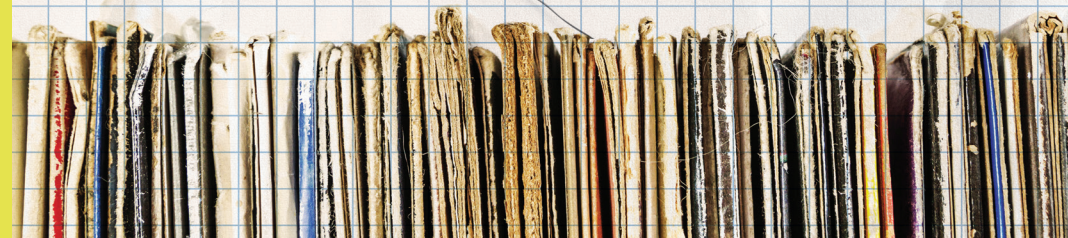
LISTEN

Mike Ford's Top 15 Hip Hop tracks

1. Mathematics - Mos Def
2. Me Myself and I - De La Soul
3. The Message - Grandmaster Flash & the Furious Five
4. Rapper's Delight - Sugarhill Gang
5. Can I Kick It - Tribe Called Quest
6. Juicy - Notorious B.I.G.
7. Kick, Push - Lupe Fiasco
8. Push It - Salt-N-Pepa
9. Walk This Way - Run-DMC
10. Sucker MC's - Run-DMC
11. U.N.I.T.Y. - Queen Latifah
12. La Di Da Di - Slick Rick & Doug E. Fresh
13. It Takes Two - Rob Base & DJ E-Z Rock
14. Hypnotize - Notorious B.I.G.
15. Lost Ones - Lauryn Hill

"Too many times, people are hearing the story from the second floor. Nobody's heard the story from the basement."

GRANDMASTER FLASH ON THE ORIGINS OF HIP HOP



THE 5 ELEMENTS OF HIP-HOP



1

EMCEE

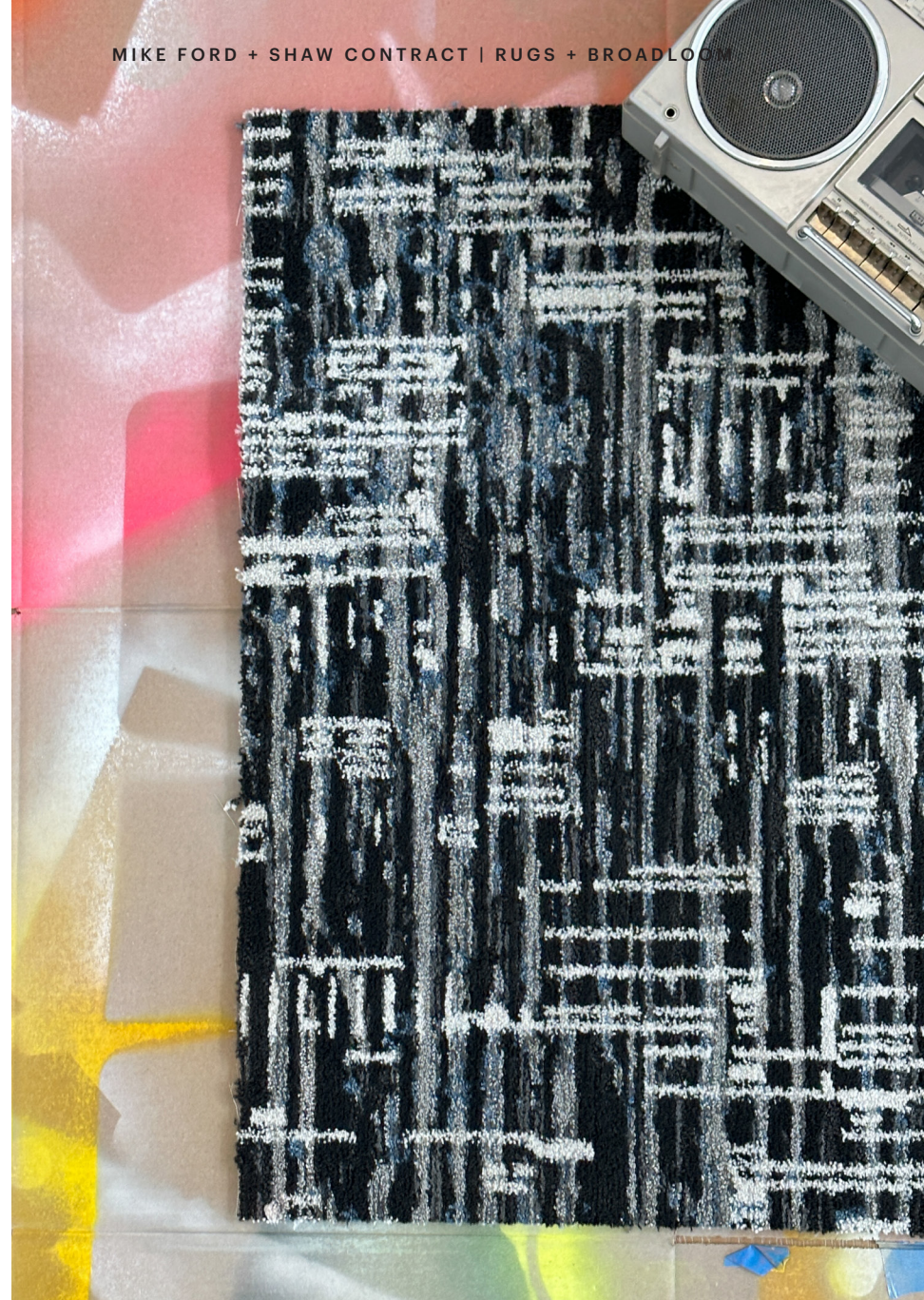
A sense of verbal acrobatics—where rhyme schemes and syllables converge to create complex constructions. Transforming rap lyrics into a kind of mathematical analysis.



2

DJing

Bending sound with breaks and beats. Geometric, vertical lines like a worn stack of records carried to a party. The sonic becomes visual with every step.



3

BREAKIN

Poetry in motion expressed through the improvisational energy of break dancing. Recalls the makeshift cardboard dance floors of Hip Hop's early days.



4

GRAFFITI

The art of the tag catches the fluid motion of writing styles, capturing a moment of time that builds upon itself.



5

KNOWLEDGE

Extracting different rhyme schemes and syllable counts translating sound into a visual design. This process captures the genius of Hip Hop.



EXPLORE THE
VOICE BEHIND
THE DESIGN

Dappled Light

PVC-FREE SHEET + TILE
78 IN WIDE SHEET | 20 X 40 IN TILE

The Dappled Light Collection captures the enchanting play of light in forest settings, tree cover and the idea of refuge in the built environment. This PVC-free collection is made with renewable content, including rapeseed, canola, and castor oils. Dappled Light is also **carbon neutral and optimized for low embodied carbon.**



LOW EMBODIED CARBON | CARBON NEUTRAL | PVC-FREE SHEET + TILE

DAPPLED LIGHT | PVC-FREE SHEET + TILE
LOW EMBODIED CARBON | CARBON NEUTRAL



FOREST MOSAIC IN COLOR SUN CEDAR + WOODLAND VEIL IN COLOR SHADE MAPLE

1. FOREST MOSAIC

Inspired by the patterning of fallen leaves and flowers on the ground.

2. WOODLAND VEIL

Inspired by the patterning of shadows on tree bark.



EXPLORE THE
VOICE BEHIND
THE DESIGN

Connected Threads

CARPET TILE | 9 X 36 IN

Create a sense of refinement with *Connected Threads*, a collection of three carpet tiles that pay tribute to the heritage of textile crafts. Familiar textures, timeless colors, and contemporary visuals tailored for any space. Celebrating a foundation of materiality appreciation and reuse.

Every stitch and loop adds to our understanding of the threads that bind us.



LOW EMBODIED CARBON | CARBON NEUTRAL | CARPET TILE



HAND STITCH + FRENCH KNOT IN COLOR VINTAGE GOLD | INSTALLED HERRINGBONE

HAND STITCH IN COLOR VINTAGE GOLD | INSTALLED STAGGER



HAND STITCH
Small scale texture with a nod to hand stitch craft, this design has irregular stitched pattern elements and a mix of textural threads.



FRENCH KNOT IN COLOR VINTAGE GOLD | INSTALLED ASHLAR

FRENCH KNOT

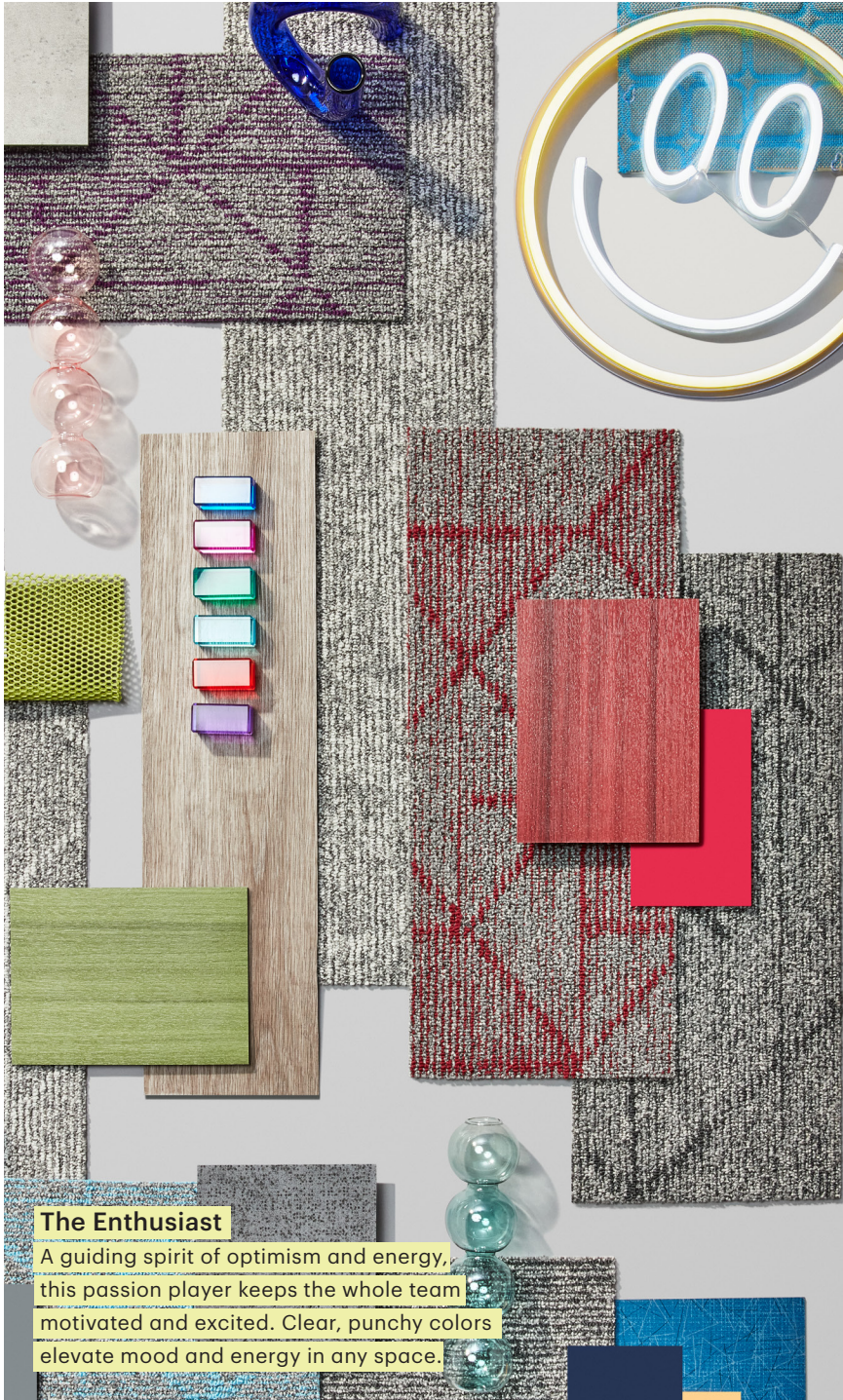
Medium scale pattern that is a nod to the craft of French knot embroidery. The French knot stitches were arranged to allow the pattern to organically flow from tile to tile.



QUILTED IN COLOR VINTAGE GOLD | INSTALLED STAGER

QUILTED

Large scale angled pattern elements stitched together to create a quilted effect.



The Enthusiast

A guiding spirit of optimism and energy, this passion player keeps the whole team motivated and excited. Clear, punchy colors elevate mood and energy in any space.

Teamwork

CARPET TILE | 9 X 36 IN



EXPLORE THE
VOICE BEHIND
THE DESIGN

What makes teams work? When each person brings their unique talents, ideas and strengths to the team, that's when the real magic happens. With clarity and understanding, a team can move quickly with a united sense of purpose.

The same can be said for the *Teamwork* collection. When the individual styles come together, the collective impact deeply resonates to connect, energize, and create a sense of movement and direction.



LOW EMBODIED CARBON | CARBON NEUTRAL | CARPET TILE



HUDDLE IN COLOR PROGRESS | INSTALLED STAGGER

HUDDLE

A subdued, textural foundation works well with all the team members while providing a powerful pause.



FOLLOW UP

A subtle textured pattern that's ideal on its own in quiet spaces or as a foundation to build a bolder installation.



COLLABORATION

This medium-scale, multi-directional pattern adds energy and personality through graphic grid work and a unique range of color options.



KICKOFF

Intersecting linework offers bursts of energy and a sense of play to build momentum in your space and spark bright ideas.



People Together,
Planet Forever is
our promise.

Neutral is not enough
is our call to action.

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.

PVC-Free

Our PVC-free sheet and tile are made with renewable content, including rapeseed, canola, and castor oils. Optimized for low embodied carbon and is carbon neutral. Free of ortho-phthalates, chlorine and solvents. Cradle To Cradle Certified® Silver and achieves Greenhealth Approved™ certification through Health Care Without Harm.

See *Dappled Light*, page 38

Carbon Impact

Our planet has finite resources. Together we have the capability to make sure we are never taking more than we are giving back.

Low Embodied Carbon | Carbon Neutral

We offer a broad portfolio of products that are carbon neutral and optimized for low embodied carbon. Shaw Industries has achieved carbon neutrality in our commercial carpet operations (since 2018).

See *Cultura carpet tile*, page 6, *Dappled Light*, page 38, *Connected Threads carpet tile*, page 42, *Teamwork carpet tile*, page 48

Circular Economy

We need to eliminate waste products. Circular systems mean waste becomes a valuable resource.

In 2022, Shaw turned more than 2.7 billion plastic bottles into flooring. The plastic bottles you recycle today could be the EcoLogix cushion or ReWorx flooring you walk on tomorrow.

Diversity, Equity & Inclusion

All humans are equal. Together, we will proactively create and promote opportunities that give everybody an equal footing in life.

Mike Ford + Shaw Contract Rug and Broadloom Collection

We are donating a portion of the collection's proceeds to Mike Ford's Hip Hop Architecture camps. The camps empower underrepresented youth. Not only do they foster an interest in A&D, but they also use design as a tool to advance equity, justice, and inclusion within the camps' communities.

See *Mike Ford + Shaw Contract*, page 32

Material Health

Materials are the skin of our interiors. Healthy materials create healthy environments that have a direct impact on our health and wellbeing.



For more than 20 years, we have invested in material health with our EcoWorx® PVC-free carpet tile backing, the first flooring product to be Cradle to Cradle Certified®.*

re[TURN]®

We Want it Back

At the end of its useful life, we will reclaim and recycle EcoWorx® backed carpet tile, Shaw Manufactured Resilient and ReWorx™ at no cost to you.*

Since 2006, Shaw Industries has reclaimed and recycled nearly 1 billion pounds of post-consumer carpet, reducing landfill waste.

* Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute.

** Restrictions apply see shawcontract.com for re[TURN]® guidelines.

For more information about these attributes, contact your local Shaw Contract account manager, visit us at shawcontract.com or call 1.800.257.7429.



ShawContract[®]
studioone[™]

Let's Create, Together

StudioOne™ will meet you wherever you are in the design process with inspiration, thought-starters and tools to fuel your next project.

Our team and suite of tools are here to make your job easier.

Ask questions. Explore ideas. Visualize selections in your space.

It's all about saving time so you have more of it to do what you love.

Let's start.



Collection Colors

Cultura Carpet Tile

LOW EMBODIED CARBON | CARBON NEUTRAL

18 X 36 IN

CROSSWEAVE + CASA



AGAVE COBBLESTONE IMMERSE MAIZ MOLE



NATIVE RETREAT TEJATE VIBRANT AGAVE VIBRANT MAIZ

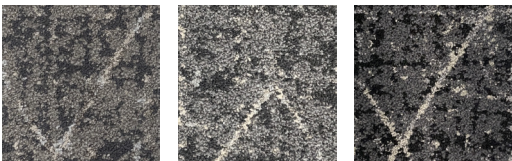


VIBRANT MOLE VIBRANT NATIVE VIBRANT TEJATE *Colors shown in Cross Weave*

SIERRA + ALBAN + HAND WOVEN | NEUTRALS

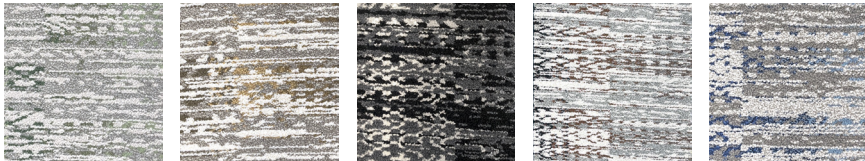


COBBLESTONE NATIVE MAIZ TEJATE AGAVE



IMMERSE RETREAT MOLE *Colors shown in Sierra*

HAND WOVEN + LOCAL | VIBRANTS

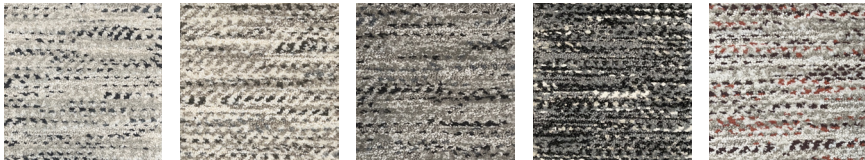


VIBRANT AGAVE VIBRANT MAIZ VIBRANT MOLE VIBRANT NATIVE VIBRANT TEJATE

Colors shown in Hand Woven

Cultura Rugs + Broadloom

BRAIDED



COBBLESTONE MAIZ TEJATE VIBRANT MOLE VIBRANT NATIVE

VALLE



COBBLESTONE TEJATE VIBRANT NATIVE VIBRANT AGAVE VIBRANT MAIZ

ALL COLORS ARE SHOWN FOR REFERENCE ONLY AND ARE SUBJECT TO CHANGE UPON FURTHER PRODUCT DEVELOPMENT.

Connected Threads Carpet Tile

9 X 36 IN

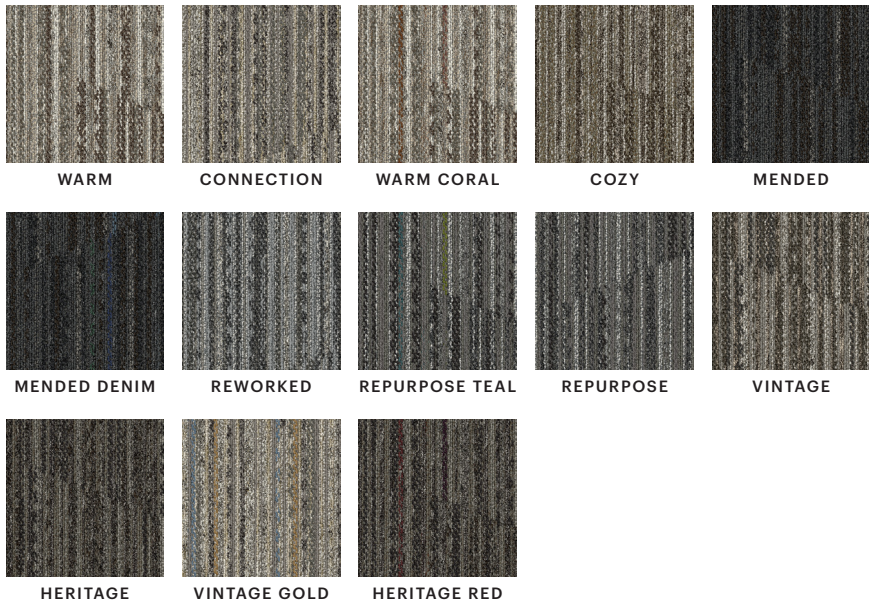
LOW EMBODIED CARBON | CARBON NEUTRAL

FRENCH KNOT + QUILTED



Colors shown in French Knot

HAND STITCH

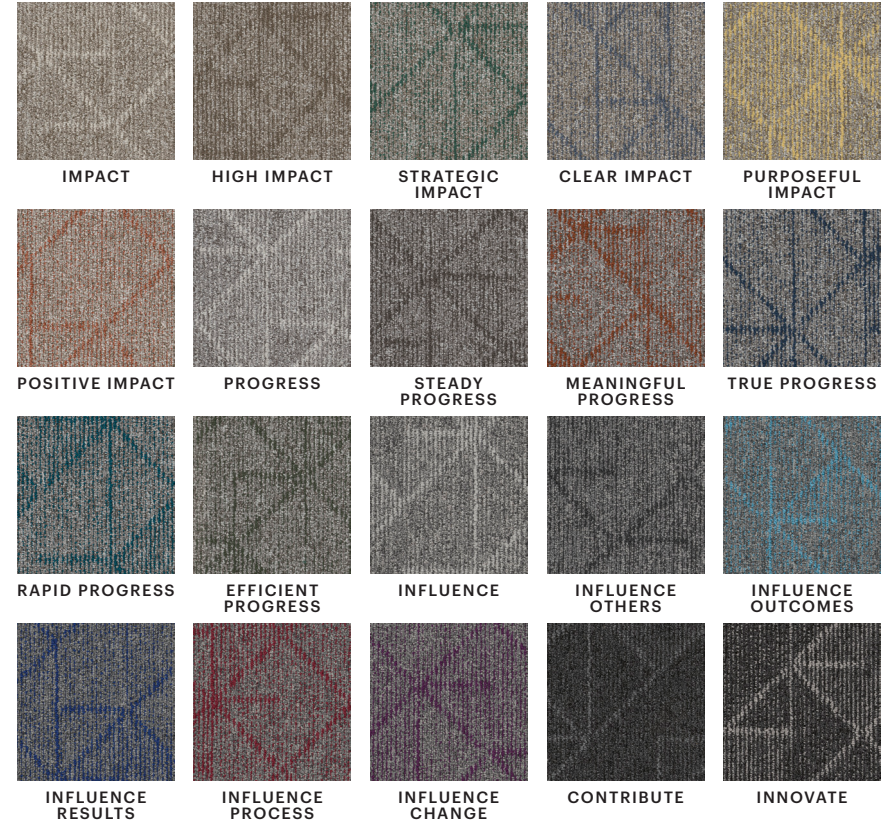


Teamwork Carpet Tile

9 X 36 IN

LOW EMBODIED CARBON | CARBON NEUTRAL

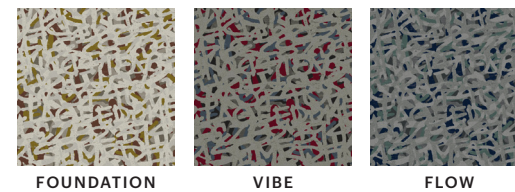
COLLABORATION, FOLLOW UP, HUDDLE + KICK OFF



Colors shown in Collaboration. See shawcontract.com for complete details on the Teamwork collection.

Mike Ford + Shaw Contract Rugs + Broadloom

EMCEE, DJing, BREAKIN, GRAFFITI + KNOWLEDGE



Colors shown in Graffiti

Cultura LVT

18 X 18 IN

CROSSING PATHS



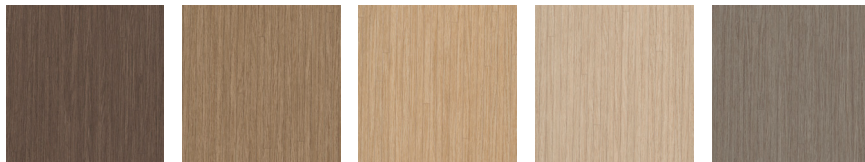
GROVE THATCH SANDY DUNE SPINDLE SUMMIT



SMOKEY OAK EGGSHELL GESSO CASTER

IN UNISON

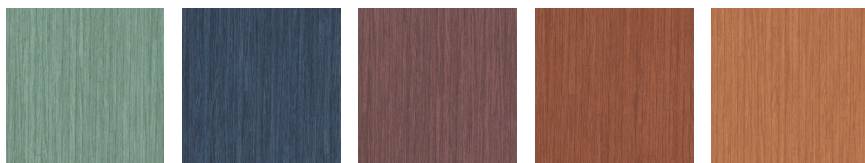
9 X 36 IN



GROVE THATCH SANDY DUNE SPINDLE SUMMIT



SMOKEY OAK EGGSHELL GESSO CASTER TOGETHER



LINK UNIFY JOIN MERGE INCLUDE

Dappled Light PVC-Free Sheet + Tile

LOW EMBODIED CARBON | CARBON NEUTRAL

20 X 40 IN TILE
78 IN WIDE SHEET

FOREST MOSAIC SHEET + TILE



SUN MAPLE CAST MAPLE SHADE MAPLE SHADOW MAPLE SUN CYPRESS



SHADOW CYPRESS SUN CEDAR CAST CEDAR SHADE CEDAR SHADOW CEDAR

WOODLAND VEIL SHEET + TILE




SUN MAPLE CAST MAPLE SHADE MAPLE SHADOW MAPLE SUN CYPRESS



SHADOW CYPRESS SUN CEDAR CAST CEDAR SHADE CEDAR SHADOW CEDAR

DAPPLED LIGHT WOODLAND VEIL AND FOREST MOSAIC COLORWAYS ARE CURRENTLY IN DEVELOPMENT AND ARE SUBJECT TO CHANGE.



At the heart of Shaw Contract,
we create products and
solutions that positively
impact people and the planet.

We are Design Optimists.



ShawContract®

PEOPLE TOGETHER, PLANET FOREVER IS OUR PROMISE.
NEUTRAL IS NOT ENOUGH IS OUR CALL TO ACTION.

