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Embellish tile



Block Print tile



Craft tile

## Shaw Contract Group Launches Homage

*Collection captures the spirit of craft and the hand-sewn*

**CARTERSVILLE, Ga. – June 15, 2009** – Homage, a collection that is an acknowledgment to process and product, art and craft, man and machine. Debuting at NeoCon World's Trade Fair 2009, Homage pays tribute to the artisan nature of product design and represents constant evolution in the search for the perfect aesthetic for the corporate workplace. Design is craft.

"Craft is the balance between artistic heritage and the state-of-the-art," says Reesie Duncan, director of product development for Shaw Contract Group. "Homage takes the age-old art of hand stitching and projects it forward using modern technology to create new finishes, effects and aesthetics."

The introduction of both Homage and Couture, *inspired by wool* marks the expansion of Shaw's Eco Solution Q nylon line. The new yarns are inspired by the design effect achieved by constructing carpet with non-traditional materials such as metallic studs and hand-spun natural wool. Metallic properties create shimmering accents in the Embellish pattern for a unique contrast. Other yarns mimic the look of fine wool and are used throughout the collection. These metallic and woolen yarns are examples of fiber innovation that broadens the scope of design possibilities in the commercial sector while maintaining the complete recyclability and performance aspects of Eco Solution Q.

Shaw Contract Group is partnering with Public Architecture and will donate 1 percent of the sales of Homage to support their 1% Program, a 501(c)(3) nonprofit organization. The program connects architecture and design firms willing to donate their services pro bono with nonprofit organizations that need design assistance.

Homage is designed to beautifully coordinate Couture, *inspired by wool*, a luxury collection launching at NeoCon this year. "Designers seek maximum flexibility within carpet systems to achieve the greatest visual effect while remaining conscious of the bottom line," says John Stephens, vice president of marketing. "The coordination of Homage with Couture, *inspired by wool* provides the ideal workplace solution, creating the desired compatibility with a high-impact, front-of-house product like Couture."

- more -

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Sewn broadloom



Shibori broadloom

## 2 – Homage

Homage features three tile and two broadloom patterns:

### Tile

Embellish  
Craft  
Block Print

### Broadloom

Sewn  
Shibori

Homage uses EcoWorx backings for performance and recyclability. EcoWorx tile backing contains 40 percent pre consumer recycled content while EcoWorx Broadloom contains 20 percent post consumer content. Each backing is recyclable into more EcoWorx with Shaw Contract Group collecting the product at no cost to the customer.

Homage products contribute to Leadership in Energy and Environmental Design (LEED) Green Building Rating System™ points for flooring systems, recycled content, adhesives & sealants, among others. Homage 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 Gold certification.

Homage debuts in the Shaw Contract Group showroom during NeoCon. Throughout the year, Shaw Contract Group will introduce products designed especially for market segments aligned with the brand's design studios: education, healthcare, corporate workplace and professional services. Each product's design takes into account the specific needs that are important to each market, creating a product that will perform and support the rigors of that environment. The quality and beauty of these specialized products will lead to crossover opportunities in other markets.

### **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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