

**FOR IMMEDIATE RELEASE**

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**POST CONSUMER RECYCLED CONTENT NOW AVAILABLE IN ECOWORX BROADLOOM  
AND ECOWORX PERFORMANCE BROADLOOM**

*Shaw Adds Post Consumer Recycled Content to Cradle to Cradle<sup>SM</sup> Backing System*

Dalton, Georgia – Shaw’s EcoWorx Broadloom and EcoWorx Performance Broadloom commercial carpet backings now contain post-consumer recycled content (PCC).

As of February 2009, the EcoWorx Broadloom and Performance Broadloom backings are available with 20% post-consumer recycled content in the backing, according to Jeff West, director of sustainability and product stewardship for Shaw’s commercial division. The addition of post-consumer recycled content to the backings means products using EcoWorx Broadloom or Performance Broadloom now contain a minimum of 10% post-consumer recycled content for the entire product.

The addition of PCC to the company’s Cradle to Cradle<sup>SM</sup> Silver and NSF-140 Platinum certified EcoWorx Broadloom and Performance Broadloom backings is the result of an innovative process designed to make use of residual from Shaw’s Evergreen Nylon 6 recycling facility.

“The residual occurs during the Nylon 6 recycling process, which involves the depolymerization of the Nylon 6 into caprolactam, its monomer or ‘building block,’” explained James Jarrett, Shaw’s director of commercial manufacturing. “We have now developed a method for harvesting the energy and material potential embodied in what would otherwise constitute waste.”

According to Jarrett, by-product from Evergreen is diverted from the waste stream into a waste to energy process that generates steam for other processes at Cartersville, Georgia-based Chemical Products Corporation, who partnered with Shaw on this innovation. In a final, innovative step, the mineral material that remains after the waste to energy process is then used as post-consumer recycled content in EcoWorx.

“Adding post-consumer recycled content to the EcoWorx commercial carpet backing system is very much in keeping with our Cradle to Cradle design philosophy,” said Jeff West. “The Cradle to Cradle philosophy is based on the concept of designing products ‘with the end in mind’. That means we’re also committed to developing the innovative methods and infrastructure required to reclaim those products at the end of their useful lives, enabling us to remanufacture them back into new product over and over.”

As part of the Shaw's Cradle to Cradle commitment, the company also backs every EcoWorx product with a global Environmental Guarantee. The Guarantee pledges customers can return EcoWorx to Shaw when the product has reached the end of its useful life so that they can be recycled back into new EcoWorx.

West said the addition of post-consumer recycled content to EcoWorx Broadloom and Performance Broadloom as part of the company's closed-loop recycling and remanufacturing process is a strong example of Shaw's commitment to sustainability through innovation, adding: "Innovating new products, systems and processes such as this is critical to our progress as a sustainable organization. Materials and product stewardship are fundamental to our role as a leading carpet manufacturer."

The company's EcoWorx commercial carpet tile backing is also available with post-consumer recycled content.

#### **About EcoWorx**

Developed as an alternative to PVC carpet backing, EcoWorx is a Cradle to Cradle<sup>SM</sup> carpet backing product that contains a minimum of 20% post-consumer recycled content in the backing. Available as a carpet tile and broadloom backing, EcoWorx is certified platinum under the NSF-140 Sustainable Carpet Standard and Cradle to Cradle Silver by McDonough Braungart Design Chemistry (MBDC). Products with EcoWorx backing are available through the Shaw Contract Group and The New Patcraft Designweave brands.

All EcoWorx products are backed by the Shaw Environmental Guarantee, which states that Shaw Industries, Inc. guarantees the transportation and recycling of any tile or broadloom carpet made with EcoWorx backing at no cost to customers within the continental United States. Alaska, Hawaii, Canada and all other international locations will incur transportation costs from the customers' site to the nearest international port, from which point Shaw guarantees the transportation and recycling expenses.

#### **About Cradle to Cradle<sup>SM</sup>**

Cradle to Cradle design eliminates the concept of waste while drastically reducing the use of virgin raw materials and preventing resources from entering landfills. In Shaw's Cradle to Cradle system, EcoWorx carpet backing and Eco Solution Q fiber are separated, broken down, and recycled in a closed loop process that returns those materials to their original state as backing and fiber that are virtually indistinguishable from products made with virgin raw materials.

#### **About the Shaw Green Edge**

Sustainability through Innovation<sup>TM</sup> That's the Shaw Green Edge<sup>®</sup>. It's our commitment to create the most beautiful – and sustainable – flooring in the world. And to help create a better planet for our customers, our people and our communities in the process.

Rooted in our drive to continuously improve every aspect of our business, the Shaw Green Edge guides everything we do, every day – from maintaining the highest ethical standards to safeguarding the health and well-being of our people and our communities, to conserving energy and water and recycling raw materials, to designing cradle to cradle products that can be remanufactured over and over again.

Because setting the standard for environmental excellence, social responsibility and product design is more than our responsibility. It's also good business. And it's our legacy.

**About Shaw Industries**

Shaw Industries Group, Inc., a subsidiary of Berkshire Hathaway, Inc., is the world's largest carpet manufacturer and a leading floor covering provider with more than \$5 billion in annual sales and approximately 29,000 associates. Headquartered in Dalton, Ga., the company manufactures and distributes carpeting, rugs, hardwood, laminate and ceramic tile for residential and commercial product 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.shawgreenedge.com](http://www.shawgreenedge.com).

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