

FOR IMMEDIATE RELEASE

Shaw Contract: "Neutral is Not Enough" – Pioneering Beyond Flooring at Clerkenwell Design Week

London, UK – Shaw Contract is set to reinforce key sustainability positioning at this year's Clerkenwell Design Week, running from May 21-23. With the bold statement that "Neutral is not enough," Shaw Contract welcomes visitors to its showroom to engage in a range of workshops, join a panel discussion, and attend unveilings that highlight the company's latest advancements in reducing carbon impact.

To combat the effects of climate change, Shaw Contract asserts the need for a comprehensive strategy. The focus is on reducing both embodied carbon and carbon emissions—moving beyond neutrality towards active reduction. This approach encompasses more than product development or corporate actions like purchasing carbon credits; it involves a deep commitment to material health, the promotion of a circular economy, the pursuit of diversity and reduced carbon impact. Achieving carbon neutrality is merely a step, not the endpoint.

Innovations in Carbon Neutral Flooring: A Leap Forward

Proudly walking the talk, Shaw Contract has made significant strides with its carpet tile collections, utilising 100% recycled yarn in their manufacture to decrease global warming potential (GWP) carbon impact. Following the successful launch of EcoWorx™ S carpet tile—a product that is closed loop recycled and Cradle to Cradle Silver® certified—Shaw Contract aims for all its products to be Cradle-to-Cradle® certified, striving for net-zero operations by 2030.

This Clerkenwell Design Week, Shaw Contract is excited to launch a new carbon neutral carpet tile collection that utilises EcoSolution Q100™ yarn. Attendees will also get a first look at the latest additions to the Rapid Select collection, among other innovations. Shaw Contract will also provide a sneak peek at the forthcoming closed-loop non-PVC LVT collection set to launch later in the year.

Empowering Design and Sustainability through Workshops and Discussion Panel

The event will offer attendees the opportunity to engage in a panel discussion with the participation of Elwyn Grainger-Jones, Managing Director of the Cradle-to-Cradle Institute, Asif Din, Director of Regenerative Design at Perkins& Will and Richard Shea from the Salvation Army Trading Company. Additionally, a Tufting workshop and private sessions with Shaw Contract Design Manager Kerry Deffley will allow participants to delve into the stories behind the collections.

About Shaw Contract

Shaw Contract stands as a global frontrunner in the design and manufacture of innovative carpet and Luxury Vinyl Tile (LVT) flooring solutions, embodying its guiding principle: People Together, Planet Forever. Animated by the conviction that "Neutral is not enough," Shaw Contract is dedicated to advancing products and practices that significantly contribute to a more sustainable and forward-thinking flooring industry.

The company excels in creating carpet and resilient flooring that not only forms the foundation of physical spaces but also provides meaningful support to the individuals who inhabit them. With an expansive global footprint, Shaw Contract maintains showrooms and offices in key locations

including London, Paris, Oosterhout, Dubai, and numerous other global cities, with its headquarters in Georgia, USA.

With a UK manufacturing facility in Sanquhar, Scotland, Shaw Contract is optimally placed to serve the demands of its clientele across the UK and the EMEA region, both through direct sales and a network of approved service providers.

As a pioneering advocate of the Cradle-to-Cradle design philosophy, Shaw Contract actively participates as a business member of Chemsec (the International Chemical Secretariat) and contributes to the Materials Advisory group for the International Well Building Institute (IWBI). The company is a proud member of the UK Green Building Council (UKGBC) and Carpet Recycling UK (CRUK). In partnership with South of Scotland Enterprise, Shaw Contract is at the forefront of supporting transitions towards a circular economy and a net-zero carbon approach. A key division of Shaw Industries Group, Shaw Contract continues to pave the way in flooring innovation.

For more information, please visit: <https://www.shawcontract.com/en-gb>

Visit Shaw Contract Show Room:

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"Neutral is not enough" is more than a call to action—it's a promise for a better future.

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