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Shaw Contract Group Introduces “Fragments”
Carpet with a Systems Approach, Designed to Meet Diverse Flooring Requirements

DALTON, Ga. — June 14, 2004 – Shaw Contract Group introduces “Fragments,” a carpet collection with broadloom and modular products designed in collaboration with the lauckgroup. Targeted towards the corporate market, “Fragments” offers a systems approach to carpet with various options of scale, pattern and color, allowing the carpet to act as a more powerful design tool.

The inspiration for “Fragments” was based on the concept that sometimes the parts are more interesting than the whole. All styles are based on one single design element that is manipulated in various ways, each showing different perspectives, thus creating “new” designs from the same original element.

“Subtle changes between products address architectural and design needs for differing scale and pattern, while maintaining one cohesive look,” said Charlie Kane, designer, lauckgroup. “Pattern may be used contiguous with texture, and broadloom contiguous with tile.”

Products include:

- Drops (modular)
- Diced (broadloom)
- Slip Fit (broadloom)
- Shatter (modular)
- Sliver (broadloom)
- Break (modular)
- Slice (modular)
- Shards (broadloom)

Major yarn innovations were achieved to create the high-end look and texture of the products in the collection. “Fragments” introduces skein dyed, high-luster, and herbal wash space dyed EcoSolution Q yarn, as well as additional solution dyed colors. The construction will yield long-term appearance retention and durability.

“The sophisticated and rich neutrals accentuate the natural striations of the herbal wash yarn,” said Angie English, Director of Design, Shaw Contract Group. “The high-end



textile aesthetic of this collection was achieved through state-of-the-art tufting equipment combined with the latest yarn developments.”

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.

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.

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. For more information about Shaw Industries, visit www.shawfloors.com.

