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**Shaw Contract Group Introduces “In Line” Collection**  
*Products with Varying Scales and Complementary Aesthetics  
Offer Flexibility and Sophistication for Institutional Spaces*

**DALTON, Ga. – May 7, 2004 --** Shaw Contract Group introduces “In Line,” a sophisticated collection of complementary carpet styles designed for the higher education, healthcare and government markets. It is comprised six products in varying scales, each available in nine colorways.

“In Line” offers ultimate pattern and color flexibility. Created using advanced tufting technology and random color thread-up capabilities, “In Line” creates a large-scale illusion of pattern and undulating color changes across the width of the products.

“In Line” products include:

- Flurry: 1/10 gauge, small scale graphic loop
- Dabble: 1/10 gauge, small scale graphic loop
- Surge: 1/10 gauge woven aesthetic
- Drift: 1/10 gauge, multi-tuft with a sophisticated texture
- Mingle: 1/12 gauge, multi-scroll, combining a 18” x 36” pattern repeat with a random color repeat, creating a unique geometric patterned visual
- Shuffle: 1/12 gauge, multi-scroll, combining a 18” x 36” pattern repeat with a random color repeat, creating a unique organic patterned visual

“This is a highly developed collection,” says Jeff West, vice president of marketing for Shaw Contract Group. “Whether specifiers select one product from the collection or six, the end result offers a cohesive and aesthetic that is conservative with a modern twist. While offering a broad range appeal, we see this product being especially successful in the higher education market.”

In addition to the product flexibility and refined aesthetics, “In Line” offers the environmental benefits inherent in carpet constructed of EcoSolution Q fiber. As a Cradle to Cradle product, Eco Solution Q follows the regenerative life cycle of nature—when it reaches the end of a lifecycle, the waste can be returned to the production process to make more fiber, so all the materials can be used, again and again, forever. EcoSolution Q is among the first products in the world to be fully assessed through the Cradle-to-Cradle Design Protocol.

**About Shaw Contract Group**

Shaw Contract Group is a commercial carpet division of Shaw Industries. It is the central energy source for the new ideas and innovations for broadloom, performance broadloom, and modular tile. It is the core



location where customers can access to everything these brands have to offer. For more information, visit [www.shawcontractgroup.com](http://www.shawcontractgroup.com).

**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. For more information about Shaw Industries, visit [www.shawinc.com](http://www.shawinc.com).

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.

