

Partner Content

Shaw Contract Debuts Texture Study Collection on Ecoworx® BIO

Explore the world of texture and its transformative power in shaping environments with Shaw's latest collection, launched on an innovative bio-based carpet tile backing.

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Texture is the intricate topography of every surface, woven with minute peaks and valleys that can be both felt and seen. It engages the tactile senses, from the soft nap of felt and the slippery hand of silk to the coarse crimp of wool fibers and the crisp structure of cotton. Texture serves as the foundation for the spaces we inhabit, setting the tone and enhancing the sensory experience. Shaw Contract's latest collection exemplifies this concept, offering a compelling testament to the transformative power of texture in shaping environments. Through innovative design and attention to detail, this carpet tile collection, called Texture Study, elevates the role of texture and sets a new standard for flooring solutions that prioritize both aesthetics and sustainability.



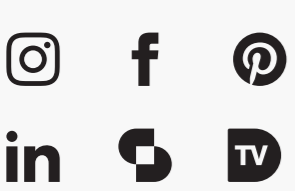
Texture Study is comprised of eight styles in two different constructions and price-points with patterns and textures that express calm simplicity blended with sophisticated design to support the modern corporate environment. Whether it's the plush richness of styles like Classic, Cozy, Homespun, and Knit, or the subtle sophistication of texture loop styles such as Subtle, Timeless, Weft, and Woolen, Texture Study caters to diverse design needs. Offered in a 9x36-inch plank format, Texture Study presents classic aesthetics, durability, and sustainable attributes, providing versatile solutions suitable for any environment, with a particular suitability for workplaces. The collection's diverse product constructions ensure accessibility to sophistication at any budget.



Beyond aesthetics, Texture Study embodies Shaw Contract's commitment to its "Neutral is not Enough" call to action in the fight against climate change. It stands as the first collection from Shaw Contract to launch on EcoWorx® BIO, a brand-new bio-based carpet tile backing. By incorporating bio-based content, Texture Study significantly reduces the environmental impact of its products. EcoWorx BIO products boast durability comparable to EcoWorx products while achieving a remarkable 75% reduction in carbon footprint compared to traditional EcoWorx-backed products since 2016. Additionally, Texture Study is backed by the same lifetime commercial limited warranty as any Shaw Contract EcoWorx carpet tile product, ensuring its longevity and reliability.



The sustainable attributes of Texture Study extend beyond just its backing. The collection utilizes EcoSolution Q100™ fiber, a high-performance nylon fiber comprised of 100% recycled content. This strategic use of materials optimizes the collection for low embodied carbon, further contributing to its environmental sustainability. To offset any remaining carbon footprint, Shaw Contract commits to creating a carbon-neutral collection, aligning with its broader ambition for carbon reduction and circularity as outlined within its "People Together, Planet Forever" Sustainability promise. Additionally, the ability to recycle EcoWorx BIO products back into new EcoWorx products underscores Shaw's dedication to circularity and environmental stewardship. Through these innovative practices and commitments, Texture Study demonstrates that style and environmental responsibility can coexist.



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