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## ***Texture Study* by Shaw Contract Group Introduced at NeoCon 2007**

***Collection applies couture fabric trends to broadloom and tile for professional services market***

**DALTON, Ga. – June 11, 2007** – *Texture Study* from Shaw Contract Group is an examination of the tactile and visual properties of couture fabrics. Shaw Contract Group designers studied the concept of texture in the textile houses of Paris and New York and examined the fabrics of fashion used to create couture garments. *Texture Study* explores the contrasting nature of texture through a broadloom and carpet tile collection for high-end professional services and workplace environments. Ten broadloom and four tile products are available.

“The collection illustrates that design is a contrast between textures. The design team observed trends related to texture that we classified as sleek or rough. Our goal with *Texture Study* was to create a collection that would examine the tactile properties of fabric and apply them to commercial carpet,” said Reesie Duncan, creative director for Shaw Contract Group. “As textures, sleek and rough are polar opposites. But when they are brought together, a new door of design is opened, creating the right mix of subtlety and inconsistency of contrast.”

Single colors create tempered, toned-down applications that engage without distraction. The use of rich shades of black and gray create carpet tile and broadloom products designed to enhance an array of environments, providing the perfect backdrop for incredible texture. A range of color options are available for tile and broadloom patterns. Traditional woolens, layered knits, coarse twills, technically inspired micro-fibers, crunchy silks and hybrid fabrics inspired the design of *Texture Study*.

“*Texture Study* is essentially an academic observation of fashion trends, which we have applied to the carpet design and production process. From our analysis of the fabrics of fashion, the contrasting textures of sleek and rough were evident throughout,” said John Stephens, vice president of marketing. “Shaw Contract Group continues to provide original and fashionable products, such as last year’s Silk collection, that meet the needs of our high-end professional services clients. *Texture Study* continues to build upon our focus on the high-end professional services market segment.”

*Texture Study* carpet tile contains EcoWorx® backing, the carpet industry’s first fully sustainable, non-PVC backing for commercial carpet tile products and contains 40% recycled content. EcoWorx is fully recyclable in a closed-loop cradle-to-cradle process called elutriation that turns backing into new backing.

(more)



Shaw Contract Group garnered a Best of NeoCon Gold Award in 2006 for its Silk broadloom collection. NeoCon has awarded Shaw Contract Group with a Gold or Silver award in consecutive years since 2002.

<u>Sleek tile</u>	<u>Rough tile</u>	<u>Sleek broadloom</u>	<u>Rough broadloom</u>
Exaggerated Weave	Faux	Coated	Cloth
Flat Weave	Felted	Cross Weave	Cloth Shear
		Sleek Rib	Faux
		Structured	Felted
			Thread
			Tweed

### **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 [www.shawcontractgroup.com](http://www.shawcontractgroup.com).

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