



LOW EMBODIED CARBON | CARBON NEUTRAL



west elm  
+  
ShawContract®





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

To work, to play, to think, 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 commercial 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.

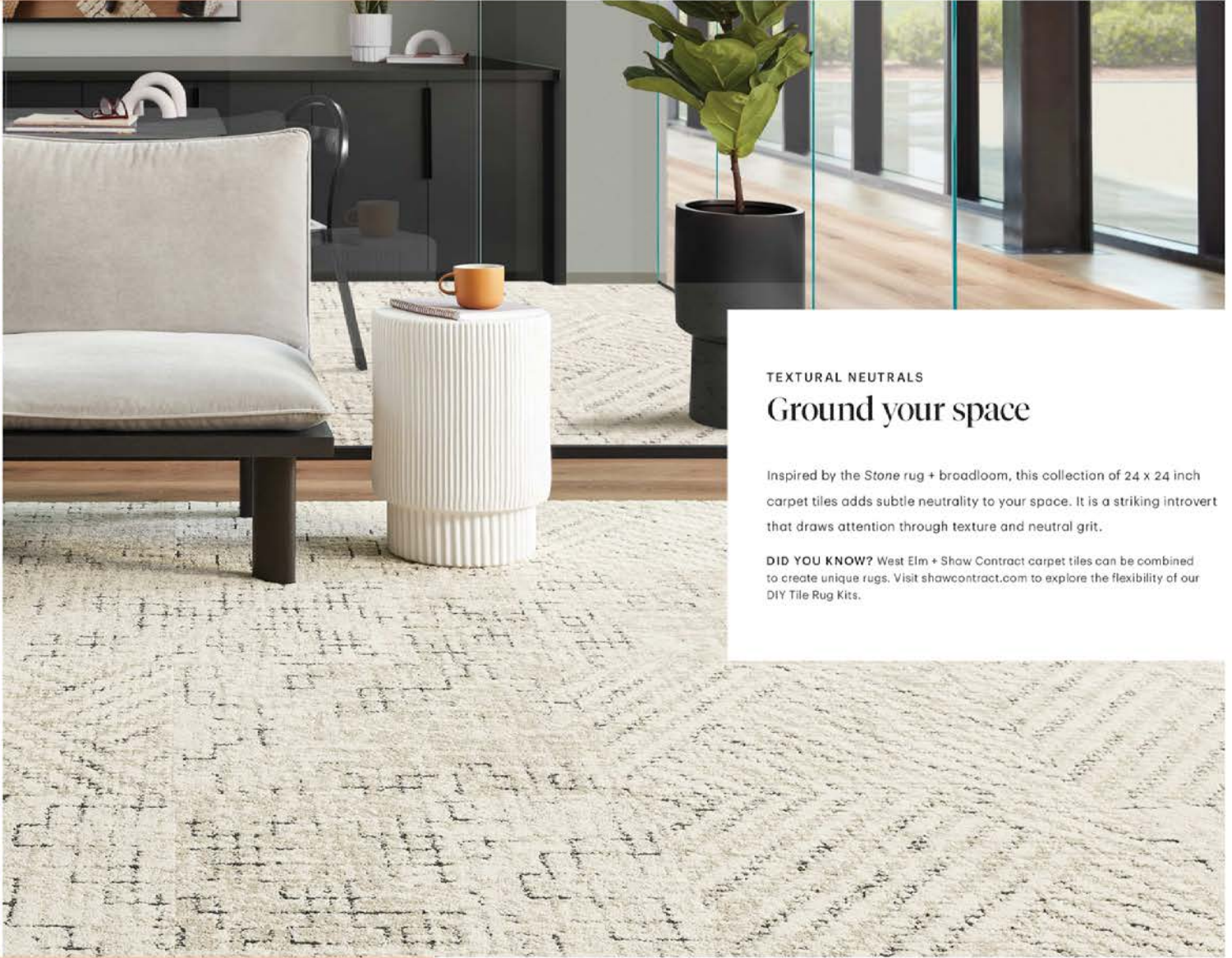
AVAILABLE ON [SHAWCONTRACT.COM](https://www.shawcontract.com) AND ON [WESTELM.COM/PAGES/BUSINESS](https://www.westelm.com/pages/business)

COVER: STONEWORK (CARPET TILE ST484) IN PEBBLE (84111) + CHISEL (CARPET TILE ST485) IN PEBBLE (84111) INSTALLED MONOLITHIC + INLET II (4372V) IN THATCH (72720) | INSTALLED STAGGER  
LEFT: STONE RUG (Q273R) IN PEBBLE (55111), FLAME RUG (Q256R) IN EXPRESSION (56675), COLCA RUG (Q280R) IN (IMMERSE 53518) + INLET II (4372V) IN THATCH (72720)





STONE RUG (Q273R) IN PEBBLE (S5111)



TEXTURAL NEUTRALS

## Ground your space

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](http://shawcontract.com) to explore the flexibility of our DIY Tile Rug Kits.

STONEMARK (CARPET TILE ST484) IN PEBBLE (84111) + CHISEL (CARPET TILE ST485) IN PEBBLE (84111) | INSTALLED MONOLITHIC + INLET II (4372V) IN THATCH (T2720) INSTALLED STAGGER



**GRIT TILE**

The calm resolve of texture to ground your space.



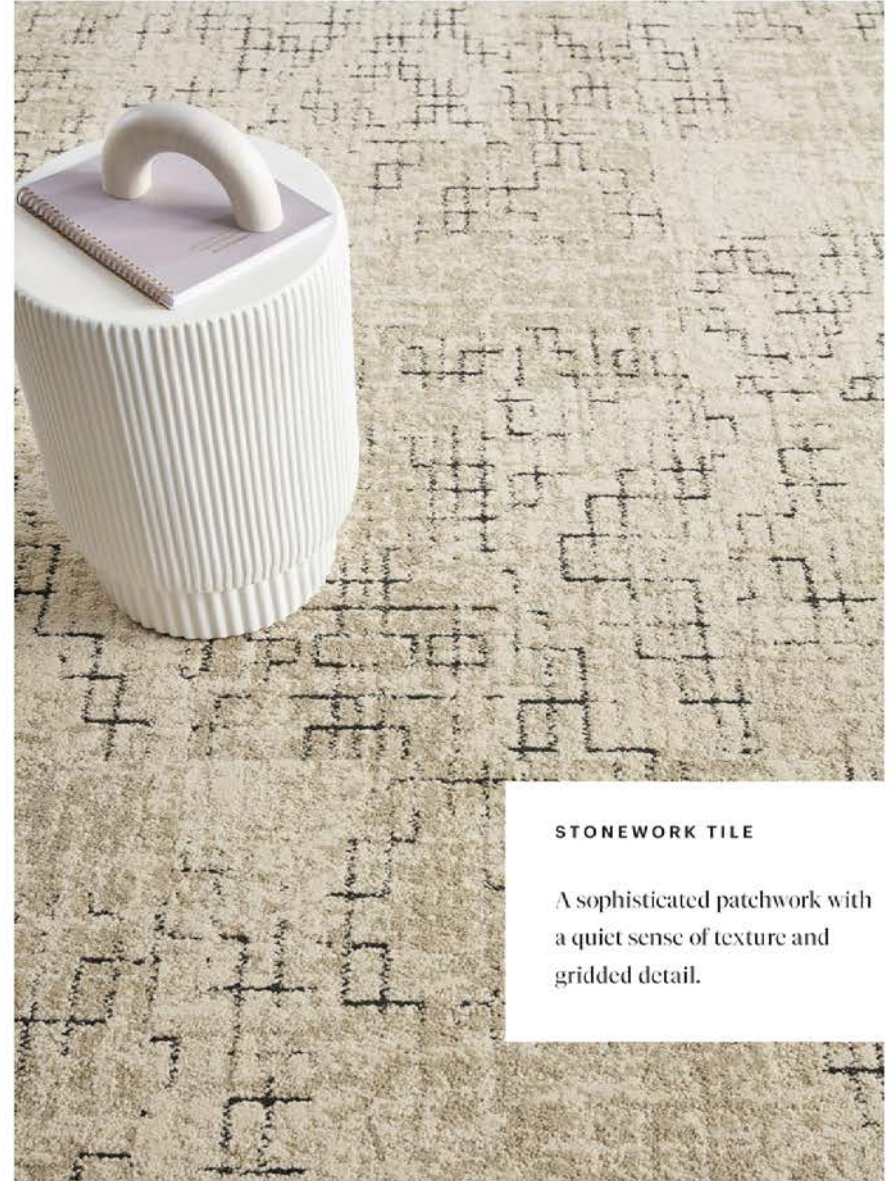
GRIT (CARPET TILE 6T486) IN PEBBLE (64111) | INSTALLED MONOLITHIC + INLET II (4372V) IN THATCH (72720) | INSTALLED STAGGER

MAKE YOURSELF AT HOME





STONWORK (CARPET TILE ST484) IN PEBBLE (84111) | INSTALLED MONOLITHIC + INLET II (4372V) IN THATCH (72720) | INSTALLED STAAGER



**STONWORK TILE**

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





**CHISEL TILE**

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

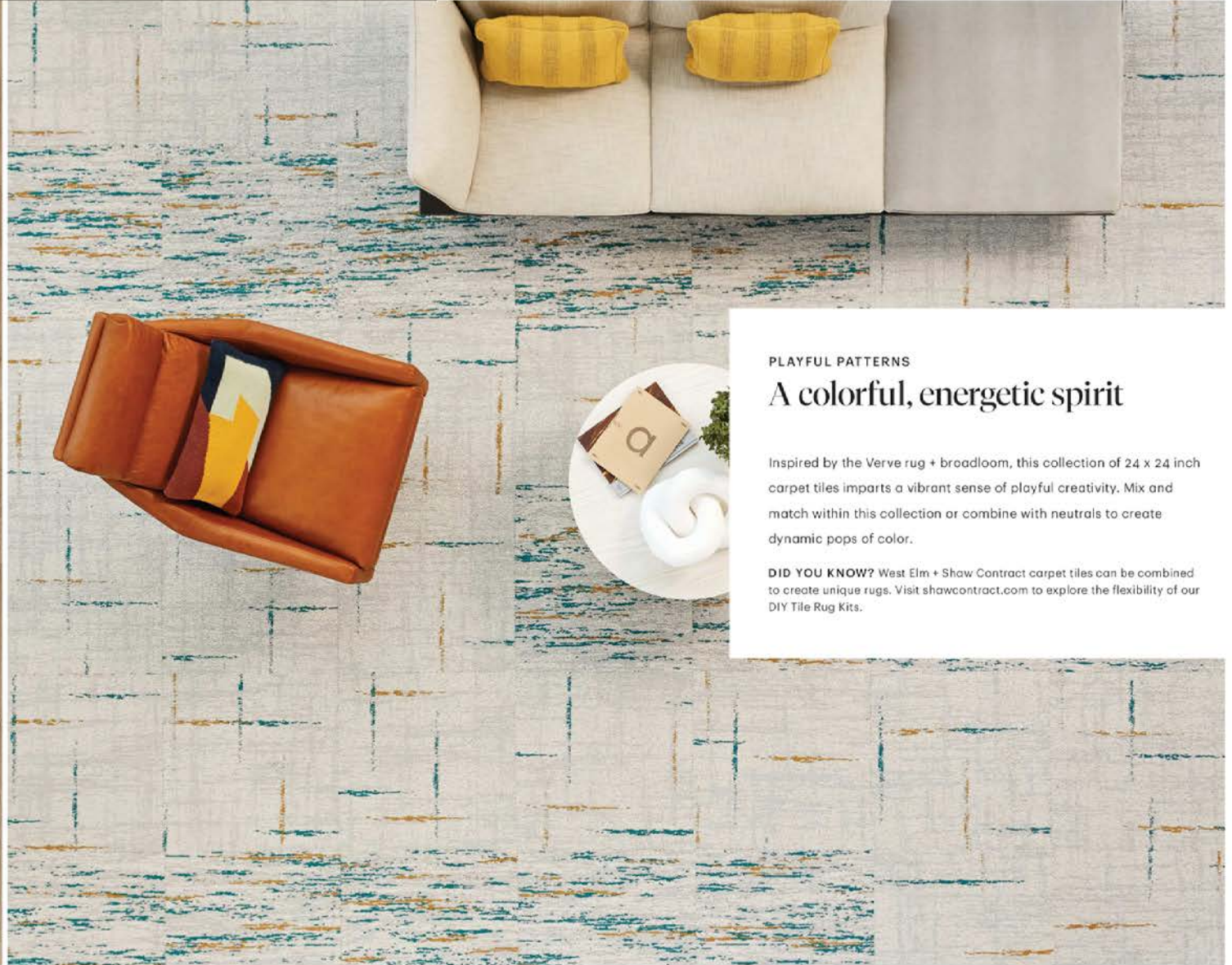


CHISEL (CARPET TILE BT488) IN PEBBLE (84111) | INSTALLED MONOLITHIC





VERVE 6x9 FT RUG (0240R) IN VIBRANCE (52327) + INLET II (4372V) IN THATCH (72720) | INSTALLED STAGGER



PLAYFUL PATTERNS

## A colorful, energetic spirit

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.

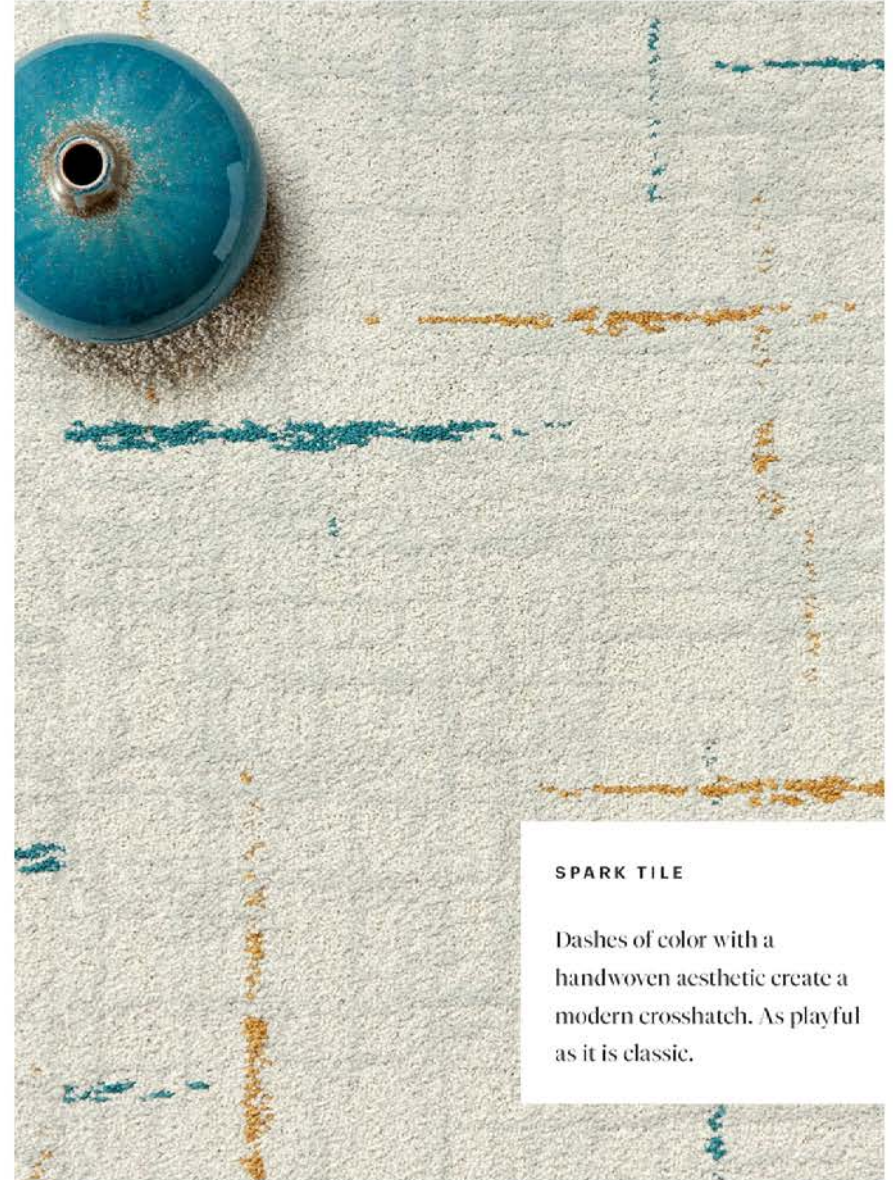
**DID YOU KNOW?** West Elm + Shaw Contract carpet tiles can be combined to create unique rugs. Visit [shawcontract.com](http://shawcontract.com) to explore the flexibility of our DIY Tile Rug Kits.

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





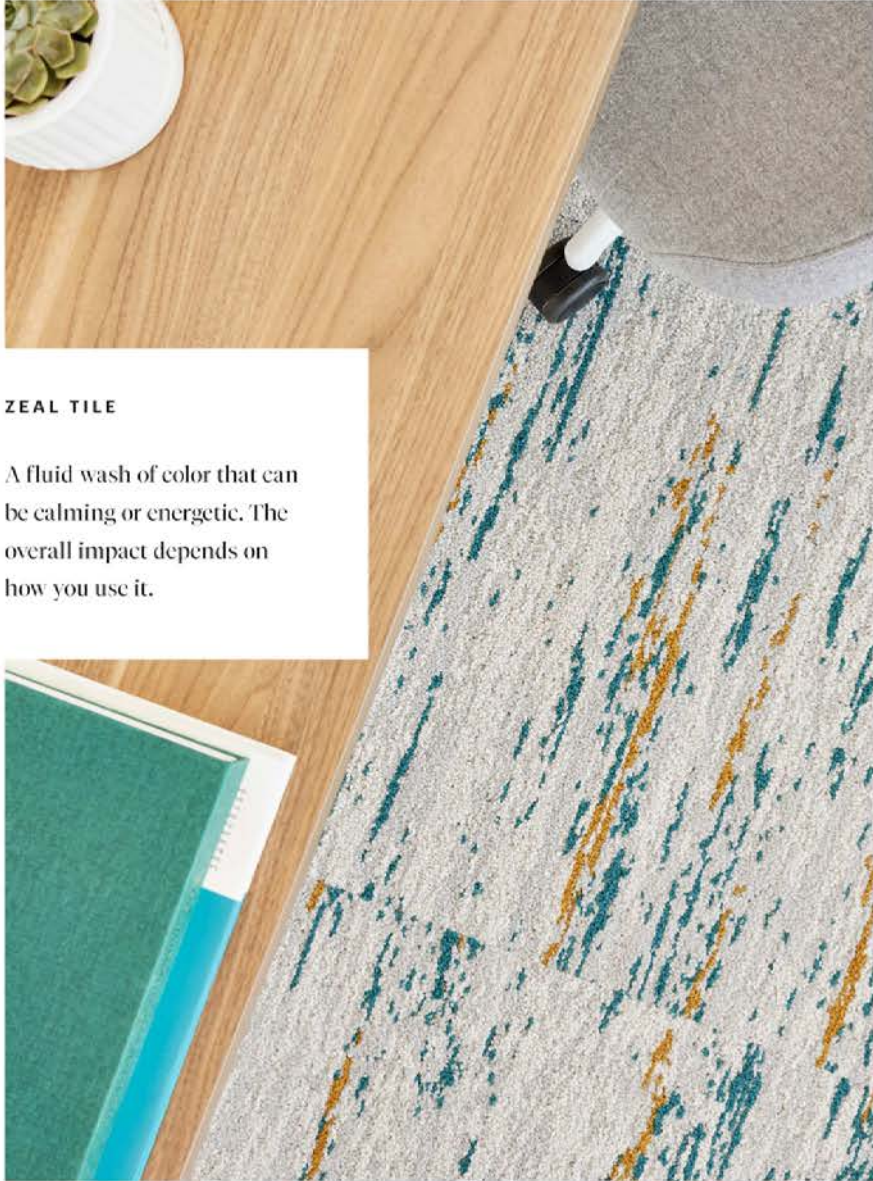
SPARK (CARPET TILE ST480) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC



**SPARK TILE**

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





**ZEAL TILE**

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



ZEAL (CARPET TILE BT488) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC





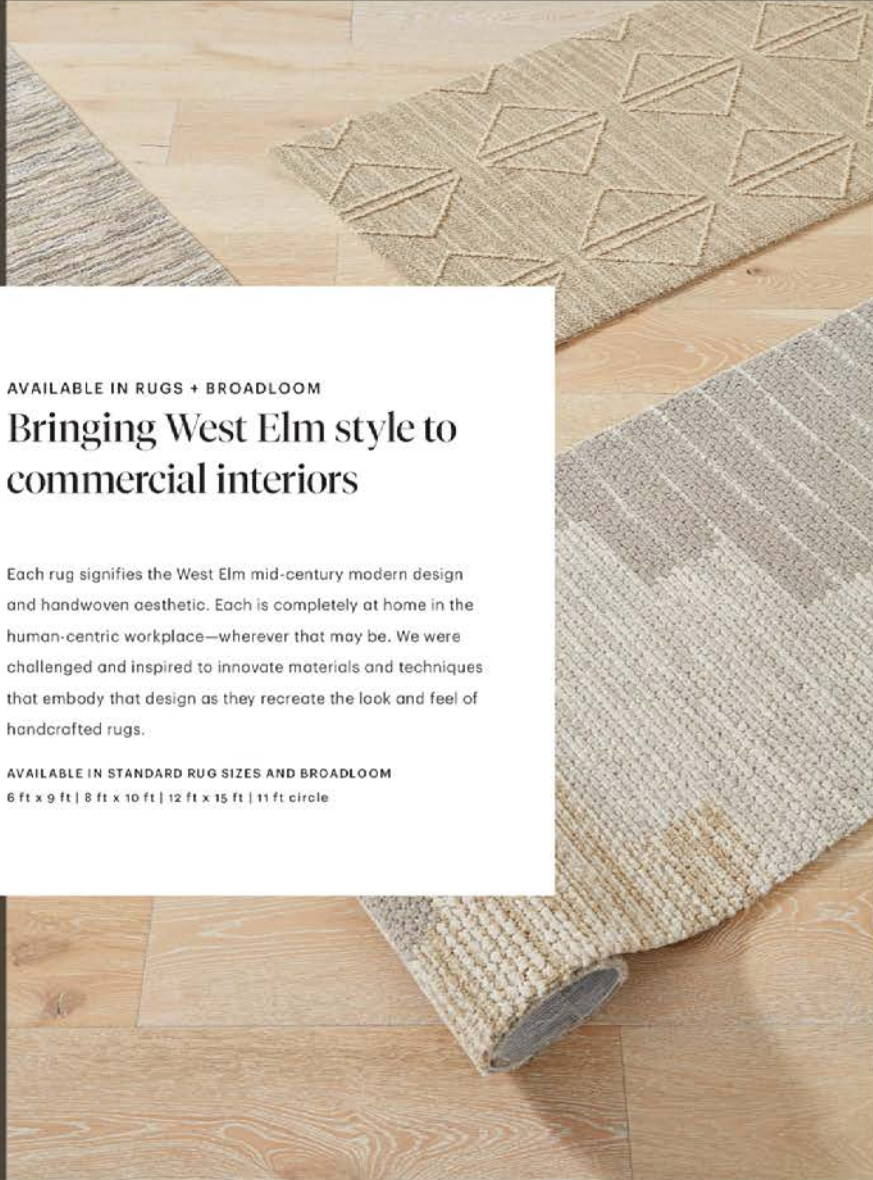
ZEST (CARPET TILE BT487) IN VIBRANCE-DDLOR (67327) | INSTALLED MONOLITHIC



**ZEST TILE**

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





AVAILABLE IN RUGS + BROADLOOM

## Bringing West Elm style to commercial interiors

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

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

### RUGS + BROADLOOM

## Colors that Feel like Home

#### COLCA

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



RETREAT

IMMERSE

ESCAPE

#### DIAMONDS

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



SISAL

SHADOW

DENIM

#### SHALE

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



SANDSTONE

MINERAL

#### KISTA

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



GRAPHIC

ARTISINAL

#### FLAME

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



EXPRESSION

#### VERVE

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



VIBRANCE

BRIO

FLAIR

FERVOR

#### STONE

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



MARBLE

GRANITE

PEBBLE

SLATE

GRAPHITE

Visit [shawcontract.com/rugs](http://shawcontract.com/rugs) to explore our West Elm Rug selection.





ZEST (CARPET TILE ST487) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC

## Why West Elm + Shaw Contract Carpet Tile?

### Lifetime Stain and Color Protection

EcoSolution Q100™ is backed by a Lifetime Commercial Warranty covering fiber abrasive wear, static protection, staining and colorfastness to light and atmospheric contaminants.

### Lighter & Stronger

EcoWorx® weighs 25% less and has superior tensile strength when compared to traditional PVC backing. This results in significant carbon reductions during transport and ensures industry leading durability.

### Proven Fiber Performance

Shaw Contract's decades of experience in the flooring industry led us to develop our own fiber technology. EcoSolution Q100™ fibers are 100% recyclable nylon engineered to reduce soiling while retaining color and appearance.

### Tried & True

EcoWorx® tile has a lifetime warranty. In over two decades, we have manufactured and shipped over 4 billion square feet of EcoWorx® carpet tile. As the largest carpet fiber manufacturer in the world, our expertise in carpet fiber production is proven time-and-time again.



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.

## Material Health

We design and manufacture products to optimize human environments.



### Cradle to Cradle Certified® Silver

West Elm + Shaw Contract carpet tiles 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 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

This collection of carpet tile is carbon neutral and is manufactured in a carbon neutral manufacturing location.



### Low Embodied Carbon

West Elm + Shaw Contract carpet tiles have a 3rd party verified EPD.



### EcoSolution Q100™ Reduces Carbon

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.

## 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.

## 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 USD spend for diverse suppliers who are capable of meeting our needs.



---

This product is manufactured and sold for floorcovering use only. To meet warranty requirements, approved adhesives must be used for glue-down application as outlined in the Shaw Contract installation instructions. Installation and maintenance instructions can be found on [shawcontract.com](http://shawcontract.com). Specifications are subject to nominal manufacturing variances. Material supply and / or manufacturing processes may necessitate specification changes without notice. Not for use in commercial wet areas due to slip and fall concerns.

**ShawContract®**