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Surf broadloom



Pebble broadloom



Glade broadloom



Glade and Surf broadloom

## Graphic Nature Brings the Vitality of What's Outside to the Environment Within

### Collection earns Best of NeoCon Award

**DALTON, Ga. – June 9, 2008** – Debuting at NeoCon World's Trade Fair 2008, Graphic Nature, a broadloom and tile carpet collection from Shaw Contract Group, addresses the performance attributes important to the healthcare market, and brings the vitality of what's outside to the environment within. Beautiful by nature. Durable by intent. Cradle to cradle by design. Graphic Nature earned a Best of NeoCon Silver Award in the Healthcare Textiles category.

#### Beautiful by Nature

Graphic Nature offers a clean, simple and contemporary perspective on natural elements. Drawing inspiration from water breaking on sand, thatches by a pond, a quiet birch forest, and a lush vista through a break in the trees, the collection translates nature in a graphic way, while retaining the silhouette of what makes each beautiful. The style of the collection makes it appropriate for a variety of end-use applications, and the range of product scale offers flexibility of use within a space. Products include:

#### Tile

Forest – 16 colors  
Prairie – 8 colors  
Reed – 16 colors

#### Broadloom

Glade – 16 colors  
Surf – 8 colors  
Pebble – 16 colors

“Selecting the right floor coverings for a healing environment can be tricky, especially when you factor in infection control concerns, increased spill likelihood, and patient or equipment mobility,” said Paul Young, healthcare marketing director from Shaw Contract Group. “That’s why we’ve made Graphic Nature as lovely to look at as it is functional underfoot.”

#### Durable by Intent

Designed with the requirements of healthcare facilities in mind, Graphic Nature is constructed to ensure optimal performance. Products feature anti-microbial to inhibit the growth of bacteria and fungi, solution-dyed fiber with stain retardant and soil repellent to preserve carpet appearance, and a moisture barrier to protect against spills and bodily fluids. Products are backed with a lifetime warranty against edge ravel, zippering and delamination.

#### Cradle to Cradle by Design

Constructed with Eco Solution Q® nylon, EcoWorx® tile and EcoWorx Performance Broadloom backings, Graphic Nature 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 virtually indistinguishable from virgin 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. EcoWorx is recycled at Shaw’s tile manufacturing facility in Cartersville, Ga., for the production of new EcoWorx backing.

- more -

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Reed tile



Forest tile



Prairie tile



Prairie and Reed tile

## 2 – Graphic Nature

Graphic Nature 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. Graphic Nature 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).

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