

Contact: Kaycee Allmond  
770-607-2430  
kaycee.allmond@shawinc.com

**“Rejuvenate” from Shaw Contract Group, A Carpet Collection Designed in Collaboration with Ester Dunbar-Cullum, Brings Beauty and Opulence to Healthcare Environments**

**DALTON, Ga. - June 14, 2004** – Shaw Contract Group introduces “Rejuvenate,” a carpet collection for healthcare environments designed in collaboration with Ester Dunbar-Cullum. Inspiration for the product was drawn from the hospitality industry, where opulence and life affirmation are intrinsic values, to create a product that offers an increased sense of well-being for patients, visitors and staff.

“In today’s competitive healthcare environments, quality healthcare is often linked to quality design, as patients want to get well in environments that appeal to the healing senses,” said Paul Young, Director of Design, Shaw Contract Group. “‘Rejuvenate’ improves the attitude and recuperative stay of patients by providing a warmer, quieter, and more aesthetically pleasing environment to improve patient recovery and comfort, as well as staff loyalty.”

**The Healing Power of Beauty**

The collection leverages Dunbar Cullum’s 20 years experience designing carpet, fabric and wall covering for the hospitality industry, as well as her personal hospital experience, to create therapeutic and healing designs. Organic patterns and natural color combinations show that an instrument of healing can also be a thing of beauty.

“‘Rejuvenate’ provides a stylistic touchstone to the natural forms and colors people resonate to on a subconscious level, and provides a valuable contribution to the emerging enlightenment of healthcare interiors,” said Esther Dunbar Cullum.

“Rejuvenate” is available in four medium to large scale patterns that look beautiful alone or when used together. Each is available in 13 sophisticated and timeless colors. The colorway has a quiet joy reminiscent of a fine hotel, rather than a hospital.

Products include:

- Refresh
- Relax
- Renew
- Retreat



**Opulent Design, Plus Performance and Sustainability**

Constructed of Eco Solution Q® fiber and UltraLoc® MP backing, “Rejuvenate” is engineered for high-performance applications that require frequent exposure to moisture, cleanings, traffic, and light. Includes a lifetime warranty for stain, abrasive wear and colorfastness.

Eco Solution Q solution dyed nylon contains 25% recycled content. Tested by McDonough Braungart Design Chemistry’s Cradle to Cradle Protocol for toxicity down to 100 parts per million, ensuring it is safe for human health and the environment.

**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.

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](http://www.shawfloors.com).

