

Curtis Callaway  
706.879.4534  
curtis.callaway@shawinc.com

*Click on photos to download from webpage.*



Sketch tile



Imprint tile



Veil tile

## Introducing Shadows. Inspired by Shadow. Nurtured by Light.

**CARTERSVILLE, Ga. – June 14, 2010** – From sunshine springs Shadows, a brilliant new collection designed to enlighten and enliven healing spaces. Made with Eco Solution Q® nylon, Shadows is high performance for demanding indoor environments, cradle to cradle for the one outside. Featuring three performance broadloom and three tile patterns, Shadows examines positive and negative, ebb and flow, and the contrast between the two. Design is radiant.

“Shadows is an exploration of dark and light, specifically through the lens of the natural world, creating a modern organic aesthetic,” said Reesie Duncan, creative director. “The way light is reflected and even enhanced by fallen leaves. The rustling of wind through innate elements. The subtle changes and hues found in the contours of nature. Each inspired our designers to examine positive and negative and apply these designs to meet the high performance needs of the healthcare environment.”

Shadows features three tile and three broadloom patterns in 13 colors:

<u>Tile</u>	<u>Broadloom</u>
Imprint	Layer
Sketch	Scatter
Veil	Surround

“Designing for healthcare must take into consideration challenges that are unique to healing environments, such as roller mobility, moisture management, and the increased likelihood of spills,” said Paul Young, director of healthcare markets. “Shadows utilizes EcoWorx® backing technology, which provides a complete moisture barrier in broadloom, and Eco Solution Q, our premium nylon system with 40 percent recycled content. Shadows gives facilities a high performance product that doesn’t sacrifice aesthetics or recyclability.”

Constructed with Eco Solution Q nylon, EcoWorx tile and EcoWorx Performance Broadloom backings, Shadows is completely recyclable, fiber to fiber and backing to backing. The Shaw Evergreen Nylon Recycling Facility can recycle Eco Solution Q into more nylon that is indistinguishable from first generation material. Backed with an environmental guarantee, Shaw Contract Group guarantees these EcoWorx-backed products are recyclable into more EcoWorx at the end of its useful life, at no charge to the customer.

Curtis Callaway  
 706.879.4534  
 curtis.callaway@shawinc.com



Scatter broadloom



Layer broadloom



Surround broadloom &  
 Layer broadloom

Shadows 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 Certification<sup>SM</sup> by MBDC. Shadows also contributes toward recycled content credit.

**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 [shawcontractgroup.com](http://shawcontractgroup.com).