



# 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 broadloom collection with coordinating 18 × 36 tiles, 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 AND RIGHT:  
NOTION (BROADLOOM 5A300) IN GRACIOUS (00429)



NOTION—The cross-hatched lines of this small scale, multi-directional pattern the understated elegance of a woven textile.



“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](https://shawcontract.com/palettes).







## 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 warranty and colorfastness warranty and our easily installed and simple removal high-performance **Ultraloc MB® backing system**. 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.

**MORAL**—Gently distressed lattice frameworks combine both organic and structured rhythms across this medium scale pattern.

**MORAL (BROADLOOM 5A301) IN GRACIOUS (00429)**





MORAL (BROADLOOM 5A301) IN GRACIOUS (00429) AND TRUISM (CARPET TILE 5T428) IN GRACIOUS (27429) | INSTALLED ASHLAR



# Cultivate Soul Family

The collection also coordinates with *Adage*, *Truism* and *Belief* carpet tile and matching broadloom. All construction styles are designed to work side by side to create contrast or harmony as desired while maintaining a strong visual consistency throughout a project. Combine styles and patterns to create a visual and practical interpretation of all the elements that enrich your space.



TOP LEFT: ADAGE (BROADLOOM 5A297) IN HEARTEN (27860) | BOTTOM LEFT: BELIEF (BROADLOOM 5A299) IN HEARTEN (27860)  
RIGHT: TRUISM (BROADLOOM 5A298) IN GRACIOUS (27429)

# Why Cultivate Soul?



**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 broadloom is manufactured in facilities that are 100% carbon-neutral.



**LEEDv4 Contributions**  
MR Credit: EPD 3rd Party Certified in Accordance with ISO14044, ISO14025 & EN15804  
MR Credit: C2C Silver Level (Version 3.1).



**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.

