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SHAW INTRODUCES GROUNDBREAKING TILE INSTALLATION SYSTEM

LokDots™ by Shaw Offers Innovative Alternative to Traditional Adhesive

Dalton, Georgia – Shaw Industries Group, Inc. is changing the face of carpet tile installation with the launch of LokDots™, an innovative pressure sensitive adhesive system.

Designed for use with Shaw’s EcoWorx carpet tile, LokDots is a non-toxic, odorless alternative to traditional wet adhesive installation that virtually eliminates the issue of Volatile Organic Compounds (VOCs) while providing ease and versatility of installation in even the most demanding environments. Applied using an ergonomically designed, triggerless handheld applicator, LokDots helps installers and end-users address several common installation challenges.

High moisture areas and occupied spaces represent two of the most complicated installation scenarios faced by installers and end-users, according to Barrett Morton, Shaw Commercial Research and Development Director. “LokDots has been designed with these and other installation challenges in mind – including increasing installation efficiency and reducing installation costs.”

“One of the biggest differences between LokDots and traditional wet adhesive installation is that the system can easily be used in an occupied space with significantly less interruption for the inhabitants,” Morton said. “Because LokDots is odorless and doesn’t demand the same curing time as a wet adhesive; spaces can be immediately occupied following a LokDots installation.”

Similarly, LokDots eliminates the need for moisture remediation and limits the flooring preparation time typically associated with installing carpet tile in high moisture environments, Morton said. “Using LokDots, EcoWorx carpet tile can be installed in areas with alkalinity up to 12 pH, vapor emissions up to 10 pounds, and as much as 95 percent humidity – areas where traditional adhesive typically fails.”

LokDots™ by Shaw

- Fast, efficient, environmentally responsible installation system increases productivity, reduces installation time.
- Uses 97% less material than wet adhesive
- Allows immediate occupancy: eliminates mess, curing time and odors making it ideal for occupied spaces.
- Ideal for high moisture environments: up to 12 pH, 10lbs vapor emissions & 95% relative humidity.
- Installs over any floor: concrete, cutback, pressure sensitive and multi-purpose adhesive, raised access floors, VAT, VCT and wood.
- Lightweight, ergonomically designed handheld applicator improves installation experience & requires little training.
- More than 70,000 yards installed in education, healthcare, corporate & government spaces.

LokDots can also be installed over concrete, VCT, VAT, cutback, raised access floors, pressure sensitive and multi-purpose adhesive, and wood, Morton said.

Shaw's newest example of the company's commitment to Sustainability through Innovation, LokDots are also a sustainable, responsible alternative to traditional adhesive, according to Brenda Knowles, Shaw vice president of commercial marketing.

"In addition to providing a versatile and groundbreaking option for all types of installation scenarios, LokDots also represents a 97 percent reduction in installation materials as compared to traditional wet adhesive. Just four rolls of LokDots (weighing just over one pound) provide the equivalent installation capacity of one 41 pound bucket of wet adhesive," Knowles stated. The lightweight, ergonomically designed applicator and reduced installation time associated with LokDots are also designed to help reduce physical stress and challenge for the installers themselves, she added.

Along with EcoWorx carpet tile, LokDots are Cradle to Cradle Silver certified, making it the first carpet tile and installation system to achieve this certification together. In addition, LokDots have also received CRI Green Label Plus certification and can be used to contribute to LEED points.

"Providing our customers with economically and environmentally responsible solutions to the questions they face on a daily basis is the driving force behind our commitment to sustainability through innovation," Knowles said. "LokDots is the latest example of this commitment – and of our dedication to providing the products and services our customers need to do business better."

For more information about LokDots, visit www.lokdots.com.

About Shaw Industries Group, Inc.

Shaw Industries Group, Inc., a subsidiary of Berkshire Hathaway Inc., is the world's largest carpet manufacturer and a leading floorcovering provider with more than \$4 billion in annual sales and approximately 24,000 associates worldwide. Headquartered in Dalton, Georgia, the company manufactures and distributes carpeting, rugs, hardwood, laminate and ceramic tile for residential and commercial applications worldwide. A recognized leader in environmental stewardship, Shaw has implemented hundreds of sustainability initiatives and Cradle to Cradle design solutions, collectively termed the Shaw Green Edge. For more information, visit www.shawfloors.com.



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