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Archeology broadloom



Earth Skin broadloom



City Grid tile



Site Lines tile

Essay of Clues: a Carbon and Energy Neutral Collection

Cradle-to-cradle broadloom and tile for the commercial market

CARTERSVILLE, Ga. – September 25, 2008 – With the launch of the Essay of Clues to the commercial market in September, Shaw Contract Group unveils its first carbon and energy neutral carpet collection. Designed in collaboration with architect William McDonough, Essay of Clues delivers performance and unique design that is also completely recyclable in a cradle-to-cradle loop so that carpet becomes carpet over and over. Shaw Contract Group's purchase of renewable energy credits and carbon offsets for the energy and emissions associated with the Essay of Clues collection is an example of Shaw's commitment to additive and responsible environmental solutions.

Essay of Clues earned a Silver Innovation Award in the modular category, announced today at IIDEX/NeoCon Canada.

"By purchasing renewable energy credits and carbon offsets for Essay of Clues, Shaw Contract Group is enhancing its collective environmental portfolio with a carbon and energy neutral product," says John Stephens, vice president of marketing. "This additional step supports the production of power from renewable energy sources and places more renewable energy onto the grid."

The amount of credits purchased is the result of a comprehensive audit of the company's entire supply chain for the Essay of Clues collection. Not only are renewable energy credits and carbon offsets being purchased for the actual production of the carpet, Shaw is also offsetting the energy consumption of the entire upstream process. This includes the energy necessary to extract and refine oil, the polymerization and extraction process and more.

Adds Stephens, "Essay of Clues is a high performance cradle-to-cradle product. It is a flooring solution that customers can feel good about. At that end of its useful life, Shaw will even collect the product and recycle it into more backing and fiber at no cost because we want the product back. It is a service that provides savings and convenience to our customers while bringing usable materials back to Shaw."

- more -

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Site Boundary tile



Land Marks tile

2 - Continued

The design inspiration for Essay of Clues comes from McDonough's work in place design and the impact of human creation on the physical world. The collection explores McDonough's aerial abstractions of the world and believes that great design should do us all some serious good – be it a city, building or carpet. Though unseen after installation, EcoWorx® Broadloom and tile backings continue the product's beautiful design by delivering leading performance and complete product recyclability.

Essay of Clues products contribute to the Leadership in Energy and Environmental Design (LEED) Green Building Rating System™, offering a point for low emitting materials and contributing towards credit for Innovation in Design due to the collection's Cradle to Cradle Certificationsm by MBDC. Essay of Clues also contributes toward recycled content credit.

Shaw Contract Group will be displaying Essay of Clues at IDEX/NeoCon Canada in September, NeoCon East in October, and Greenbuild in November.

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

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