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## **Shaw Contract Group Introduces New Urban Reflections Collection**

*Prisma, Mirror Image, and Beam of Light bring modern styling to the workplace*

**DALTON, Ga. – February 12, 2007** – The latest offering from Shaw Contract Group’s Workplace Design Studio, a collection entitled Urban Reflections, pairs clean and crisp patterns with a linear oriented background to represent a unique perspective on metropolitan life. The three new tile patterns encompassing the Urban Reflections collection – Prisma, Mirror Image, and Beam of Light – are actively inspired by the ways in which light weaves itself in and out of the city environment. Urban Reflections features EcoWorx® sustainable tile backing and will be available first quarter 2007.

“Urban Reflections offers design flexibility, with three tile designs that compliment and enhance the qualities of each other,” said Reesie Duncan, creative director for Shaw Contract Group. “Our Workplace Design Studio has developed a product for style-conscious A&D firms with clients seeking value and performance from their flooring solutions.”

### Urban Reflections tile specifications

- 100% Eco Solution Q® solution dyed nylon
- 19 ounce yarn faceweight
- EcoWorx backing
- 8 colorways

“The Urban Reflections collection features EcoWorx, our sustainable backing, making this a cradle to cradle carpet tile that can be returned endlessly into more backing at the end of its useful life,” said John Stephens, vice president of marketing for Shaw Contract Group. “Eco Solution Q nylon contains 25% recycled content and is another sustainable component of Shaw Contract Group’s carpet tile.”

### **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).