



LOW EMBODIED CARBON | CARBON NEUTRAL



# Collective

ShawContract®

# Individually, we are unique. Together we are whole.

As humans on this beautiful planet, what we have in common is so much greater than what divides us. We thrive in a global community that gives us perspective and gives voice to others to come together and laugh, share, work, learn, and care for each other. *Collective* shares a sense of unity that roots us in a positive spirit while letting our individual lights shine stronger than ever.

*Collective* foundational patterns work to support various market needs, finding the common threads across segments where teamwork is essential to success.

RIGHT:  
COLLECTIVE II (5T439) IN GREIGE (38105) | INSTALLED STAGGER



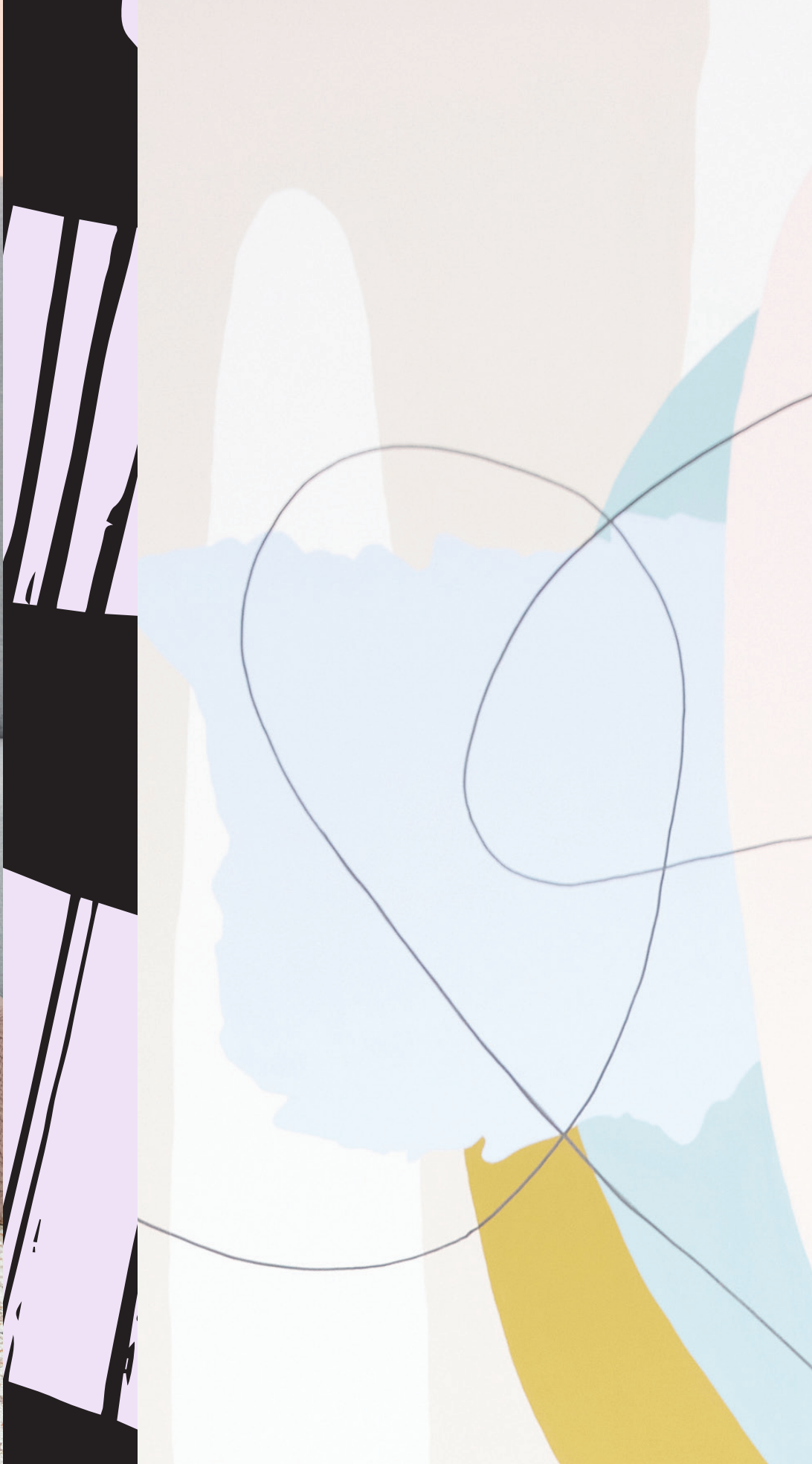
COLLECTIVE II — Set the pace of any space by adding rhythm with intricate layered lines.



COLLECTIVE III — Pinstripes punctuate this small-scale texture background to add a refined look.



COLLECTIVE IV — Concentrated cross hatching draws focus with expansive areas of openness in this multi-directional pattern.





HAND IN HAND (5T450) IN INCLUDE COLOR (50678) | INSTALLED STAGGER  
AND INLET (0926V) IN SPINDLE (26140) | INSTALLED STAGGER

## Connecting to the larger collective.

The *Collective* palette was designed to connect, coordinate and support several other collections and products across Shaw Contract's full offering to create a broad design portfolio: a true collective of styles, constructions, price points and solutions.





IN COMMON (5T451) IN INCLUDE (50100) | INSTALLED STAGGER

IN COMMON — A plush and textural pattern in a 9 × 36 plank that is ideal for subtle or more complex installation methods.

## What connects us and creates optimism?

As humans on this beautiful planet, what we have in common is so much greater than what divides us. We thrive in a global community that gives us perspective and gives voice to others to come together and laugh, share, work, learn, and care for each other. *Collective* shares a sense of unity that roots us in a positive spirit while letting our individual lights shine stronger than ever.

The patterns and styles of *Collective* draw deliberate lines, not to create boundaries but crossings, places of intersection where we may pause to reset, to relax or recharge.

RIGHT:  
ALONGSIDE CARPET TILE (5T495) IN INCLUDE COLOR (50678) | INSTALLED ASHLAR



ALONGSIDE — Long verticals angle and taper to allow other linear design elements to work Alongside one another – sharing the journey.



**EcoSolution Q100™** is a high performance 100% recycled content nylon fiber\*. Products with EcoSolution Q100™ are optimized for low embodied carbon as reflected in the EC3 tool and are carbon neutral.

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® Silver.



\* Allocated from pre-consumer sources.



HAND IN HAND — Interlocking lines of abstracted herringbone create impact and dynamic scale.





ALL TOGETHER (CARPET TILE 5T494) IN INCLUDE COLOR (50678) INSTALLED ASHLAR

ALL TOGETHER — Horizontal lines moving in forward and backward motion — working  
All Together to create collaboration in your space.



SIDE BY SIDE (5T452) IN INCLUDE (50100) | INSTALLED HERRINGBONE  
AND COLLECTIVE V (5T442) IN COLOR TAN (38111) | INSTALLED STAGGER



COLLECTIVE V (5T442) IN GREIGE (38105) | INSTALLED STAGGER



IN TUNE (CARPET TILE 5T496) IN INCLUDE COLOR (50678) | INSTALLED ASHLAR



**IN TUNE** — Large scale rhythmic field patterns paired with a textural background — stays In Tune with All Together and Alongside. Inspired by the design ethos of the Hand in Hand style.



# Why *Collective* Tile?



## Lifetime Stain and Color Protection

EcoSolution Q100™ 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. EcoSolution Q100™ 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.

COLLECTIVE I (5T438) IN GREIGE (38105) | INSTALLED STAGGER



At the heart of Shaw Contract we create products and solutions that positively impact people and the planet. **We are Design Optimists.**

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.

## Material Health

We design and manufacture products to optimize human environments.



### Cradle to Cradle Certified® Silver

Collective styles are third-party verified as being safe, circular, and responsibly made.



### Indoor Air Quality

People spend 90% of their time indoors, making these environments critical to our wellbeing. These products are Green Label Plus (GLP) Certified, meeting the California Department of Public Health (CDPH) indoor air quality standards for low-emitting products.



### Product Transparency

Collective styles have an HPD, which is a transparent disclosure of product content and associated health information



### LBC Red List Approved

Collective styles are LBC Red List Approved. Proprietary ingredients are not disclosed on the Declare label, but all raw materials have been third-party confirmed as being compliant with the RED LIST of the Living Building Challenge.

## Carbon Impact

We are a positive force in the global effort to collectively fight climate change.



### 50% Reduced Carbon Footprint

As a result of Shaw's investments to help reduce our energy and greenhouse gas impact, we have cut our Scope 1 & 2 emissions by more than half since our 2010 baseline.



### Carbon Neutral

This collection of carpet tile is carbon neutral and is manufactured in a carbon neutral manufacturing location.



### Low Embodied Carbon

Collective styles have a 3rd party verified EPD.



### EcoSolution Q100™ Reduces Carbon

EcoSolution Q100™ is a high-performance nylon fiber with 100% recycled content, optimized for low embodied carbon. Every square yard reduces the carbon impact by 42%, versus traditional carpet tile.

## Circular Economy

We practice a regenerative, closed-loop approach to sustainability.

### re[TURN]™ We Want it Back

At the end of its useful life, we'll reclaim and recycle carpet to make more carpet products. Since 2006, Shaw has reclaimed and recycled nearly 1 billion pounds of post consumer carpet reducing landfill waste.

## Diversity, Equity & Inclusion

We nurture an environment where every voice and perspective can be heard, with equal value placed on seen and unseen experiences.



### Supplier Diversity Program

More than 42% of Shaw Industries' spend\* is with small and diverse suppliers. We want to promote supplier participation that is reflective of Shaw's diverse customer base and local communities, bringing more innovation and opening new markets for growth.

\*Based on spend categories where we have domestic (US) small or diverse suppliers who are capable of meeting our needs.



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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](http://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®**