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Shaw Launches EcoLogix™ Carpet Tile Cushioning System

Dalton, GA – November 20, 2003 – Shaw Industries announces the launch of EcoLogix™ carpet cushioning system, a product co-developed with SI Flooring Systems. Constructed of 91 percent post consumer content, EcoLogix helps building owners achieve LEED certification and outperforms urethane and PVC cushion backing systems.

With a lamination strength of more than 20lbs/in., EcoLogix tests four times better than traditional urethane backing, resists compression, and provides better long-term comfort and support than conventional modular backing systems. Offered as an upgrade on Shaw modular tile and 6 foot products, EcoLogix is targeted for high traffic applications including airports, malls, convention centers, schools, and healthcare facilities.

“EcoLogix represents our continued efforts in creating products that are environmentally responsible and provide the end-user with a better performance qualities,” said Jeff Segars of Shaw Innovation. “As designers’ need for sustainable products grows in importance, EcoLogix provides the foundation for an environmentally responsible flooring decision.

About Shaw

Shaw Industries, the world’s largest carpet manufacturer, produces and sells carpet, rugs, ceramic, hardwood and laminate flooring for residential and commercial applications throughout the world. Shaw’s commercial brands include Shaw Contract Group, Patcraft and Designweave.

A subsidiary of Berkshire Hathaway Inc., Shaw is headquartered in Dalton, Ga. The company, with 30,000 employees, manufactures more than 600 million square yards of floor covering annually.

About SI Flooring Systems

Since 1969, SI Flooring Systems has focused on developing innovative foundation solutions to the flooring market that provide support, strength, and stabilization. SI Flooring Systems is recognized as the largest American based producer of foundation systems for the carpet industry. The company as a whole provides cost-efficient, high-performance products in diverse applications for interior furnishings, construction products, erosion control, and performance textile markets.

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