

Curtis Callaway  
706.879.4534  
curtis.callaway@shawinc.com

Click on photos to download from webpage.



Vertical Edge



Horizontal Edge



Abstract Edge

## “On The Edge” Activates a New Level of Design

**Activate the edge. Liberate your space.**

**CARTERSVILLE, Ga. – June 13, 2011** – On The Edge features pattern and color sketched, washed and traced along 18”x36” tile edges to create daring layers of design. Rectangular carpet tiles create dynamic spaces using the expanded installation methods available through this unique tile size. By “activating the edge,” a whole new dimension of design is achievable to emphasize scale, movement or define wayfinding. Design is liberating.

On The Edge earned a Best of NeoCon Gold Award at NeoCon World’s Trade Fair, as well as a Best of NeoCon Innovation Award. Shaw Contract Group has received awards at NeoCon for 10 consecutive years.

“On The Edge builds on the success of our rectangular tile size that we introduced with last year’s 18X36,” says John Stephens, vice president of marketing. “The concept of patterning along the edge of the tile is ideally suited for rectangular tiles, which accentuates and enhance the size of the tile.”

The collection features three patterns and two textures that can be installed in standard 18”x36” installation methods by following the arrows on the back of the tiles. For a more customized installation, the designer can “activate the edge,” by connecting the edges on the face of the carpet to create new patterns and scale. Seemingly endless patterns are possible depending on where you choose to place the tiles.

“Boundaries of design are shifting,” says Reesie Duncan, creative director for Shaw Contract Group. “The idea of singular disciplines is becoming extinct. Designers are crossing boundaries of mediums, and interior designers are crossing between project types. We wanted to introduce a new way of thinking about carpet tile. With On the Edge, we designed a collection that provides the opportunity to explore unique, individualized design ideas.”

On The Edge carpet tiles use EcoWorx backing for performance and recyclability. EcoWorx tile backing contains 40 percent pre consumer recycled content. EcoWorx is recyclable into more EcoWorx with Shaw Contract Group collecting the product at no cost to the customer. Eco Solution Q nylon contains 45 percent total recycled content\* that includes 25 percent post consumer content from Shaw’s carpet reclamation network. Eco Solution Q is completely recyclable into new nylon. Shaw recycles more carpet than all other manufacturers combined.

Curtis Callaway  
706.879.4534  
curtis.callaway@shawinc.com

Click on photos to download from webpage.



Vertical Edge | Minimal



Merge



Horizontal Edge

*\* Recycled content is based on allocated nylon fiber from Shaw's total nylon fiber production and determined as a percent of total Eco Solution Q output. Actual recycled content in this product will likely vary.*

On The Edge products contribute to Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ points for flooring systems, recycled content, adhesives & sealants, among others. On The Edge is also eligible for credit in Innovation in Design due to the collection's Cradle to Cradle Certification<sup>SM</sup> by MBDC and NSF-140 Platinum certification.

### **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).

###