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## **EcoWorx Performance Broadloom™ Brings Performance and Recyclability to Commercial Broadloom Market**

*Backing now available on select styles*

**DALTON, Ga. – August 27, 2007** – The introduction of fully recyclable EcoWorx Performance Broadloom™ from Shaw Industries brings the sustainability and proven-performance of EcoWorx® backing technology to the much larger broadloom market. This sustainable backing innovation is now available for order on select styles of commercial carpet from Shaw Contract Group.

EcoWorx for carpet tile was introduced in 1999 and revolutionized carpet tile design due its light weight and recyclability, qualities that earned it the 2003 Presidential Green Chemistry Award from the Environmental Protection Agency. Because broadloom carpet occupies roughly two-thirds of the commercial market, an even greater amount of post consumer carpet can be kept from landfill due to the recyclability of EcoWorx Performance Broadloom. All EcoWorx products are backed by an environmental guarantee stating that at end of its useful life, an EcoWorx tile or broadloom product will be picked up by the manufacturer and recycled into more backing, at no additional charge to the customer.

“Due to the recyclability of EcoWorx Performance Broadloom into more EcoWorx backing, the amount of raw materials used in production is greatly reduced,” said John Stephens, vice president of marketing for Shaw Contract Group. “The environmental differentiator for EcoWorx is that its recyclability into future generations of EcoWorx closes the loop, which will increase recycled content in the future as more EcoWorx is returned for recycling. EcoWorx Performance Broadloom is also a Silver certified product under MBDC’s Cradle to Cradle program, which contributes to an Innovation in Design point through the U.S. Green Building Council’s LEED® Green Building Rating System™.”

An automated LEED calculator can be found at [shawcontractgroup.com](http://shawcontractgroup.com), a tool that provides accurate information regarding environmental attributes and their contribution to the LEED. This helpful tool saves users time and money associated with LEED research and documentation.

EcoWorx Performance Broadloom meets and exceeds the performance standards that architects, interior designers and facility managers expect from Shaw Contract Group. The backing is 60% lighter than traditional 6’ broadloom backings, yet has a delamination strength that is three to six times stronger than other carpet products, resulting in increased durability. EcoWorx Performance Broadloom has a moisture barrier for increased protection against spills.

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The new EcoWorx Performance Broadloom backing is currently available on select product styles, including all products available on Ultraloc<sup>®</sup> MP backing. Additionally, Pop Quiz II, Expose and Color Cue will all feature the new broadloom backing. EcoWorx Performance Broadloom is also available as a custom order on all other broadloom products by Shaw Contract Group.

## **EcoWorx Performance Broadloom Facts**

### **Performance**

- 12' EcoWorx Performance Broadloom is easier to maintain than 6' broadloom options
  - A moisture barrier helps to prevent stains and liquid contaminants from getting to the subfloor
  - EcoWorx Performance Broadloom passes the British Spill Test and the 10,000 impact test
  - Permits hot water extraction without wrinkling
  - Because this is a 12' product, fewer seams are present compared to 6' products; this leads to fewer, less noticeable seams and reduces labor
- EcoWorx Performance Broadloom maintains its original appearance
  - Backed by a lifetime warranty against edge ravel and delamination
  - Unsurpassed strength prevents edge ravel and delamination
  - Impervious to water damage

### **Sustainability**

- Health and Safety
  - EcoWorx Performance Broadloom is assessed by McDonough Braungart Design Chemistry (MBDC) down to 100 PPM to insure it is safe for occupants
  - CRI Green Label Plus certified
  - Carpet is proven to help improve indoor air quality
- Recyclability
  - EcoWorx Performance Broadloom is a Silver certified Cradle to Cradle product that contributes toward LEED earning Innovation in Design points
  - Cradle-to-cradle design means that the backing is fully recyclable into more EcoWorx backing at the end of its useful life
  - All EcoWorx products will be picked up for recycling at no charge through Shaw's environmental guarantee
- Less Energy
  - EcoWorx Performance Broadloom contains less embodied energy compared to 6' broadloom due to its lighter weight
  - Its lighter weight allows more product to be shipped at a time, lowering shipping costs and using less gasoline

**(more)**



## 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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