DESIGN IS A PROBLEM SOLVER
You need a carpet that’s durable, low-maintenance and cost-effective. While we’re at it, why not make it eco-intelligent?

We design smart carpet for learning spaces designed to meet the unique demands of any education environment. Problem solved.
You need flooring for your school that enhances concentration and comfort for students and staff.

We design carpet that provides thermal value, better acoustics and helps reduce leg fatigue.
LEG AND EYE FATIGUE: WE WONDERED WHAT IT WOULD BE LIKE TO WALK A MILE IN TEACHERS’ SHOES.

Then we made carpet that softens each step. Teachers spend hours upon hours on their feet, and a carpeted walking and standing surface can lead to better posture, which leads to a better heart rate. Carpet also combats leg fatigue, so teachers still feel a high level of comfort after standing for two or more hours.

It stands to reason that a comfortable teacher imparts more enthusiasm, excitement and attention into teaching efforts.

ELIMINATING ANOTHER GLARING DISTRACTION

Carpet reduces glare, a common distraction to students and teachers alike.


NEED TO KNOW:

More than 70% of teachers prefer carpet in their classrooms.


TEMPERATURE REGULATION: THIS CARPET REALLY WARMs THE PLACE UP.

A carpeted interior provides visual and physical warmth. It adds texture and character to the space. It’s warmer to sit, stand and work on, extending the learning area to the floor.

But carpet also provides actual thermal resistance, or R-value, creating a better insulated building. In tests performed at the Johns Manville Technical Center Thermal Labs, carpet was proven to significantly increase R-value compared to other flooring materials.

- Carpet has 3–7 times the R-value of engineered hardwood
- Carpet has 4–8 times the R-value of laminate flooring
- Carpet has 8–17 times the R-value of ceramic tile

NEED TO KNOW:

Our carpet has an R-value of 0.67, allowing it to insulate a room like no other flooring choice.
IMPROVED ACOUSTICS: QUIET, PLEASE.

In a classroom setting, noise is a major distraction. Sounds from the playground, hallways, HVAC system and other classrooms can ruin concentration and disrupt the lesson flow.

One study by the American Society of Interior Designers reveals that carpet absorbs sound 10 times more efficiently than other flooring options—improving acoustics and concentration.

**NEED TO KNOW:**

While hard surface flooring amplifies and projects sound, carpet absorbs it ten times more efficiently. Which contributes to a quieter, calmer, more effective learning environment.


YOU NEED durable, low-maintenance, cost-efficient flooring that lasts.

WE DESIGN durable carpet that’s easier to clean and less expensive to maintain than other flooring choices—all with a lifetime commercial warranty.
**BACKING: THERE’S MORE TO CARPET PERFORMANCE THAN MEETS THE EYE.**

Though unseen, a carpet’s backing is crucial to the way it looks and acts. EcoWorx® and TekLok® high-performance backing systems work hard for learning spaces. Made from non-PVC materials, both backing systems are low VOC and come with a lifetime commercial warranty.

To make matters even better, EcoWorx is fully cradle to cradle and backed with an environmental guarantee—all at no extra cost.

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**NEED TO KNOW:** We’ve shipped **one billion square feet of EcoWorx** across more than 221,000 projects in 75 countries worldwide.

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<table>
<thead>
<tr>
<th>WIDTH/SIZE</th>
<th>MOISTURE BARRIER</th>
<th>LIFETIME COMMERCIAL WARRANTY</th>
<th>ENVIRONMENTAL GUARANTEE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>eco®worx® tile</strong></td>
<td>24 in.</td>
<td>●</td>
<td>●</td>
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<tr>
<td><strong>eco®worx® performance broadloom</strong></td>
<td>12 ft.</td>
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<tr>
<td><strong>TekLok®</strong></td>
<td>12 ft.</td>
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<tr>
<td>ENVIRONMENTAL</td>
<td>FEATURES</td>
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<tr>
<td>Cradle to Cradle Silver Certified</td>
<td>• 40% lighter in weight than traditional carpet tile backing</td>
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<tr>
<td>NSF 140 Platinum</td>
<td>• 8x the tear strength, 5x the tensile strength and 2x the delamination strength of traditional tile backing</td>
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</tr>
<tr>
<td>Green Label Plus</td>
<td>• Antimicrobial properties: passes AATCC 174</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40% recycled content</td>
<td>• High tuft bind, edge ravel and delamination strength</td>
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</table>

| Cradle to Cradle Silver Certified | • Lighter and more flexible than traditional high-performance backing |
| NSF 140 Platinum                | • Superior performance to a 6-foot backing with fewer seams              |
| Green Label Plus                | • Provides moisture barrier, including seam                                |
| 20% recycled content            | • Antimicrobial properties available. Passes AATCC 174 with the use of Shaw 3600 adhesive. |
|                                | • High tuft bind, edge ravel and delamination strength                     |

| NSF 140 Gold                   | • Antimicrobial properties: passes AATCC 174                               |
| Green Label Plus               | • High tuft bind, edge ravel and delamination strength                     |
FACE FIBER: TAKE A GOOD LOOK AT WHAT’S ON TOP.

On the surface, our carpet is beautiful, durable and dependable. But Eco Solution Q® and Solution Q Extreme® go much deeper than aesthetics. That’s because Shaw knows carpet fiber like no other company.

We are the largest carpet fiber manufacturer in the world. Created through a series of strategic acquisitions, our fiber division consists of the capital and intellectual assets of BASF, Honeywell, Allied Signal and Amoco’s former carpet fiber divisions. So our understanding of the demands placed on commercial carpet is unparalleled, allowing us to produce the best fiber system for any application.

**NEED TO KNOW:** Because of our commitment to durable sustainable products, we make a superior face fiber using less energy, less waste and less raw material.

<table>
<thead>
<tr>
<th>FIBER TYPE</th>
<th>REMOVAL OF ACID-BASED STAINS</th>
<th>WARRANTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>eco-solution Q® YARN DYED</td>
<td>Nylon Water with detergent</td>
<td>Lifetime static and abrasive wear</td>
</tr>
<tr>
<td>eco-solution Q® SOLUTION DYED</td>
<td>Nylon Water with detergent</td>
<td>Lifetime stain, colorfastness to light, static and abrasive wear</td>
</tr>
<tr>
<td>solution Q® EXTREME</td>
<td>Cationic Nylon Water</td>
<td>Lifetime stain, colorfastness to light, static and abrasive wear</td>
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<tr>
<td>ENVIRONMENTAL</td>
<td>APPLICATIONS</td>
<td>COLORS</td>
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<tr>
<td>• Cradle to Cradle Silver Certified</td>
<td>Environments with spills and limited exposure to harsh chemicals</td>
<td>Unlimited</td>
</tr>
<tr>
<td>• Green Label Plus</td>
<td></td>
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<tr>
<td>• 25% recycled content*</td>
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<tr>
<td>• Fully recyclable through Shaw Evergreen Nylon Recycling Facility</td>
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<tr>
<td>• Cradle to Cradle Silver Certified</td>
<td>Environments with frequent spills and exposure to harsh chemicals</td>
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<td>• Cradle to Cradle Silver Certified</td>
<td>Environments with frequent spills and exposure to harsh chemicals</td>
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<tr>
<td>• Green Label Plus</td>
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*Calculated through system allocation based on allocated output of recycled fiber from Shaw’s total nylon production calculated as a percent of total Eco Solution Q Nylon fiber output.
LIFE-CYCLE COSTS: THE PRICE OF PERFORMANCE. LET’S COMPARE.

Designed to meet the specific performance requirements of educational facilities, our carpet is a wise investment. And when you factor installation and maintenance into the equation, it is by far a more cost-effective solution than hard surface.

Vinyl Composition Tile (VCT) requires 173 hours of cleaning per 1000 ft² per year to maintain.

Carpet requires only 62 hours of cleaning per 1000 ft² per year to maintain.

VCT costs $172 per 1000 ft² per year to maintain.

Carpet costs only $60 per 1000 ft² per year to maintain.


NEED TO KNOW:
Cost of ownership equals initial cost, maintenance over the life of the carpet and eventual disposal cost.
You need a floor covering that creates a better environment for students and faculty.

We design carpet solutions that reduce VOCs, improve indoor air quality, inhibit microorganism growth and lessen the frequency and severity of slips and falls.
INDOOR AIR QUALITY: THINK OF CARPET AS A GREAT, BIG AIR FILTRATION SYSTEM ON YOUR FLOORS.

While walking on hard surface flooring releases air pollutants, a well maintained carpet actually helps improve indoor air quality (IAQ). Acting as a filter, it traps allergens in its face fiber. These particles are prevented from being circulated into the breathing zone and contained until vacuumed away. Clean carpet. Cleaner air.

FOOT TRAFFIC EMISSIONS: CARPET REDUCES DUST IN THE AIR

The peak concentration of dust and dirt in the air in the room with hard surface flooring was 943.4 micrograms/meter$^3$. This level is 8.9 times the peak level seen on a carpeted surface.


CARPET’S CORRELATION TO IAQ IS A POSITIVE ONE

Carpet’s connection to IAQ has been the subject of much research. One Swedish study in particular found that after carpet was banned in public buildings in Sweden and replaced with hard surface flooring, the number of allergic reactions increased fourfold.

CARPET FOR A MORE BREATHABLE BREATHING ZONE
The smaller the person, the lower the breathing zone. Activities like walking, skipping and hopping release dust and allergens into the air, making children more susceptible to airborne particulates.


CARPET LOWERS AIRBORNE POLLUTANTS IN A CHILD’S BREATHING ZONE

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ADULT BREATHING ZONE

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CHILD BREATHING ZONE

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SAFETY: IT’S AN ISSUE IN EVERY SCHOOL. AND A CARPETED SURFACE IS A SAFER SURFACE.

LESS SLIP. MORE GRIP.
Greater traction means fewer slips and falls. But if and when accidents do occur the landing is padded and injuries can be less severe.

WE’VE TAKEN SOME SERIOUSLY PROTECTIVE MEASURES.
Eco Solution Q®, Solution Q Extreme® and EcoWorx® are assessed down to 100 parts per million (ppm) through the McDonough Braungart Design Chemistry (MBDC) Cradle to Cradle Design Protocol. To put that in perspective, the Consumer Product Safety Commission allows paint to be labeled “lead-free” even if it contains 600 ppm of lead.

Centers for Disease Control Guidelines/Healthcare Interiors

VOCS: THE LOWEST OF THE LOW VOCS IS RIGHT UNDER YOUR FEET.
It’s true. Carpet is one of the lowest emitters of volatile organic compounds (VOCs) among building materials, even lower than paint. 24 hours after installation, that low level of VOCs drops significantly. And with proper fresh air ventilation, even faster.

WHERE DO WE STAND? OUR MINUS IS A MAJOR PLUS.
All of our carpet products are CRI Green Label and Green Label Plus certified under the Carpet & Rug Institute’s indoor air quality program.

And because Green Label Plus certified carpets adhere to the stringent guidelines outlined in U.S. Green Building Council (USGBC) LEED for Schools, our durable carpet adds to your institution’s high quality indoor air.
MOLD, BACTERIA AND FUNGI: STEP ASIDE. ECOWORX HAS THE FLOOR.

Mold thrives on moisture and grows on damp surfaces where dirt and dust provide nutrients. Clean, dry carpet does not support the growth of mold, even at elevated humidity levels.

To further inhibit the growth of bacteria and fungi, EcoWorx tile and performance broadloom carpet offer optional antimicrobial protection.* Passing AATCC Test Method 174, these products reduce bacteria growth by more than 90% just 24 hours after exposure and visibly eliminate fungus just three days after exposure.

NEED TO KNOW: A properly maintained HVAC system and fresh air circulation are the best ways to control moisture.


*EcoWorx Performance Broadloom passes AATCC 174 when installed with Shaw 3600 adhesive.
CARPET FOR EDUCATION: SUSTAINABILITY

YOU NEED carpet that’s as environmentally responsible as it is durable.

WE DESIGN a PVC-free carpet that is durable, cradle to cradle and contributes to LEED credits.
Cradle to Cradle: A Lesson in Creating Abundance.

Cradle to Cradle Certification through MBDC provides a company with a means to tangibly and credibly measure achievement in environmentally intelligent design and helps customers purchase and specify products that satisfy a broader definition of quality.

Cradle to Cradle Certification addresses:
- safe and healthy materials
- design for material reutilization such as recycling or composting
- the use of renewable energy and energy efficiency
- efficient use of water and maximum water quality
- associated with production instituting strategies for social responsibility

Assessed down to 100 ppm, the MBDC Cradle to Cradle design protocol ensures safer products for people and the planet. To put that into perspective, the Consumer Product Safety Commission allows paint to be labeled “lead-free” even if it contains 600 ppm of lead.

Our Ever-Shrinking Environmental Footprint

We are committed to reduce our waste to landfill by 90% by 2011, reduce water intensity by 40% by 2016 and reduce energy intensity by 25% by year-end 2017.
RECLAMATION: ECOWORX® CARPET HAS A STRICT RETURN POLICY. WE WANT IT BACK.

When you’ve finished with the EcoWorx carpet in your learning space, call us and we’ll come and get it. We’ll take back our backing to our EcoWorx Recovery Technology Facility in Cartersville, Georgia, and turn it into more backing. No charge.

Carpet not backed by EcoWorx? We’ll take that, too. In fact, we will recycle any type of carpet regardless of manufacturer.*

*Some costs may apply. Contact your Shaw Contract Group sales representative for details.

ENVIronMental Guarantee:

When any EcoWorx-backed product has reached the end of its useful life, Shaw will pick it up and recycle it into more EcoWorx.

Continental U.S. and Canada Guarantee: Shaw will take back 500 yards or greater of EcoWorx material at no cost to you.

Alaska, Hawaii, other U.S. Territories and Mexico Guarantee: Shaw will take back 5,000 yards or greater of EcoWorx material at no cost to you.

International Guarantee: Shaw will take back 5,000 yards or greater of EcoWorx material from any international port at no cost to you.
RECYCLING: WE’RE MAKING GOOD ON OUR CRADLE TO CRADLE PROMISE.

EVERGREEN
At the end of its useful life, reclaimed type 6 nylon can be recycled at our Evergreen Nylon Recycling Facility in Augusta, Georgia. There, the old carpet is turned into material for new nylon 6, clean energy and recycled content for EcoWorx.

CARPET-TO-ENERGY
Operational in 2010, our new Reclaim-to-Energy (Re2E) facility has the capacity to convert 84 million pounds annually of reclaimed, post-consumer carpet into steam used to provide power to two of our carpet manufacturing facilities at the rate of 50 thousand pounds of steam per hour.

At another of our plants, we’ve replaced our fossil fuel boiler with a facility that turns approximately 36 million pounds of pre-consumer carpet and wood manufacturing by-products into steam energy, saving us a million dollars a year. Created in partnership with Siemens Building Technologies in 2005, it’s the first gasification, alternative fuel-to-energy facility in the carpet industry.

RECYCLED CONTENT
Through our use of recycled content, we use 85% less oil equivalence than processing nylon from completely virgin materials, according to life cycle assessment results.

Since 2007, Shaw has recycled more carpet than all other carpet manufacturers combined, earning us multiple Carpet America Recovery Effort (CARE) Recycler of the Year awards.
The U.S. Green Building Council’s LEED for Schools certification program promotes the careful planning and building of green schools while focusing on the unique aspects of children’s health issues and physical learning environments.

Our durable, cradle-to-cradle products provide a model resource to schools while contributing to LEED certification.

EXTRA ECO-INTELLIGENT CARPET = EXTRA CREDIT FOR YOU
<table>
<thead>
<tr>
<th>LEED CREDIT</th>
<th>SHAW CONTRACT GROUP CONTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>MR Credit 2: Construction Waste Management</td>
<td>Completely recyclable EcoWorx® product pulled from a site contributes to this credit. Shaw will also help facilitate recycling efforts of other manufacturers’ carpet products.</td>
</tr>
</tbody>
</table>
| MR Credit 4: Recycled Content (post-consumer + ½ pre-consumer): | • EcoWorx tile backing contains 40% pre- and post-consumer content.  
• EcoWorx performance broadloom contains 20% post-consumer recycled content.  
• Eco Solution Q® nylon fiber contains 25% pre-consumer content. |
| MR Credit 5: Regional Materials                 | Projects within 500 miles of Cartersville, Georgia, can claim the total or a percentage of carpet toward the 10% minimum.                                                                                          |
| IEQ Credit 3.1/3.2: Construction IAQ Management| All Shaw Contract Group products are CRI Green Label Plus certified, which is a prerequisite for this point.                                                                                                       |
| IEQ Credit 4.1: Adhesives and Sealants         | All Shaw Contract Group products are CRI Green Label Plus certified and contribute to Adhesives and Sealants and Flooring Systems points.                                                                         |
| IEQ Credit 4.3: Flooring Systems               |                                                                                                                                                                                                                     |
| IEQ Prerequisite 3: Minimum Acoustical         | All Shaw Contract Group products enhance classroom acoustics by dampening background noise and reducing reverberation time. Carpet, fabric-faced wall panels and acoustical ceiling tiles contribute toward this credit. |
| Performance                                     |                                                                                                                                                                                                                     |
| IEQ Credit 9: Enhanced Acoustical Performance   |                                                                                                                                                                                                                     |
| ID Credit 1                                     | EcoWorx, EcoWorx Broadloom, EcoWorx Performance Broadloom and Eco Solution Q are certified with a Cradle to Cradle Silver rating. All EcoWorx backings and EcoLogix® cushioned backing are NSF140 Platinum Certified. Ultraloc® Pattern backing is certified at the Gold level. |
You need carpet that's as durable and functional as it is aesthetically pleasing.

We design a vast selection of carpet engineered to enhance learning spaces, retain its appearance and arrive ASAP.
no rules chroma + spectrum tile
**DESIGN GOES ANYWHERE AND EVERYWHERE.**

It’s durable and dependable, comfortable and sustainable. It’s durable carpet engineered to be as visually appealing as it is functional underfoot. And it’s built to perform in high-traffic and classroom settings alike.

**SCHOOL APPLICATIONS**
- Hallways
- Common areas
- Classrooms
- Libraries
- Media centers
- Student housing

**TILE + BROADLOOM: FORMS OF FLEXIBILITY**

Design for learning spaces demands flexibility. And Shaw Contract Group carpet delivers, in tile and broadloom.

- **EcoWorx® tile** is lightweight and durable, making it easy to switch out individual squares or the full installation
- **EcoWorx® 12-foot performance broadloom** provides high performance with excellent pattern matching
- **TekLok® 12-foot broadloom** is superior performance, hard-core strength and fewer seams

**NEED TO KNOW:**

We design carpet with the performance demands of campus life in mind. In high-traffic areas, choose multicolored, medium dark hued designs to retain appearance longer and wear better.
NEED CARPET ON THE QUICK? PERFECT TIMING.

Get immediate access to collections designed specifically for school applications. Our Quick Ship program ships products in two weeks or less from order acknowledgement, so installation over the holidays or during school breaks is never an issue.

QUICK SHIP CARPET IS ASAP

- **More than 300 broadloom products** available as quick ship for up to 2000 yards
- **More than 100 performance broadloom products** available as quick ship for up to 2000 yards
- **More than 150 tile products** available as quick ship for up to 2500 yards, and select tiles available for up to 5000 yards
- **50 products** available in stock for immediate shipment

To see all of our quick ship options, visit [www.shawcontractgroup.com](http://www.shawcontractgroup.com).
YOU NEED:

Flooring for your school that enhances concentration and comfort for students and staff.

Durable, low-maintenance, cost-efficient flooring that lasts.

A floor covering that creates a better environment for students and faculty.

Carpet that’s as environmentally responsible as it is durable.

Carpet that’s as durable and functional as it is aesthetically pleasing.

WE DESIGN:

Carpet that provides thermal value, better acoustics and helps reduce leg fatigue.

Durable carpet that’s easier to clean and less expensive to maintain than other flooring choices—all with a lifetime commercial warranty.

Carpet solutions that reduce VOCs, improve indoor air quality, inhibit microorganism growth and lessen the frequency and severity of slips and falls.

A PVC-free carpet that is durable, cradle to cradle and contributes to LEED credits.

A vast selection of carpet engineered to enhance learning spaces, retain its appearance and arrive ASAP.