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### Shaw Contract Group Introduces “L7,” a Carpet Collection Designed in Collaboration with Bruce Mau Design

**DALTON, Ga. – June 13, 2005** -- Shaw Contract Group introduces “L7,” a collection designed in collaboration with Bruce Mau Design that brings color to carpet in a whole new way. By juxtaposing a wide range of hues within a limited palette, the products achieve a color depth never before seen in contract carpet.

“The world is so beautiful and complex in its richness of color. Our goal was to find a way to capture that in carpet tile and broadloom,” said Bruce Mau, Principal of Bruce Mau Design. “We challenged Shaw Contract Group to think outside the gamut and develop new ways of manufacturing and packaging carpet that would yield a greater wealth of color and produce a new product unique to the marketplace.”

To achieve the color richness and depth intended by the Bruce Mau Design team vision, a unique packaging method was developed for 24square, a tile product within the collection. Each box of tiles contains 12 different hues of a single color, representing the various color pixels that create the whole.

Another innovation born from the “L7” collection, is a new process of cutting tiles to ensure none of the randomly placed accent squares are cut or compromised during the manufacturing process. The new technology allows for precision cutting in tufted carpet that is typically only seen in printed products.

“Our design and manufacturing teams took on the challenge of realizing Bruce Mau’s vision and quickly determined that we would have to re-think the way we have approached developing and introducing product. The result is a unique carpet collection that opens new possibilities for future products,” said Ennis O’Neal, director of Shaw Design.

#### Products

“L7” features two broadloom products and four tile products, all available in seven rich colors, with the exception of 0square, which is available in twelve colors. Products include:

- **0square:** Broadloom product that offers a modern take on a classic texture.
- **2square:** Tile product with randomly placed two-inch squares, some within the same color family and others in a bright accent color. Product features multi color and multi texture dimensions.
- **3square:** Broadloom product featuring a usable mid-scale pattern, which clearly represents the pixel concept.
- **4square:** Tile product with randomly placed four-inch squares within the same color family.
- **12square:** Tile product with an offset twelve-inch square with the same color family.
- **24square:** Tile product featuring twelve hues of a single color, represented through various textures and pile heights. Unique in that each box features twelve tiles, each with a different color.