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### **Shaw Contract Group Introduces Broadloom Products to its “No Rules” Collection**

**DALTON, Ga. – June 13, 2004 --** Shaw Contract Group introduces four broadloom products to its “No Rules” collection. The collection is characterized by vibrant colors and advanced tufting technology, which allow for unlimited pile height, no pattern repeat and unique color gradations.

“No Rules features a breakthrough technology which allows for complete design freedom in broadloom carpet,” said Jeff West, vice president of marketing, Shaw Contract Group.

#### **Benefits and Features**

In addition to offering beautiful design with texture and depth, “No Rules” saves time and money. Distinctive color patterning, layered patterning and smart gradations allow for blending dye lots undetectably, making “No Rules” products an ideal choice for facilities that may grow or change over time. Installation benefits include no pattern match requirements or roll sequences.

“No Rules” is constructed of Eco Solution Q® solution dyed nylon, which contains 25% recycled content. Eco Solution Q has been optimized through the McDonough Braungart Design Chemistry’s Cradle to Cradle Design Protocol for toxicity down to 100 parts per million, ensuring it is safe for human health and the environment.

Eco Solution Q fiber coupled with TekLok backing offer a lifetime warranty for delamination, tuft bind, edge ravel, abrasive wear, static, stain and colorfastness.

#### **Products**

The broadloom “No Rules” collection features four products, each available in 16 vibrant colorways, which coordinate with the tile “No Rules” products. Products include:

- **Think Big:** A large scale geometric pattern.
- **Free For All:** A large scale pattern with both geometric and organic elements.
- **On a Roll:** A medium scale organic pattern.
- **Surefit:** A coordinating texture.

#### **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).