**Shaw Contract Unveil Interlaced**

**– The First Style in Exciting Creative Connections Collection**

***(17th December 2024)*** - Interlaced is the first of four styles to be introduced by commercial flooring manufacturer Shaw Contract EMEA within its new Creative Connections collection.

Designed and manufactured in the UK, the Creative Connections collection seamlessly blends soft, tactile textures for an understated yet luxurious finish. All four styles within the collection are designed to be individually distinct yet work alongside each other, with Interlaced setting the tone for a myriad of commercial interior design options.

**Pattern and Texture for Heightened Interest**

Drawing inspiration from the art of crafting, layering and the emerging trend of “quiet luxury”, Interlaced introduced a strong directional quality, ideal for creating interesting transitions across its colour palette.

With a subtle wave pattern, Interlaced creates a harmonious interplay of light and shadow, adding depth and sophistication to workspaces.

Available in 24 colours, Interlaced features 12 neutral tones—including stone, oyster, rose, buttermilk and shell—and 12 contemporary colours such as slate blue, sage, and walnut.

“Ordinary is not in our vocabulary,” explains Kerry Deffley, design manager EMEA Shaw Contract. “Interlaced gives designers the ability to subtly transform spaces, creating seamlessly unified designs and intricately combining colours. Its textural finish gives an almost marbled effect, adding discreet harmony and elegance to commercial interiors.

To further inspire creativity, we have curated design palette examples demonstrating how Interlaced effortlessly integrates with other Shaw Contract carpet tiles and resilient flooring for sophisticated, statement-making designswith remarkable versatility across both contemporary and classical settings.”

**An On-Trend Collection**

The development of the collection was deeply informed by textile trend forecasts for 2025 and 2026, focusing on quality, longevity and the synergy between human, product and planet. The concept of “quiet luxury” was a key influence for the Interlaced style, offering timeless elegance balanced with sustainability credentials.

Colour trends for 2025 are leaning towards comfortable warmth, with the Pantone Colour Institute naming Mocha Mousse, a rich mellow brown, as its Colour of the Year. Interlaced’s neutral tones, ranging from muted mushroom to dusky apricot, pair beautifully with this softer colour direction, making it a perfect fit for on-trend interior spaces.

**Balancing Creativity with Sustainability**

Manufactured in Shaw’s carbon neutral plant in Sanquhar, Scotland, Interlaced represents a commitment to sustainable design. It is available in 50 x 50cm carpet tilesand incorporates Shaw’s in-house manufactured EcoSolution Q100™ nylon fibre, which contains 100% recycled content.

It is available with a choice of three high performance backings:

* TaskWorx™: Made with 75% recycled content, providing durability and efficiency
* ComfortWorx™: Incorporating 90% post-consumer PET bottles and offering excellent acoustic performance and underfoot comfort
* EcoWorx S™: 100% closed loop recyclable, the first carpet tile in the world to achieve Works with WELL™ certification

As part of Shaw Contract’s ongoing commitment to material health, Interlaced is Cradle to Cradle Certified™ Silver. It is also Indoor Air Comfort Gold Certified® for superior indoor air quality and optimised for low carbon.

At the end of its useful life, Interlaced carpet tiles can be returned via Shaw’s free-of-charge re[TURN]™ reclamation programme , where they are recycled into raw materials for new EcoWorx S™ carpet tiles. This initiative reduces both carpet tile landfill waste and virgin raw material usage, lowering the overall Global Warming Potential (GWP) of Shaw Contract products.

**Creative Connections Collection**

“Interlaced reflects the future of design: thoughtful, responsible, and inspiring,” adds Kerry. “Through the Creative Connections collection, we aim to empower our customers to create spaces that foster meaningful connections between their people, spaces and the planet.”

Interlaced is the first of four styles in the Creative Connections collection. It will be joined by Interwoven, Intermingle, and Understated, which will launch throughout 2025. Together, these styles offer complementary design solutions that enhance creativity and functionality in commercial interiors.

**Available Now**

Interlaced is available for order now across the UK, European and Middle East markets. The product is proudly on display in Shaw Contract’s London showroom on Great Sutton Street, Clerkenwell, where designers can experience its unique qualities firsthand.

***ENDS (655 words)***

***Shaw Contract products are available to view in the Shaw Contract showroom, 33 Great Sutton Street, London EC1V 0DX.***

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