

At Shaw Contract Group, we believe that innovative design inspires change. The way we live, work, think, create and heal—all made better by design. As a global design leader for commercial spaces, Shaw Contract Group carpet and floorcovering products are engineered for beauty, durability and cradle-to-cradle sustainability. As part of Shaw Industries, the world's largest carpet manufacturer and a Berkshire Hathaway subsidiary, our strength and dedication have brought our brand of design to more than 80 countries around the world. We ensure global consistency in quality and performance—regardless of where our products are manufactured.

DESIGN IS A GLOBAL CONVERSATION

TABLE OF CONTENTS

DESIGN IS STRENGTH.....4

Shaw Contract Group checks every step in the product manufacturing process in order to ensure quality and service. As a Berkshire Hathaway subsidiary, and the world's largest carpet manufacturer, we are a company like no other in the world.

DESIGN IS INSPIRED.....12

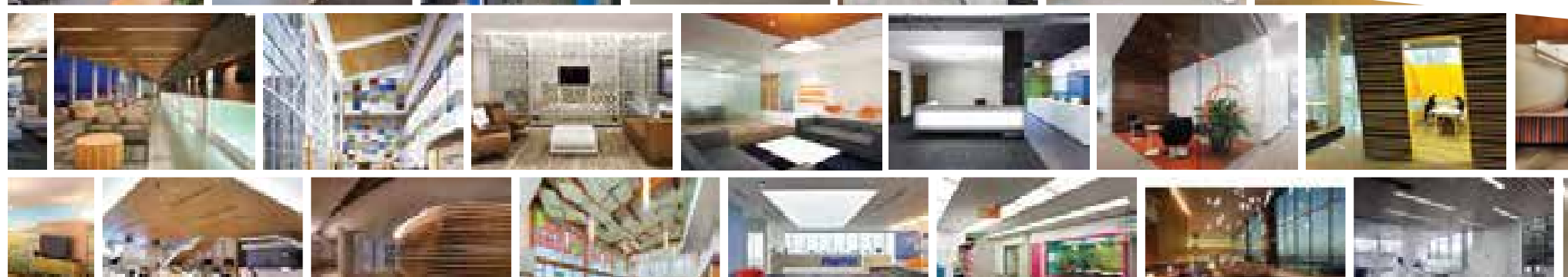
When inspiration meets innovation, the result is award-winning products, year after year. Based on research, trends, and industry expertise, our inspired collections have a big impact — from wayfinding and branding to recruiting and retaining talent.

DESIGN IS SUSTAINABLE.....28

Driven by environmental stewardship and social responsibility, we design with future impact in mind. As the largest carpet recycler in the industry and the first flooring manufacturer with *Cradle to Cradle Certified*^{CM} products, we lead through innovative, sustainable practices.

DESIGN IS GLOBAL.....36

With more than 130 million square metres of EcoWorx® installed in more than 80 countries, Shaw Contract Group maintains valued relationships with many of today's most respected companies. Our carpet is featured in millions of projects across the globe.





“WE HAVE STAYED TRUE
TO OUR COMMITMENT
TO CREATING THE
MOST BEAUTIFUL AND
SUSTAINABLE FLOORING
IN THE WORLD, AND
WE BELIEVE THAT OUR
ONGOING INVESTMENT
IN GROWTH AND
SUSTAINABILITY INITIATIVES
IS KEY TO THE FUTURE
CREATION OF VALUE FOR
OUR CUSTOMERS.”

VANCE BELL
CEO • Shaw Industries

DESIGN IS STRENGTH

From the onset, our differentiating strategy has been to build a vertical supply chain to better control company processes so we can be a more effective supplier to our customers. Within this framework, every investment in property, plant, equipment, technology and personnel is given thoughtful consideration.

18th ON THE FORTUNE GLOBAL 500 LIST

atch Shell • Wal-Mart Stores • Exxon Mobil • Sinopec Group • China National Petroleum • BP • State Grid • Toyota Motor • Volkswagen • Total • Chevron • Glencore Xstrata • Japan Post Holdings • Samsung
cs • E.ON • Phillips • ENI **Berkshire Hathaway** Apple • AXA • Gazprom • General Motors • Daimler • General Electric • Petrobras • EXOR Group • Valero Energy • Ford Motor • Industrial &
cial Bank of China • Hon Hai Precision Industry • Allianz • Nippon Telegraph & Telephone • ING Group • AT&T • Pemex • GDF Suez • PDVSA • Statoil • CVS Caremark • BNP Paribas • McKesson • Hewlett-
• JX Holdings • Honda Motor • Lukoil • Nissan Motor • Verizon Communications • Assicurazioni Generali • China Construction Bank • UnitedHealth Group • Enel • Siemens • Hitachi • J.P. Morgan Chase &
rdinal Health • SK Holdings • Banco Santander • Carrefour • HSBC Holdings • Société Générale • International Business Machines • Tesco • Agricultural Bank of China • BASF • Bank of America Corp. •
Wholesale • BMW • Nestlé • Bank of China • China Mobile Communications • Kroger • Crédit Agricole • Express Scripts Holding • Petronas • Noble Group • Électricité de France • Wells Fargo •
• China State Construction Engineering • PTT • Archer Daniels Midland • Panasonic • Prudential • Lloyds Banking Group • Nippon Life Insurance • Metro • Indian Oil • Procter & Gamble •
al Financial • ArcelorMittal • Munich Re Group • China National Offshore Oil • Sony • Boeing • Freddie Mac • Telefónica • AmerisourceBergen • Rosneft Oil • China Railway Construction •
n Petroleum • China Railway Group • SAIC Motor • Hyundai Motor • Deutsche Telekom • Home Depot • Reliance Industries • Deutsche Post • Aviva • Microsoft • China Life Insurance • Repsol •
EADS • BHP Billiton • Banco do Brasil • Tokyo Electric Power • Mitsubishi • Sinochem Group • Walgreen • Peugeot • Pertamina • Zurich Insurance Group • Vodafone Group • American
onal Group • Toshiba • AEON • INTL FCStone • MetLife • Deutsche Bank • Robert Bosch • Johnson & Johnson • Groupe BPCE • China Southern Power Grid • Unilever • Caterpillar • PepsiCo •
State Farm Insurance Cos. • RWE • U.S. Postal Service •

SHAW INDUSTRIES: A BERKSHIRE HATHAWAY COMPANY SINCE 2001

Dominant market share, strong management team and commitment to innovation and quality led to Berkshire Hathaway's 2001 acquisition of Shaw, giving us financial strength unlike any other company in the flooring industry. Now, Berkshire Hathaway is among the top of Fortune magazine's lists of largest global corporations and most admired companies.

In the past five years, Shaw has have invested more than USD 1 billion in innovation while maintaining zero debt. The result: single source accountability and a commitment to meet your needs today and tomorrow.



WARREN BUFFETT
Chairman and CEO
Berkshire Hathaway

SOMEONE IS
SITTING IN THE
SHADE TODAY
BECAUSE
SOMEONE
PLANTED A
TREE A LONG
TIME AGO.

WARREN BUFFETT
Chairman and CEO • Berkshire Hathaway

mo Metal • Fujitsu • China Resources National • UniCredit Group • Google • Sumitomo
a Argentaria • Bayer • Rio Tinto Group • China Post Group • Roche Group • Lowe's • Deutsche Bahn • Sumitomo Life Insurance • Sabic • ACS • Vinci • International Petroleum Investment • National Australia Bank • Hyundai Heavy
ies • Commonwealth Bank of Australia • Coca-Cola • China South Industries Group • Vale • Royal Bank of Scotland Group • Aviation Industry Corp. of China • China Communications Construction • Merck • Idemitsu Kosan • Lockheed Martin • Koç
g • Tokio Marine Holdings • Sanofi • Cisco Systems • Intesa Sanpaolo • Baosteel Group • LyondellBasell Industries • Wilmar International • LG Electronics • Best Buy • Volvo • Sberbank • Bharat Petroleum • SSE • China Huaneng Group • Safeway • KDDI •
la • Korea Electric Power • Canon • Westpac Banking • SNCF • GS Caltex • Bouygues • Schlumberger • Denso • Bank of Communications • Mitsubishi Electric • FedEx • Enterprise Products Partners • Sysco • Walt Disney • Royal Ahold • Continental • Johnson
s • Kia Motors • GlaxoSmithKline • Goldman Sachs Group • Credit Suisse Group • People's Insurance Co. of China • Softbank • China United Network Communications • CHS • Hindustan Petroleum • Abbott Laboratories • Sears Holdings • UBS • Anheuser-Busch InBev
a Environnement • Jardine Matheson • DuPont • ABB • HeBei Iron & Steel Group • Humana • Lufthansa Group • World Fuel Services • Aluminum Corp. of China • Nokia • JBS • Suncor Energy • China National Aviation Fuel Group • JFE Holdings • Hess • Ecopetrol • Telecom
Royal Bank of Canada • Bridgestone • Centrica • Ingram Micro • Plains All American Pipeline • Honeywell International • Christian Dior • Vivendi37 • Mitsubishi Chemical Holdings • Australia & New Zealand Banking Group • China Railway Materials • United Continental Holdings •
• NEC • Liberty Mutual Insurance Group • PKN ORLEN Group • State Bank of India • China Guodian • J. Sainsbury • • HCA Holdings • China Metallurgical Group • Delta Air Lines • Aetna • CPC • Sumitomo • Deere • Sistema • Alliance Boots • Sprint Nextel • Jizhong Energy Group
o Financial Group • Mondelez International • Huawei Investment & Holding • Tata Motors • Franz Haniel • Jiangsu Shagang Group • China National Building Materials Group • Kansai Electric Power • Quanta Computer • Shougang Group • Supervalu • New York Life Insurance •
Holdings • Sinomach • Mitsubishi Heavy Industries • Wuhan Iron & Steel • Lenovo Group • Medipal Holdings • American Express • News Corp. • L.M. Ericsson • Swiss Re • DZ Bank • Beijing Automotive Group • Alistate • Tyson Foods • Edeka Zentrale • Air France-KLM Group • Power
of Canada • Massachusetts Mutual Life Insurance • Tewoo Group • George Weston • Cosmo Oil • Old Mutual • Royal Philips • Tesoro • La Poste • Morgan Stanley • East Japan Railway • TIAA-CREF • Gas Natural Fenosa • Power China • ChemChina • Chubu Electric Power • COFCO •
SP International • Greenland Holding Group • Xstrata • General Dynamics • Philip Morris International • Hutchison Whampoa • Zhejiang Materials Industry Group • Korea Gas • Itaúsa-Investimentos Itaú • Suzuki Motor • Poste Italiane • Oil & Natural Gas • Magna International • S-Oil •
ider Electric • Shandong Energy Group • Aisin Seiki • Standard Life • China Datang • Nationwide • Toronto-Dominion Bank • Formosa Petrochemical • GasTerra • Manulife Financial • 3M • Sharp • Pegatron • Accenture • DirecTV • Amer International Group • Shandong Weiqiao Pioneering
• China Huadian • Shanxi Coal Transportation & Sales Group • Delhaize Group • T&D Holdings • Cigna • BT Group • China Electronics • L'Oréal • Wm. Morrison Supermarkets • Murphy Oil • Anglo American • Alfresa Holdings • China Ocean Shipping • Time Warner • Shanxi Coking Coal
• Henan Coal & Chemical • Mapfre Group • Xinxing Cathay International Group • Yangquan Coal Industry Group • China Power Investment • Coop Group • Halliburton • China Minsheng Banking Corp. • China Merchants Bank • AstraZeneca • Jiangxi Copper • Kailuan Group •
tional Paper • China Shipbuilding Industry • Publix Super Markets • Macy's • Ultrapar Holdings • Michelin • Fluor • McDonald's • Onex • Phoenix Pharmahandel • Hyundai Mobis • Samsung Life Insurance • Industrial Bank • China Pacific Insurance (Group) • Shanxi LuAn Mining Group •
Group • China Shipbuilding Industry • Publix Super Markets • Macy's • Ultrapar Holdings • Michelin • Fluor • McDonald's • Onex • Phoenix Pharmahandel • Hyundai Mobis • Samsung Life Insurance • Industrial Bank • China Pacific Insurance (Group) • Shanxi LuAn Mining Group • Adecco Group

WE CONTROL THE ENTIRE LIFE CYCLE
OF THE PRODUCTS WE CREATE

Shaw Contract Group controls the products we create every step of the way to reduce risk, reduce turnaround time, and ensure the highest quality standards without relying on outside vendors. Maintaining a leadership position at each point of the production process, we produce more than 815,000 metric tonnes of carpet and 450,000 metric tonnes of fibre each year.

This vertical integration gives us control over where, when and how to make product and process improvements, ensures our continuous investment in innovation and gives us single source accountability with each and every customer we serve. In the annual Floor Focus Survey of Facility Managers and Designers, **Shaw Contract Group is consistently recognised as Best Overall Business Experience.** According to Facility Managers, we rank first in service, quality, design, performance and value. And among designers, Shaw Contract Group is ranked first in service, quality, design and value.

“ULTIMATELY, THE LEADERS AT SHAW EXUDED THE COURAGE AND CONVICTION TO BUILD A SUSTAINABLE PRODUCT PLATFORM THAT WOULD CREATE A COMPETITIVE ADVANTAGE. NOT ALL COMPANIES ARE WILLING TO MAKE SUCH A BET.”

HARVARD BUSINESS REVIEW



WORLD'S LARGEST CARPET FIBRE PRODUCER

WORLD'S LARGEST CARPET MANUFACTURER

WORLD'S LARGEST CARPET RECYCLER

BEIJING • CHICAGO •
 GUADALAJARA •
 HONG KONG • LONDON •
 LOS ANGELES •
 MELBOURNE • MEXICO CITY •
 MIAMI • MONTERREY •
 NANTONG • NEW YORK •
 SAN FRANCISCO • SHANGHAI •
 SINGAPORE • SYDNEY

GLOBALLY CONSISTENT PRODUCT, BACKED WITH LIFETIME GUARANTEE

With showrooms, sales offices and manufacturing facilities around the globe, we are able to nimbly offer the widest array of products available in a range of options for our worldwide customers. And whether products are manufactured in the United States or Nantong, China, the highest standards apply—consistent in quality and design, guaranteed for life.



Shanghai Showroom



London Showroom



Chicago Showroom



Mexico City Showroom



Nantong Showroom



Nantong Plant



“OUR APPROACH
TO DESIGN IS
INSPIRED. WE ARE
CONSTANTLY
EVOLVING THE
WAY WE LOOK AT
SHAPE, COLOUR,
TECHNIQUE,
MATERIALS.”

REESIE DUNCAN
Creative Director • Shaw Contract Group

DESIGN IS INSPIRED

Inside our design studios, we immerse ourselves in research and the process of discovery. We ask, we wonder, we design. We collaborate as a team—knowledge is shared, techniques are developed, and products are created to meet the broadest range of design and budget requirements.



BRANDS THAT INSPIRE

Contract Magazine, a leading publication for commercial architects and interior designers, asked readers to name the most inspiring industry brands. Shaw Contract Group was among the top ten, and the only carpet company to make the list. We're honoured to be in such great company.*

3FORM
ARMSTRONG
HAWORTH
HERMAN MILLER
IZZY+
KNOLL
MAHARAM
SHAW CONTRACT GROUP
STEELCASE
TEKNION

*CONTRACT MAGAZINE, DEC. 2012, THE BRAND REPORT



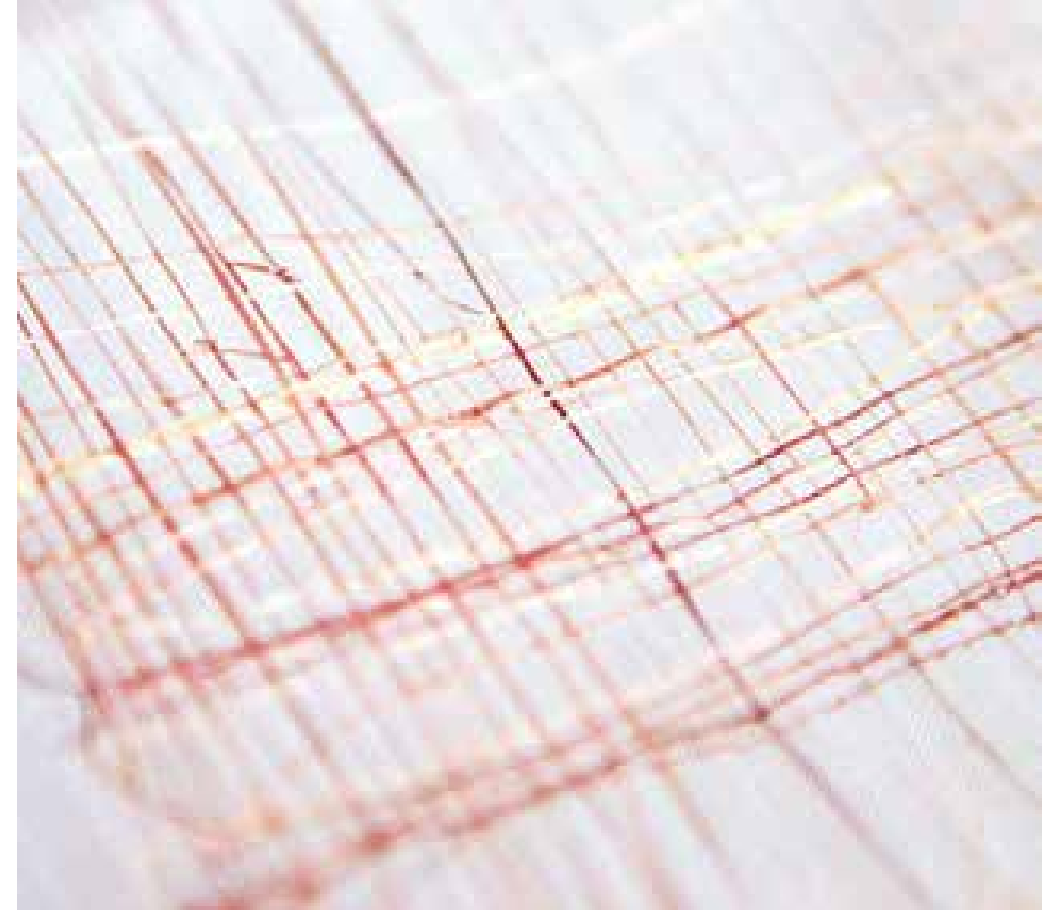
COLOUR EXTRACTED
FROM NATURE
DREW US IN

An exploration of natural dyes derived from rust, logwood and madder root. The results were unpredictable, the nuances random. And along the way, the design team discovered that there is triumph through adversity.

DyeLab



NATURAL
PALETTE



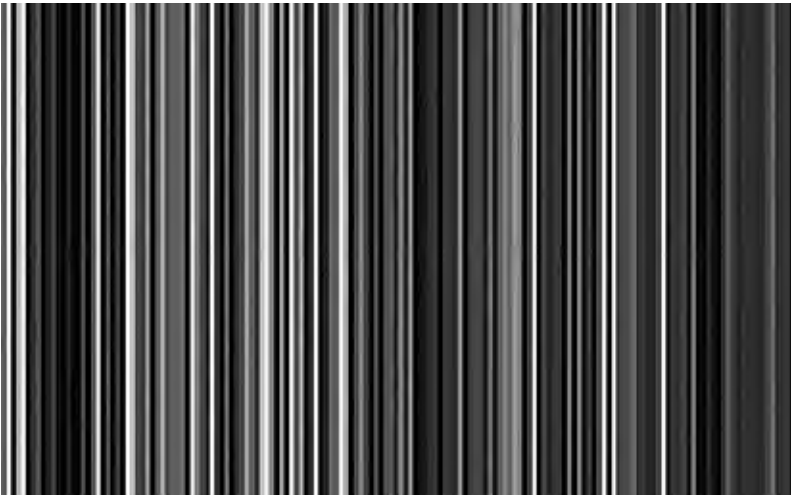
MAKE A VIBRANT DISCOVERY

The Natural Palette collection is inspired by the winning submission from a design contest hosted in conjunction with the Savannah College of Art and Design. A student's fascination and memory of Costa Rican farmers making rope from the Cabuya fibre resulted in a top-selling commercial carpet. The collection also featured new tufting technology and innovative dye processes. Inspiration is everywhere, in the process and the product.

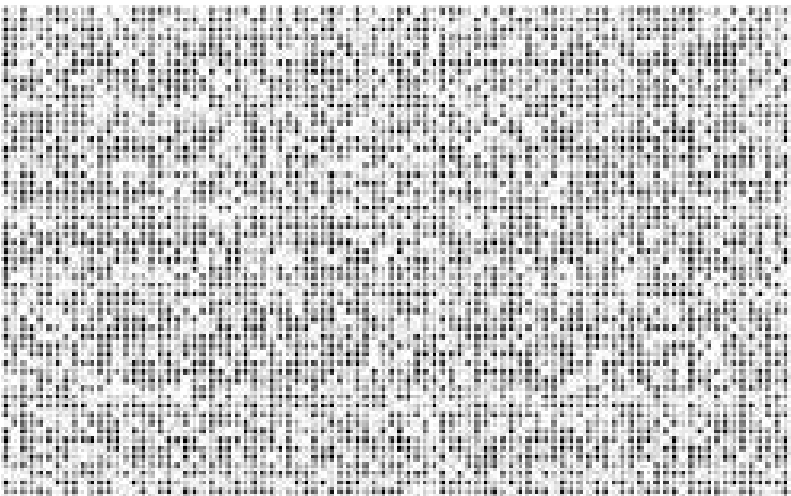




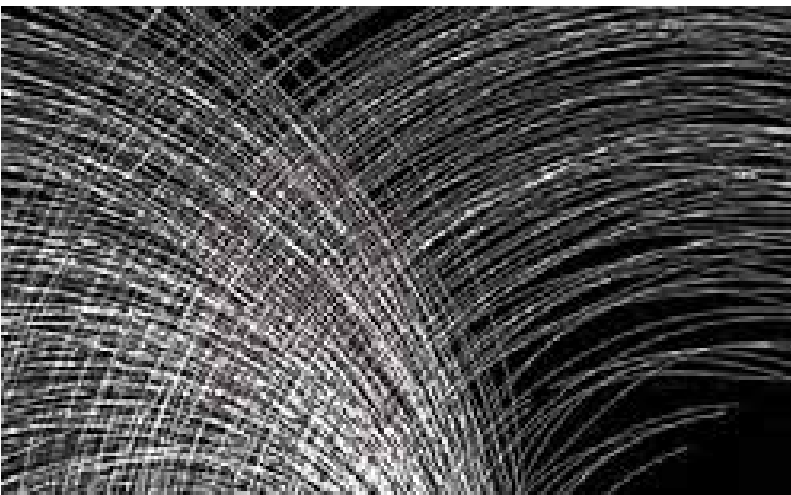
ELECTRONICA



CLASSICAL



AMBIENT



JAZZ

WHAT DOES MUSIC LOOK LIKE?

The Music Project is a visual interpretation of the universal language of music, a harmony of sound, design and science. The collection engaged a web of disciplines: world renowned designer Todd Bracher, a team of software engineers, the sounds of musicians and the Shaw Contract Group Design Studio. Each product, like the music it reflects, is designed to have a relationship with the individual in a space. *Pictured: Algorithm interpretations set the tone for the collection's genres.*

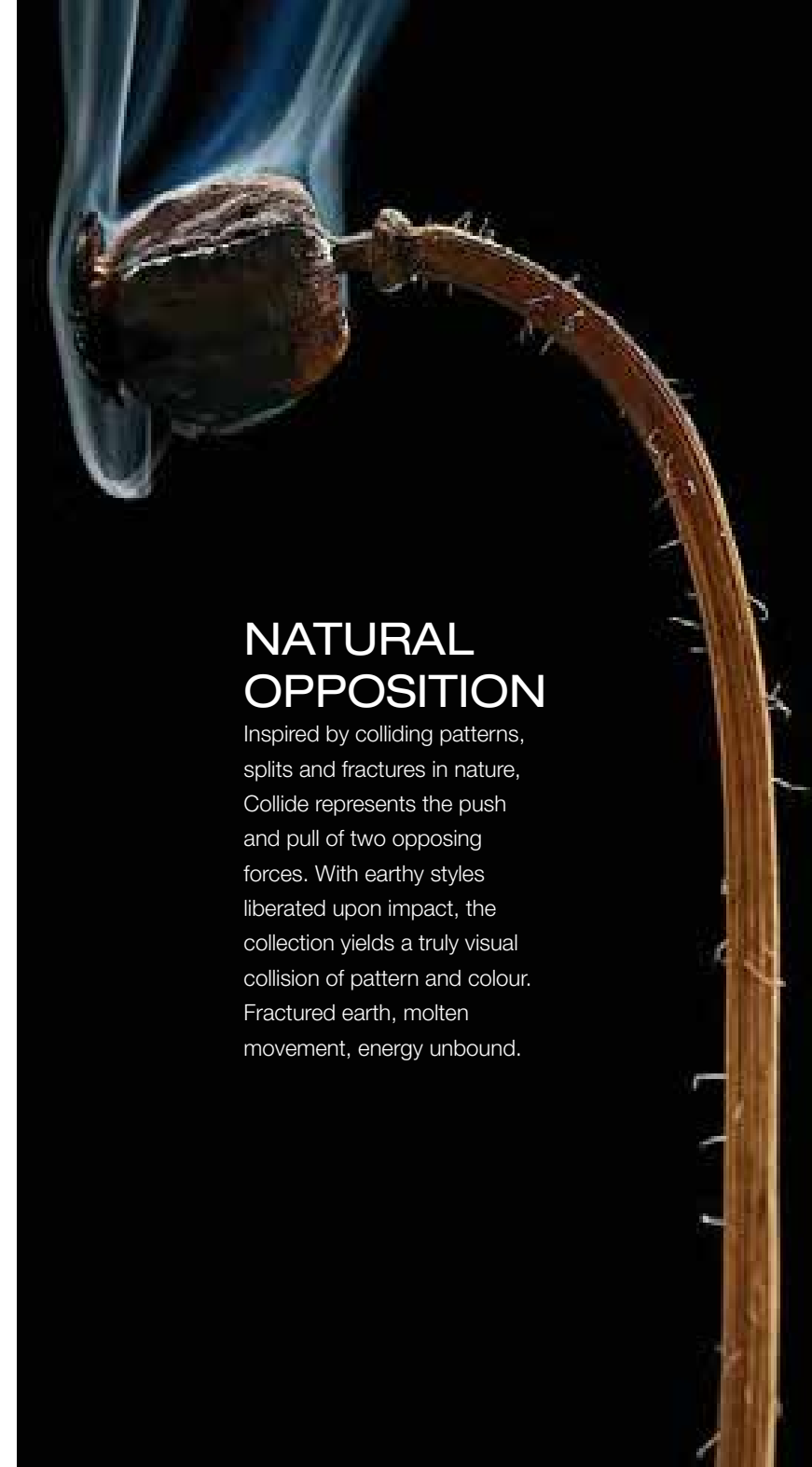


THE MUSIC PROJECT

A TODD BRACHER COLLABORATION



COLLIDE 18X36



NATURAL OPPOSITION

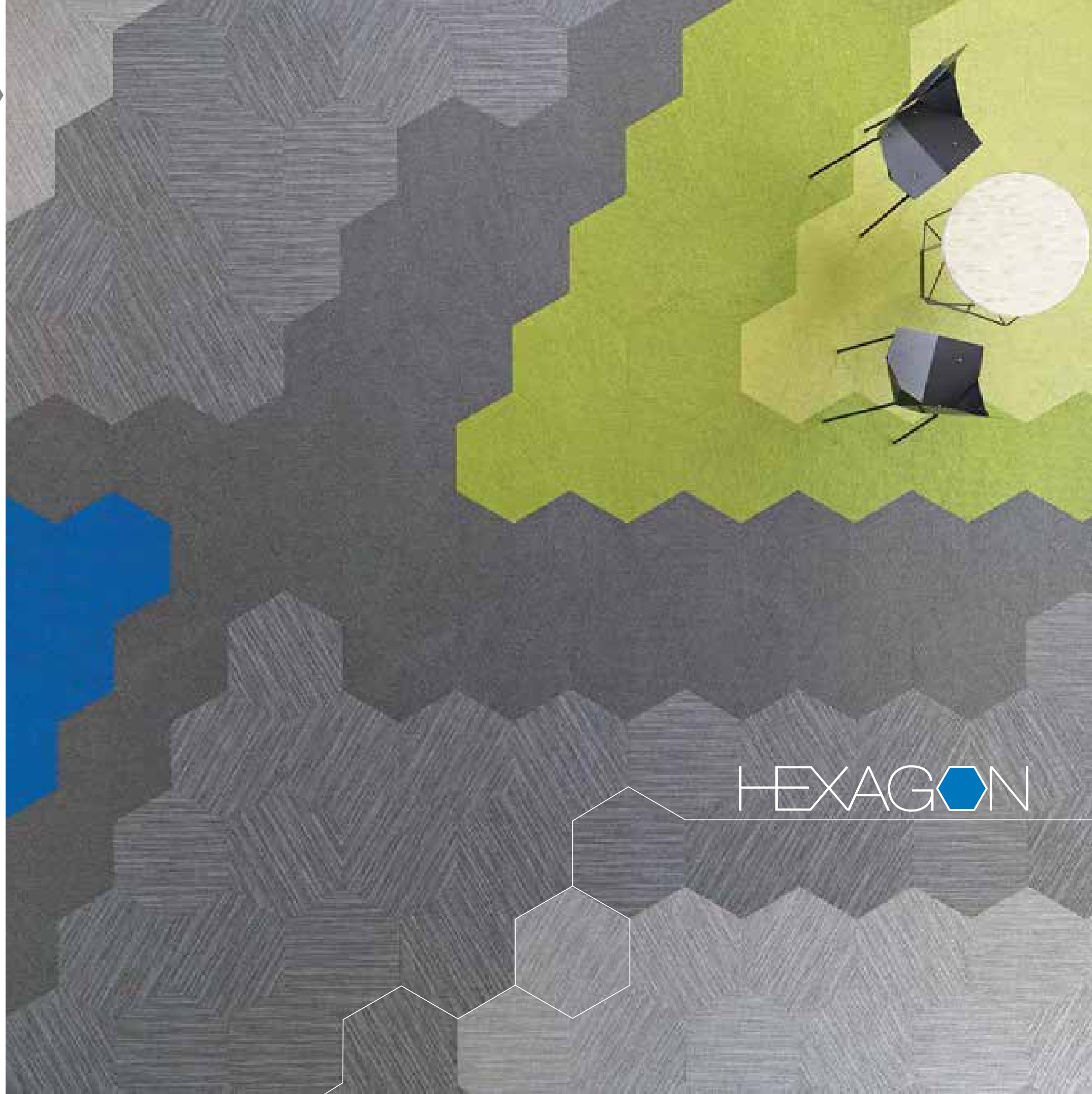
Inspired by colliding patterns, splits and fractures in nature, Collide represents the push and pull of two opposing forces. With earthy styles liberated upon impact, the collection yields a truly visual collision of pattern and colour. Fractured earth, molten movement, energy unbound.





THERE ARE SIX SIDES TO EVERY CONNECTION

Hexagon reflects cultural trends toward more collaborative environments, influencing the ways we work, walk, communicate and create—together. To illustrate the connectivity of the collection, we teamed up with top designers who network to bring people, minds and causes together, connecting research in the Global North and South for collective, monumental impact. Their dynamic installations reinforce the social aspect of a space, fueling partnerships and idea-sharing.



HEXAGON

AWARD-WINNING DESIGN

Our product design team travels the globe seeking visual experiences to yield thought-provoking designs that resonate with all market segments. Each year, we unveil our new collections at NeoCon, one of the world's largest design expositions and conferences for commercial interiors—featuring more than 700 showrooms and exhibitors and attended by more than 40,000 architecture and design professionals from more than 70 countries. As testament to our strategy, for more than a decade, we have amassed an unrivaled collection of consecutive Best of NeoCon awards.





“WE RECOGNISE THE
NATURAL WORLD AS
THE UNRIVALED MODEL
FOR HUMAN DESIGNS.”

WILLIAM MCDONOUGH
Founding Principal • William McDonough + Partners
Author of Cradle to Cradle: Remaking the Way We Make Things

DESIGN IS SUSTAINABLE

When Shaw boldly endeavoured to make the world's first *Cradle to Cradle Certified^{CM}* flooring, it was the first of many brave steps toward environmental stewardship and social responsibility. Today, we design with future impact in mind, creating products made from responsible materials, and ensuring viable options for reclamation and recycling or reuse of those products at the end of their useful lives.



More than 300 Shaw Contract Group products are *Cradle to Cradle Certified^{CM}* and are among the first to earn NSF140 Platinum status. Expertly assessed and evaluated, Cradle to Cradle certification is based upon renewable energy, clean water, material health, social responsibility and material reutilisation. The goal is that every material, manufacturing process, and emission is designed to feed another process and eliminate waste.

More than 90% of the Shaw Contract Group product portfolio is *Cradle to Cradle Certified^{CM}*, including:

eco#worx® tile

eco#worx® broadloom

eco#worx® performance broadloom

eco#solution Q®

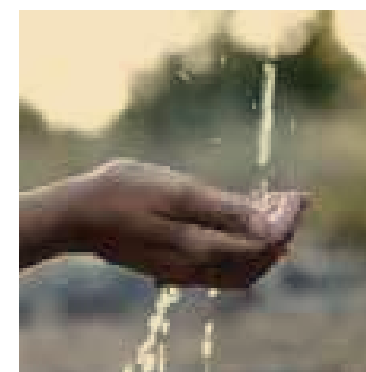
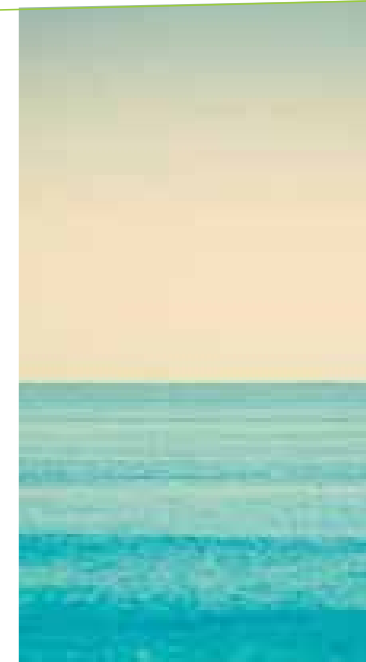
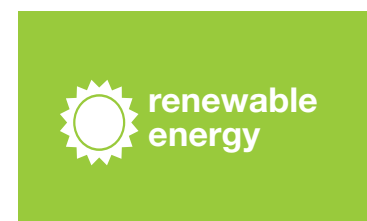
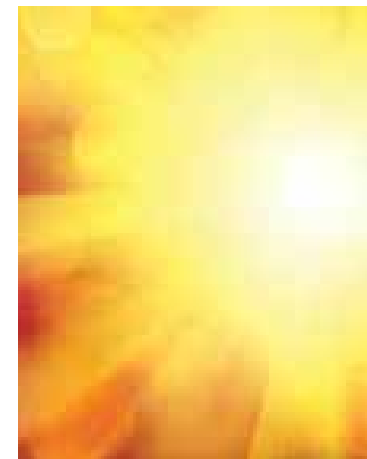
Teklok

Classicbac

Ultraloc Pattern

Engineered Hardwood

Lok#Dots
by Shaw



GUARANTEED RECLAMATION

FROM THE WORLD'S LARGEST CARPET RECYCLER

LokDots™

YOUR EFFICIENT INSTALLATION PARTNER

LokDots pressure-sensitive adhesive for EcoWorx carpet tile, a *Cradle to Cradle Certified™* installation system, is non-toxic and odorless, virtually eliminating the issue of Volatile Organic Compounds (VOCs), and providing ease and versatility of installation. Compared to traditional wet adhesive, LokDots weighs 97% less, reducing carbon footprint.

eco✱worx®

HIGH-PERFORMANCE, PVC-FREE

A high-performance backing system for tile, broadloom and performance broadloom. 100% PVC and Bitumen-free, and closed loop recyclable—meaning zero waste. Lighter and more flexible than traditional backing means easy installation and more fuel efficient shipping. At the end of its useful life, we will pick up any EcoWorx product and recycle it into new product. 4,200 square metres or greater from any international port—free of charge. That's our Environmental Guarantee.

eco✱solution Q®

A PREMIUM FIBRE THAT IS COMPLETELY RECYCLABLE

Our premium branded nylon utilises more than 18,000 metric tonnes of recycled content annually. Eco Solution Q uses 40% less energy than fibre made exclusively with virgin materials. After reclamation, old Eco Solution Q is taken to Evergreen, the world's largest type 6 nylon recycling facility, where nylon is recovered and new fibre can be made that is indistinguishable from first generation material.

GLOBAL CERTIFICATIONS & STANDARDS



LEED: BUILDING GREENER



All Shaw Contract Group products contribute to LEED—a green building system that addresses the entire lifecycle of best-in-class building.

Our products contribute to the rating system through the use of recycled content, adherence to stringent indoor air quality standards, and Cradle to Cradle and NSF 140 certification. Our comprehensive recycling programme also contributes to the LEED construction and waste management criteria.

SOCIAL RESPONSIBILITY BY DESIGN

We are every bit as passionate about social responsibility as we are about the design of our products. We help make the world a better place, from charitable donations and scholarship funding, to support of design summits and immersive research projects that improve health and economic outcomes.



Shaw is helping the Make it Right Foundation, an organisation founded by Brad Pitt, to rebuild New Orleans, USA after Hurricane Katrina, donating sustainable flooring in affordable, eco-conscious homes.



Shaw Contract Group has provided support to UNICEF for earthquake relief efforts in Ya'an, China.



Shaw Contract Group supports Free Lunch for Children, an NGO providing meals for underprivileged school children in China.



One percent of all profits from the Homage collection go to Public Architecture's The 1% Programme, providing pro bono architecture and design services.



Shaw helped provide sustainable energy to an orphanage in Chiang Rai, Thailand through Panels for Progress, an organisation that installs community solar projects in developing countries.



Shaw Contract Group supports MASS Design Lab in an immersive research laboratory impacting the way we design product and solutions for healthcare, with projects in Rwanda and Haiti.



Each year, Shaw Contract Group awards scholarship funds in the names of award-winning firms to further design education around the world.





“AT ITS FUNCTIONAL
CORE, DESIGN EXISTS
TO REMEDY AND
TO ADVANCE THE
DEVELOPMENT OF
PRODUCTS, SYSTEMS,
SERVICES AND
ULTIMATELY CULTURES
ALL AROUND THE
WORLD, FOR THE
BENEFIT OF PEOPLE.
ALL PEOPLE.”

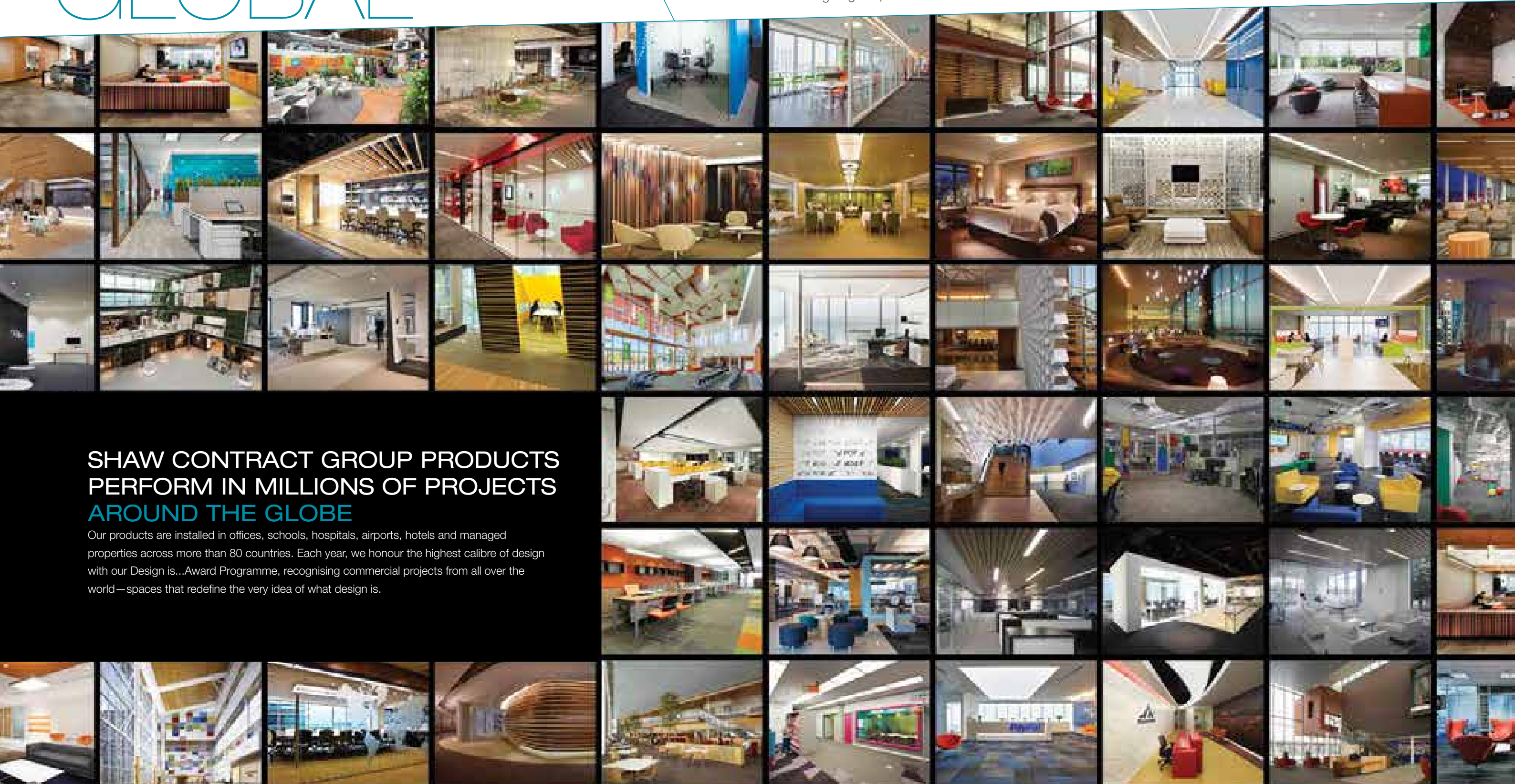
JOHN STEPHENS
Vice President, Marketing • Shaw Contract Group

DESIGN IS GLOBAL

At Shaw Contract Group, we deliver innovative designs for all market segments, with the expertise to serve projects of any scope. Our customer service continues long after the purchase, including the point you are ready to recycle. We define our brand by great product design, and a commitment to sustainability and innovation—giving shape to the future of design.

SHAW CONTRACT GROUP PRODUCTS PERFORM IN MILLIONS OF PROJECTS AROUND THE GLOBE

Our products are installed in offices, schools, hospitals, airports, hotels and managed properties across more than 80 countries. Each year, we honour the highest calibre of design with our Design is...Award Programme, recognising commercial projects from all over the world—spaces that redefine the very idea of what design is.





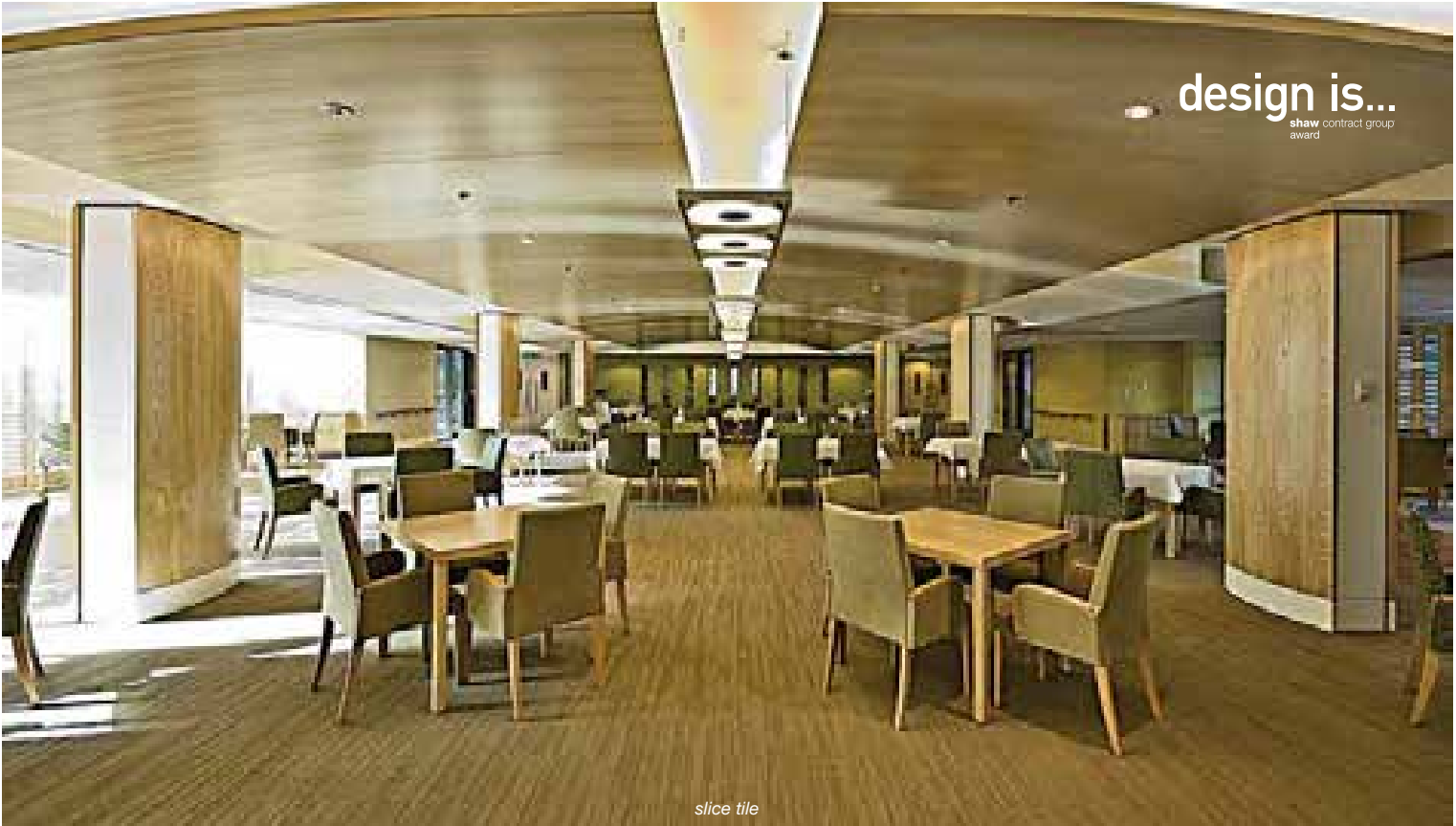
fade tile



trace tile



prisma tile



slice tile



12square tile + 24square



repartee tile



natural selection





Mercedes-Benz | Bangalore, India | Atelier 'D Arts & Architecture





portland tile



abstract edge tile + minimal tile



embellish tile



haven tile



portland tile







fade tile



diffuse tile



fade tile + colour plank tile



prisma tile + beam of light tile





Douglas Park Elementary | Regina, Canada | Number TEN Architectural Group



GE | Calgary, Canada | Gensler



design is...
shaw contract group
award



vivid shadow tile

design is...
shaw contract group
award



blur tile



blur tile



blur tile



