

Sometimes home is a place.
Sometimes it's a feeling. It's
where we come *together*.

To stay, to play, to gather, to
discover, to create, to *belong*.

West Elm + Shaw Contract is a collection that embraces the warmth and comfort of home wherever you may be. It combines the handcrafted sensibility of natural materials and textiles with the utmost durability and sustainability that hospitality environments demand. West Elm style meets Shaw Contract performance. We find ourselves at the intersection of modern design and community—where the boundaries have become inextricably intertwined. And in that space, we've forged a collaboration that feels like home.

A CUSTOMIZABLE COLLECTION THAT EMBRACES THE FEELING OF
HOME WHEREVER YOU ARE.

COVER:
FLAME 11×11 FT RUG (G259R) IN EXPRESSION (56675)

LEFT:
STONE RUG (G273R) IN PEBBLE (55111), FLAME RUG (G256R) IN EXPRESSION (56675),
COLCA RUG (G280R) IN (IMMERSE 53516) + INLET II (4372V) IN THATCH (72720)

RUGS + BROADLOOM

FLAME RUG

Vibrant colors and abstract organic strokes fuel your creativity as they embolden your space.

Bringing West Elm Style to Hospitality Interiors

Each pattern signifies the West Elm mid-century modern design and handwoven aesthetic. Each is completely at home in the human-centric environment —wherever that may be. We were challenged and inspired to innovate with materials and techniques that embody each design as we recreated the look and feel of handcrafted rugs.



LEFT: FLAME BROADLOOM (5A356) IN EXPRESSION (56675) + RESURGENCE OAK CA286 COLOR 01070
RIGHT: FLAME 11x11 FT RUG (Q259R) IN EXPRESSION (56675)

Flame Rug Custom Color Options

FLAME 5A356
 Pattern Repeat 72" X 90"

Due to the unique staining process of yarn A, we recommend keeping this yarn color a constant as you customize. Here are several thought starters to spark your customization process. Experiment with additional color options using Foundry, Shaw Contract's interactive online design tool.





VERVE RUG

A dynamic wash of color,
blurring the lines between
color and stripes, energy and
calm, home and away.

VERVE BROADLOOM (5A3B2) IN FLAIR (52675)

VERVE 5A352
Pattern Repeat 72" X 115"



A

52300

B

6031

C

52380

D

6-552

E

6116

F

CN648



KISTA RUG

Bold, simple lines; light neutral colors; zero clutter. This clean and modern design takes a page from Scandinavian minimalism.



LEFT: KISTA 6x9 FT RUG (G288R) IN GRAPHIC (54485)
RIGHT: KISTA BROADLOOM (5A354) IN GRAPHIC (54485) + REFINED OAK CA308 IN EXQUISITE OAK 01015

KISTA 5A354

Pattern Repeat 144" X 161.4"



CJ362



CO216*



CL579



5250D



CL578



*Due to the unique yarn used in position B, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.



*Due to the unique yarn used in position B, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.



6116



CO216*



5509D



5850D



6158



COLCA RUG

A playful take on color blocking.
An energetic geometric pattern in
earthy hues enlivens your space
as it grounds it.



COLCA 8X10 FT RUG (G281R) IN IMMERSE (53318)

COLCA 5A353
Pattern Repeat 144" X 197.6"



5850D



6158



5509D



6116

COLCA 5A353

Pattern Repeat 144" X 197.6"



CO031



CB215



CJ362



CL871

RIGHT: COLCA BROADLOOM (5A353) IN RETREAT (53100)

WELCOME HOME





STONE RUG

Gridded lines amp up a plush, textured background. As subtle as a solid. The versatility that hospitality demands. The stability of home.

STONE 8x10 FT RUG (G273R) IN PEBBLE (55111)

STONE 5A355
 Pattern Repeat 144" X 180"



5850D



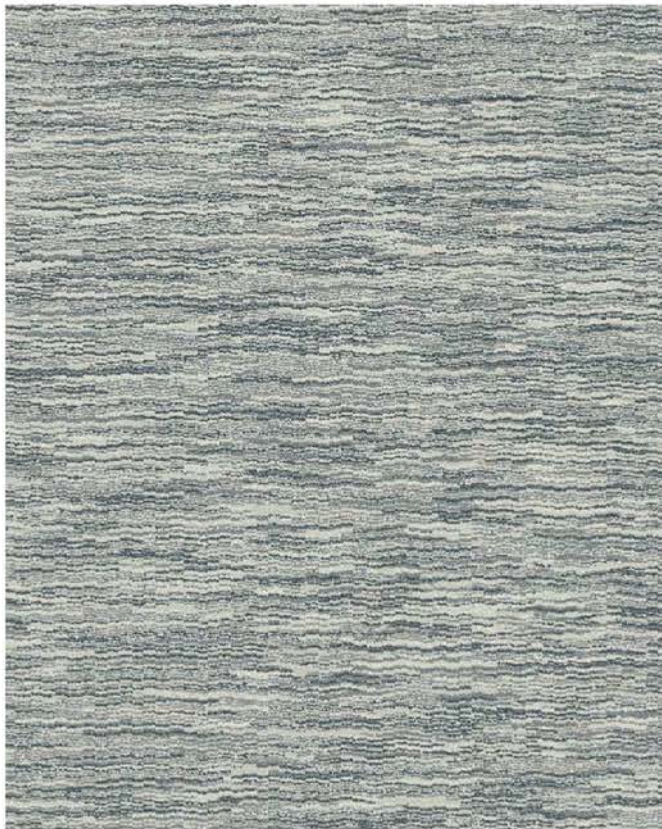
5789D



6116

SHALE 5A357

Pattern Repeat 48" X 48"



CL842



5253D



5501D



CL579



5429D



CM027

RIGHT: SHALE 6x9 FT RUG (G248R) IN MINERAL (57535)

A SENSE OF BELONGING



SHALE RUG

Balanced striations of dark and light neutrals reflect the varied layers and tempos of the places we visit.

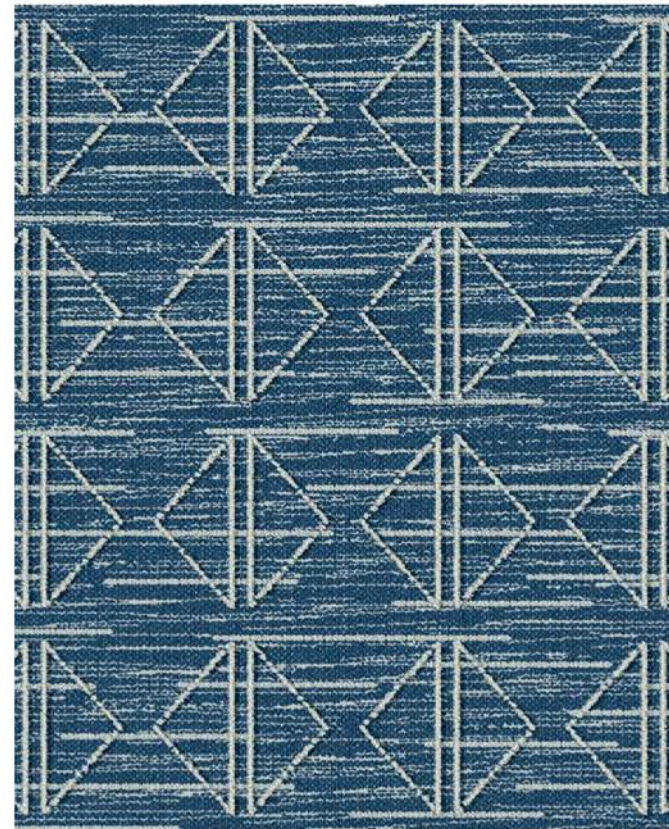
DIAMONDS 5A358
Pattern Repeat 48" X 48"



DIAMONDS RUG

Subtle yet sharp diamond pattern conveys stability, minimalism and bold optimism. Tailored geometry; warm tactility.

DIAMONDS 6x9 FT RUG (G264R) IN DENIM (56465)



*Due to the unique yarn used in position A, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.



R5395*

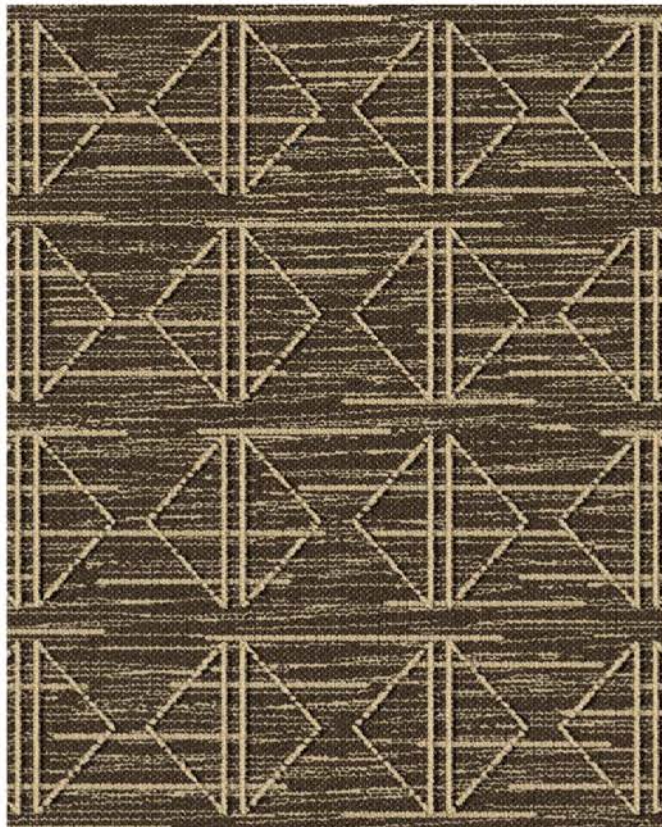


5253D



5253D

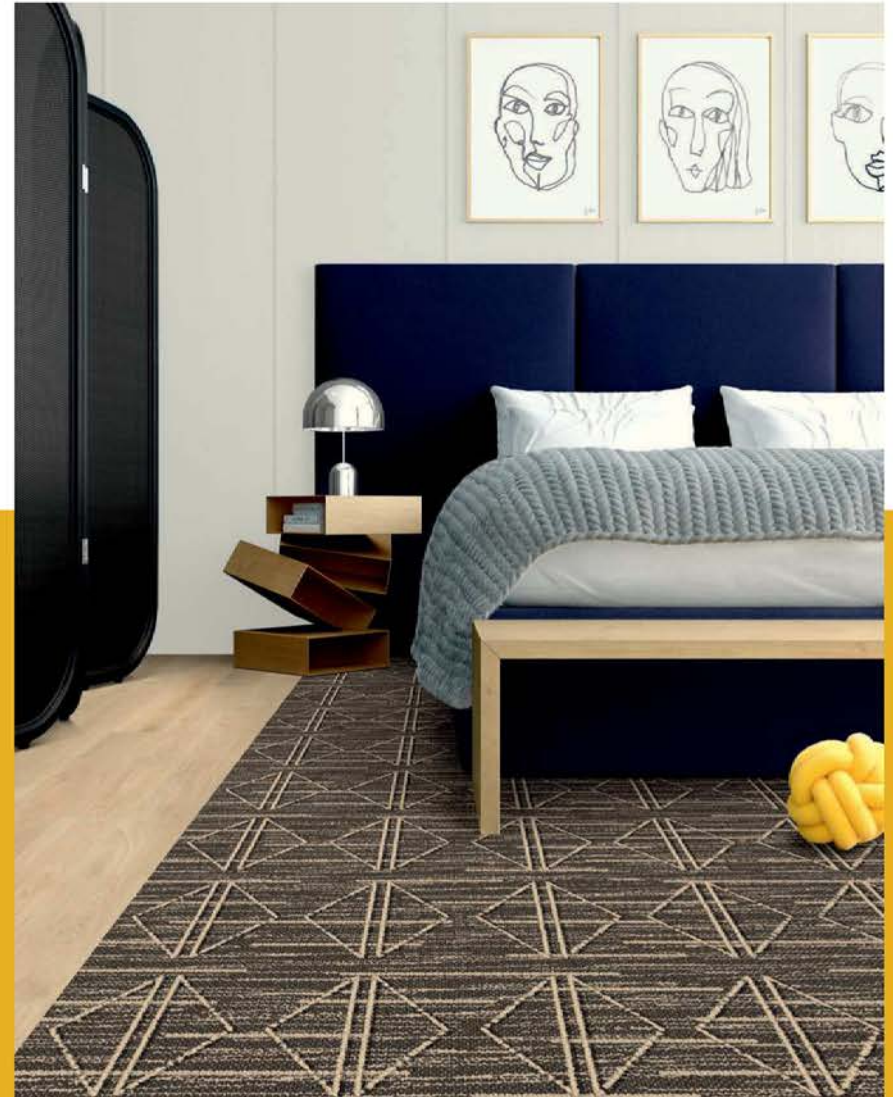
DIAMONDS 5A358
Pattern Repeat 48" X 48"



*Due to the unique yarn used in position A, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.

- A
R025 *
- B
5379D
- C
5379D

MAKE YOURSELF AT HOME



DIAMONDS BROADLOOM (5A358) IN SHADOW (58761)



LOW EMBODIED CARBON | CARBON NEUTRAL TILE

STONWORK + CHISEL TILE

Inspired by the Stone rug + broadloom, this collection of 24 x 24 inch carpet tiles adds subtle neutrality to your space. It is a striking introvert that draws attention through texture and neutral grit.

DID YOU KNOW? West Elm + Shaw Contract carpet tiles can be combined to create unique rugs. Visit shawcontract.com to explore the flexibility of our DIY Tile Rug Kits.

STONWORK (CARPET TILE ST484) IN PEBBLE (84111) + CHISEL (CARPET TILE ST485) IN PEBBLE (84111) | INSTALLED MONOLITHIC

GRIT, STONEWORK, & CHISEL TILE



GRIT TILE 5T486



STONEWORK TILE 5T484



CHISEL TILE 5T485

A

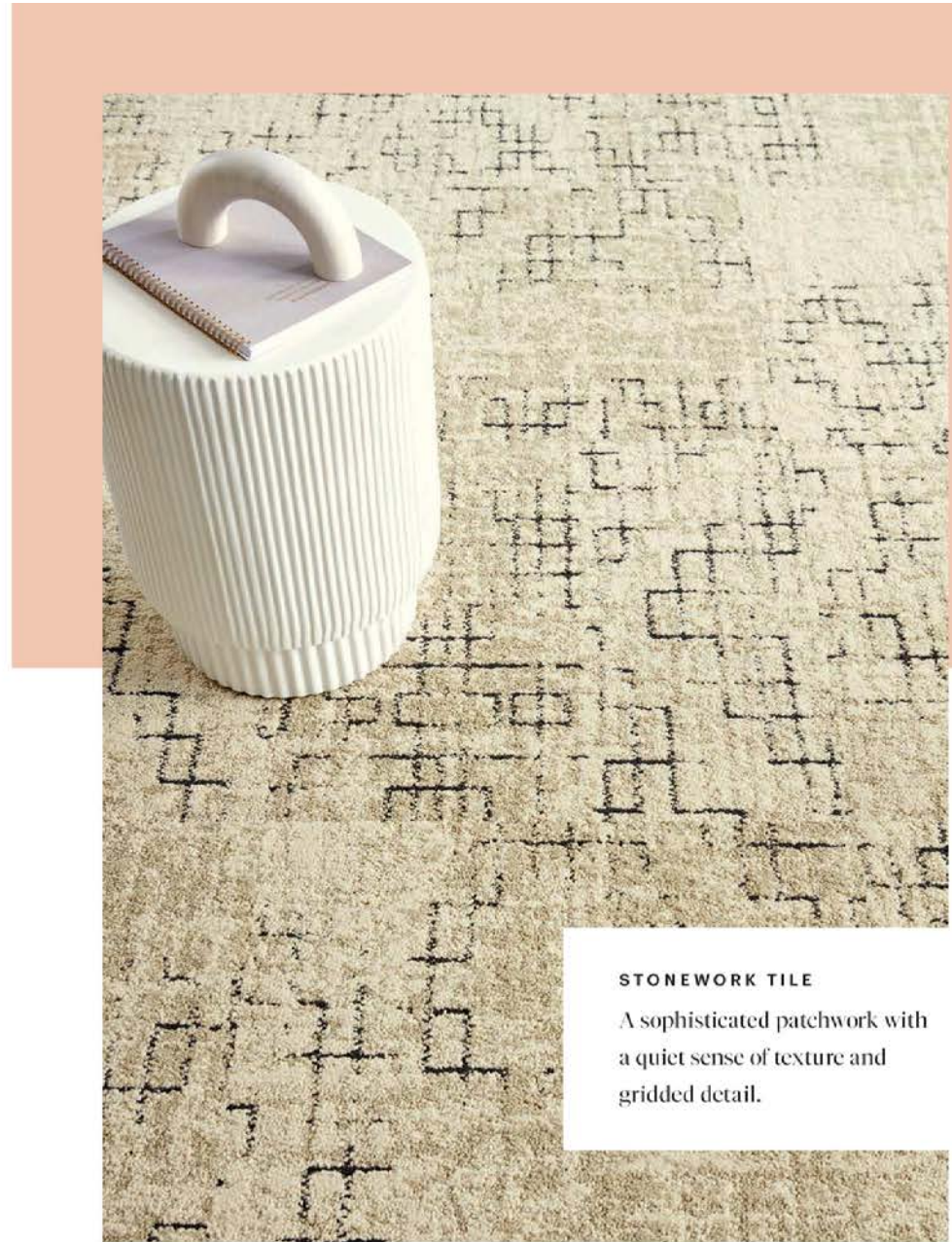
5850D

B

5789D

C

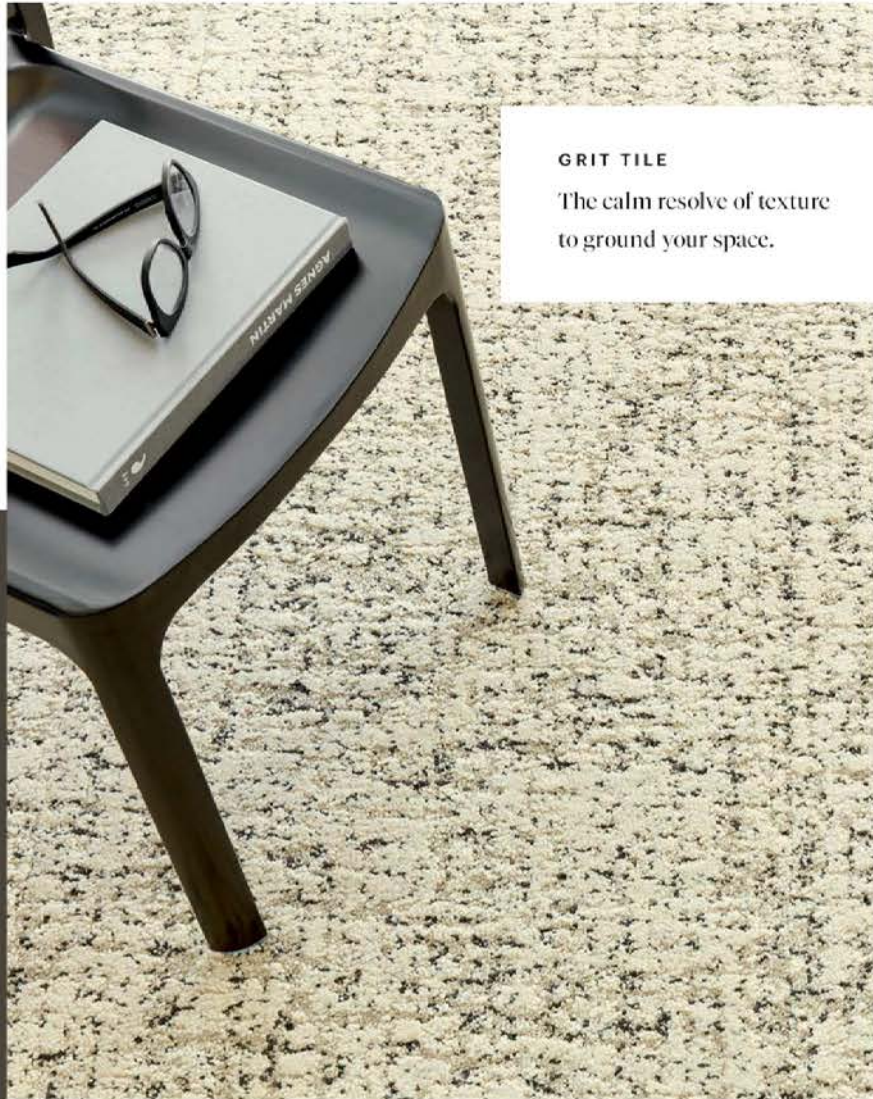
6116



STONEWORK TILE

A sophisticated patchwork with a quiet sense of texture and gridded detail.

GROUND YOURSELF



GRIT TILE

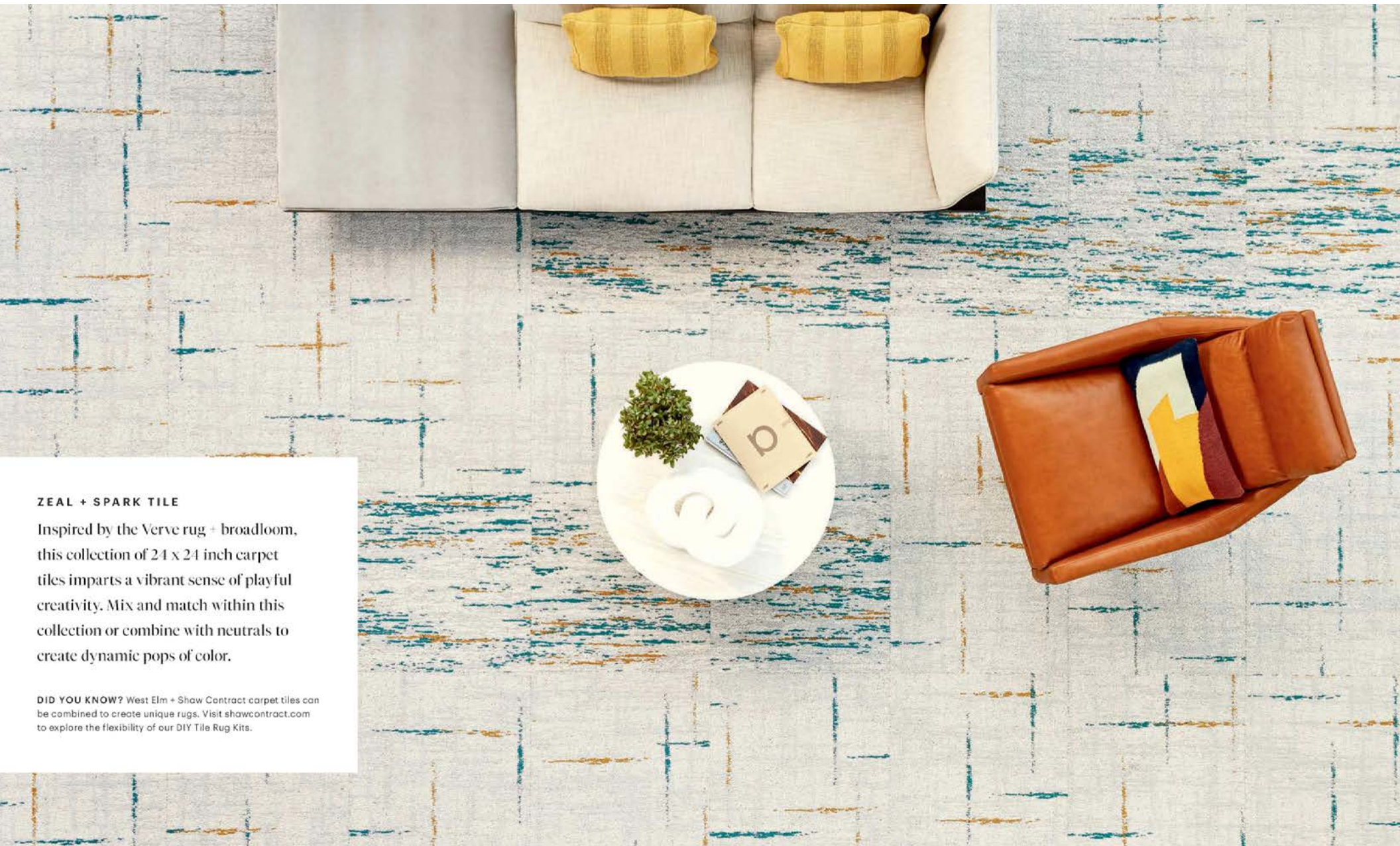
The calm resolve of texture
to ground your space.



CHISEL TILE

Parallel lines connect and
dissolve in a rhythmic design,
blurring the lines between sharp
geometry and soft organics.

LEFT: GRIT (CARPET TILE BT488) IN PEBBLE (84111) | INSTALLED MONOLITHIC
RIGHT: CHISEL (CARPET TILE BT485) IN PEBBLE (84111) | INSTALLED MONOLITHIC



ZEAL + SPARK TILE

Inspired by the Verve rug + broadloom, this collection of 24 x 24 inch carpet tiles imparts a vibrant sense of playful creativity. Mix and match within this collection or combine with neutrals to create dynamic pops of color.

DID YOU KNOW? West Elm + Shaw Contract carpet tiles can be combined to create unique rugs. Visit shawcontract.com to explore the flexibility of our DIY Tile Rug Kits.

SPARK (CARPET TILE 5T489) IN VIBRANCE-COLOR (87327) + ZEAL (CARPET TILE 5T488) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC

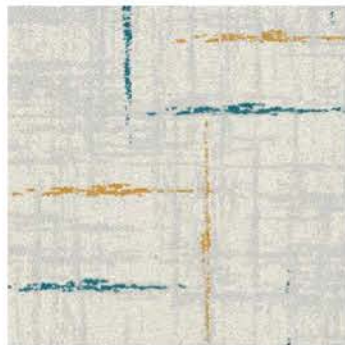
ZEST, ZEAL, & SPARK TILE



ZEST TILE 5T487



ZEAL TILE 5T488



SPARK TILE 5T489



5363D



5253D



CL842



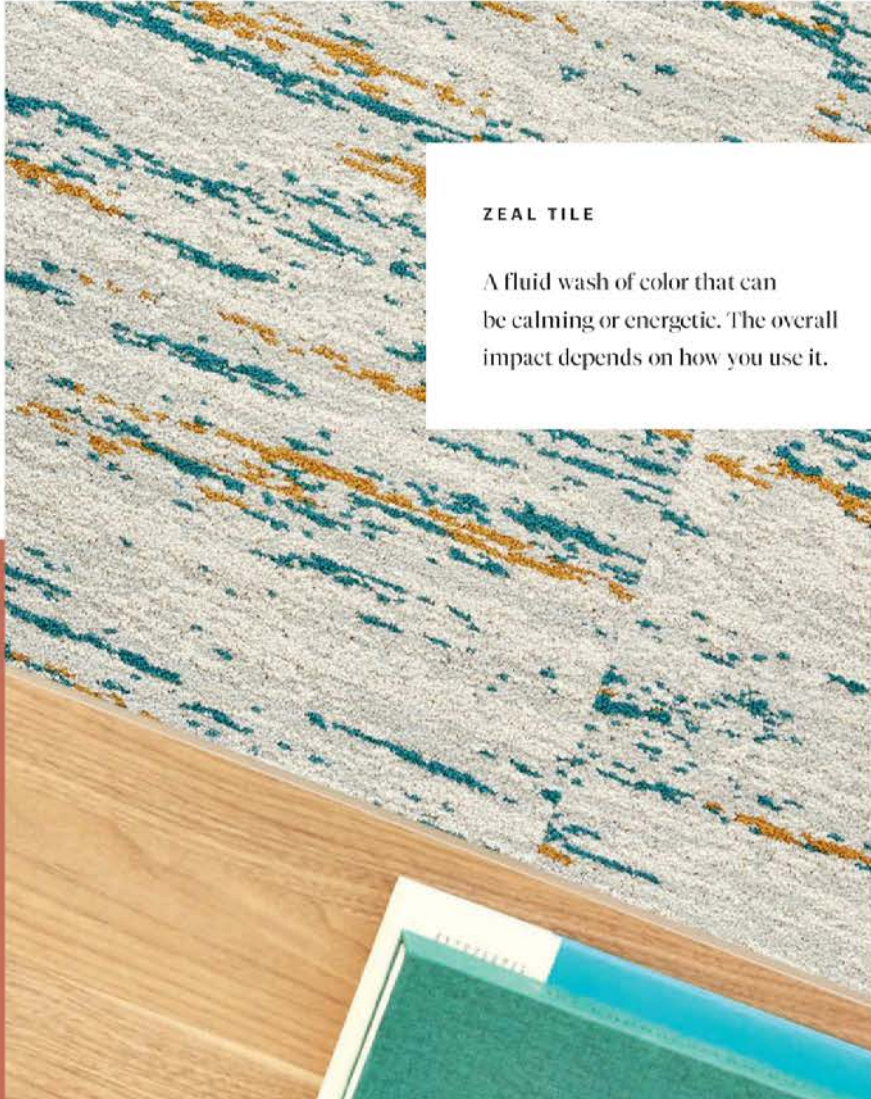
5725D



SPARK TILE

Dashes of color with a handwoven aesthetic create a modern crosshatch. As playful as it is classic.

APPRECIATE EVERY LITTLE THING



ZEAL TILE

A fluid wash of color that can be calming or energetic. The overall impact depends on how you use it.

ZEST TILE

Expressive strokes overlap, creating a lively crosshatch design that adds a dose of optimism to any space.

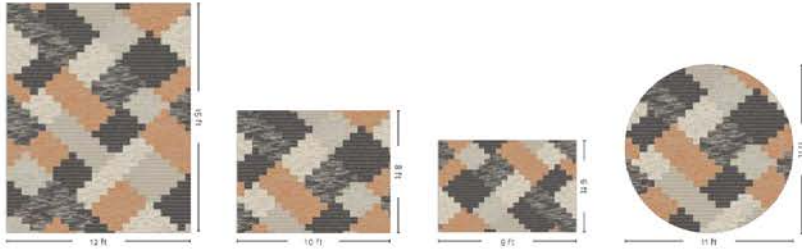


LEFT: ZEAL (CARPET TILE ST488) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC
RIGHT: ZEST (CARPET TILE ST487) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC

AVAILABLE IN STANDARD RUNNING LINE

RUGS + BROADLOOM

AVAILABLE IN STANDARD RUG SIZES AND BROADLOOM
6 ft x 9 ft | 8 ft x 10 ft | 12 ft x 15 ft | 11 ft circle



COLCA



DIAMONDS



SHALE



KISTA



FLAME



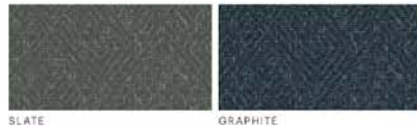
VERVE



STONE



SLATE



Visit shawcontract.com/rugs to explore our West Elm Rug selection.

AVAILABLE IN STANDARD RUNNING LINE

CARPET TILE

AVAILABLE AS STANDARD 24 X 24 CARPET TILE
ON ECOWORX® BACKING.

GRIT TILE



STONWORK TILE



CHISEL TILE



COLORWAYS



ZEST TILE



ZEAL TILE



SPARK TILE



COLORWAYS





EXPLORE
FOUNDRY

A Myriad of Choices—Designers can expand their vision of the *West Elm + Shaw Contract* collection by using our Foundry Custom Design Tool. Easily customize color and pattern to go beyond the collection portfolio and find inspiration in new patterns, selected to complement the styles of *West Elm + Shaw Contract* and expand the range of possibilities with non-standard products. Experiment with Foundry at foundry.shawhospitality.com



At the heart of Shaw Contract we create products and solutions that positively impact people and the planet. We are Design Optimists.

Sustainability is what unites us. It is our foundation and our purpose: our equal rights, our shared experience, our hopeful future. It is the air we breathe and the earth we stand upon.

For more information about these attributes, contact your local Shaw Contract account manager, visit us at showcontract.com or call 1.800.257.7429.

Material Health

We design and manufacture products to optimize human environments.



Cradle to Cradle Certified® Silver*

West Elm + Shaw Contract carpet tiles and Ultraloc® broadloom are third-party verified as being safe, circular, and responsibly made.



Indoor Air Quality

People spend 90% of their time indoors, making these environments critical to our wellbeing. These products are Green Label Plus (GLP) Certified, meeting the California Department of Public Health (CDPH) indoor air quality standards for low-emitting products.



Product Transparency*

West Elm + Shaw Contract carpet tiles and Ultraloc® broadloom have an HPD, which is a transparent disclosure of product content and associated health information.

Declare.

LBC Red List Approved

West Elm + Shaw Contract carpet tiles are LBC Red List Approved. Proprietary ingredients are not disclosed on the Declare label, but all raw materials have been third-party confirmed as being compliant with the RED LIST of the Living Building Challenge.

Carbon Impact

We are a positive force in the global effort to collectively fight climate change.



50% Reduced Carbon Footprint

As a result of Shaw's investments to help reduce our energy and greenhouse gas impact, we have cut our Scope 1 & 2 emissions by more than half since our 2010 baseline.



Carbon Neutral

West Elm + Shaw Contract carpet tiles are carbon neutral and are manufactured in a carbon neutral manufacturing location.



Low Embodied Carbon*

West Elm + Shaw Contract carpet tiles and Ultraloc® broadloom have a 3rd party verified EPD.



EcoSolution Q100™ Reduces Carbon

West Elm + Shaw Contract carpet tiles feature our EcoSolution Q100™ nylon fiber. EcoSolution Q100™ is a high-performance nylon fiber with 100% recycled content, optimized for low embodied carbon. Every square yard reduces the carbon impact by 42%, versus traditional carpet tile.

Diversity, Equity & Inclusion

We nurture an environment where every voice and perspective can be heard, with equal value placed on seen and unseen experiences.



Supplier Diversity Program

More than 42% of Shaw Industries spend* is with small and diverse suppliers. We want to promote supplier participation that is reflective of Shaw's diverse customer base and local communities, bringing more innovation and opening new markets for growth.

*Based on spend categories where we have domestic (US) small or diverse suppliers who are capable of meeting our needs.

*not applicable to rugs

SHOWROOM LOCATIONS

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NANTONG
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CHICAGO
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NEW YORK
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Circular Economy

We practice a regenerative, closed-loop approach to sustainability.

re[TURN] We Want It Back*

At the end of its useful life, we'll reclaim and recycle carpet to make more carpet products. Since 2006, Shaw has reclaimed and recycled nearly 1 billion pounds of post consumer carpet reducing landfill waste.

A customizable collection that embraces
the *feeling of home* wherever you are.



ShawContract[®]
hospitality