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## **Shaw Contract Group Premieres New Dressed to Kill Collection at NeoCon 2007**

### *Collection emphasizes color, styling and flexibility*

**DALTON, Ga. – June 11, 2007** – The redesigned *Dressed to Kill* from Shaw Contract Group presents collaborative patterns, vivid colors with understated elegance and a flexibility to enhance multiple environments. Four sophisticated broadloom patterns are available in custom colors, while twelve tile options create the ability define a space and unify it with its surroundings.

Reesie Duncan, creative director for Shaw Contract Group, says that *Dressed to Kill* builds upon the success of the original line introduced in 2002, which garnered Shaw Contract Group its first of five consecutive Best of Neo Con awards. “*Dressed to Kill* broadloom and tile carpet confront the identity of a space, essentially challenging the definition of design as it relates to interior architecture,” said Duncan. “We designed *Dressed to Kill* with high-end professional services and workplace environments in mind, though, as was seen with the first *Dressed to Kill* collection, the design community will find additional applications for the product, such as healthcare and education.”

According to John Stephens, vice president of marketing, Shaw Contract Group’s NeoCon introduction can unify a space while at the same time developing individual identities for specific areas. “*Dressed to Kill* creates flexibility in that the collection targets a wide variety of uses, from front-door public spaces and conference areas, to executive suites and impact spaces. This collection challenges, stimulates and asserts that design is provocative,” said Stephens. “Shaw Contract Group continues to demonstrate design innovation to the commercial industry, from the concepts behind our collections to the cradle-to-cradle design attributes of our carpet.”

The organic, feminine styling of *Dressed to Kill* is evident in both broadloom and tile. The broadloom line presents a custom rug look with the convenience of a running-line product. Four custom broadloom and ten tile designs are available in twelve colorways. Tiles designated with “Vivid” feature bright colors with contrasting accent strips and are intended for workplace settings. Tiles with the “Lux” designation are for professional services applications and feature more monochromatic colors.

**(more)**



*Dressed to Kill* features both Eco Solution Q<sup>®</sup> fiber and EcoWorx<sup>®</sup> tile backing. Both fiber and backing are fully recyclable in a closed-loop cradle-to-cradle process that turns fiber into fiber and backing into backing. The Evergreen Nylon Recycling Facility will recycle 100 million pounds of post consumer carpet this year, turning it back into new nylon fiber.

*Dressed to Kill* was designed in collaboration with XLG, a product design studio in Dallas, Texas.

***Dressed to Kill* tile and broadloom styles**

| <u>Lux Tile</u> | <u>Vivid Tile</u> | <u>Texture Tile</u> | <u>Plush Broadloom</u> |
|-----------------|-------------------|---------------------|------------------------|
| Bloom           | Bloom             | Paparazzi v2        | Bloom                  |
| Float           | Float             | Tailored            | Float                  |
| Shadow          | Shadow            |                     | Shadow                 |
| Swirl           | Swirl             |                     | Swirl                  |

**About Shaw Contract Group**

Shaw Contract Group defines design not only by great appearance, but also performance and sustainability. The result is long-lasting carpet with vibrant colors, distinctive patterns, and minimal environmental impact. As a division of Shaw Industries, Shaw Contract Group combines the expertise of the world's largest carpet manufacturer with the financial stability of a Berkshire Hathaway subsidiary. For more information, visit [www.shawcontractgroup.com](http://www.shawcontractgroup.com).

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