

# Sustainability through innovation

## That's the Shaw Green Edge

Shaw is the world's first flooring manufacturer to implement a cradle-to-cradle design philosophy and to offer products designated with the Cradle to Cradle Silver certification. "In fact," says Christopher Champlin, the Manager: International Sales of Shaw Industries Group Inc., "Shaw has Cradle to Cradle certification across entire collections, not only individual products."

This means that each product is designed 'with the end in mind' – and at the end of its useful life, the product can be reclaimed, disassembled and remanufactured back into new product in an endless loop of manufacturing.

A partnership between Pentafloor/Solidfeel and Shaw Contract Group brings EcoWorx backing and EcoSolution Q nylon fibre to the South African market to offer a complete Cradle to Cradle flooring solution.

Introduced in 1999, EcoWorx was developed as a replacement for traditional PVC-backed carpet tile. EcoWorx backing systems for tile and broadloom carpet contain 40% recycled content and 10% post-consumer recycled content. As the world's largest recycler of post-consumer carpet, Shaw Contract Group has installed more than 100 million square metres of EcoWorx-backed carpet tile in more than 80 countries.

Shaw Contract Group's premium branded fibre, Eco Solution Q, is also Cradle to Cradle Silver certified. This fibre is produced with 45% total recycled content (20% is pre-consumer and 25% is post-consumer sourced from caprolactam recovered through Shaw's Evergreen Nylon 6 Recycling facility). Since the facility's launch in 2007, more than 181,400 metric tonnes of post-consumer carpet has been recycled through Evergreen.

In order to fully 'close the loop' on reclamation and recycling, all EcoWorx backed products are backed by a Global Environmental Guarantee, which is Shaw Contract Group's pledge to take back the product at the end of its useful life.

### About Shaw Contract Group

Shaw Contract Group defines design not only by great appearance, but also by performance and sustainability. The result is long-lasting carpet with vibrant colours, distinctive patterns and minimal environmental impact.

As a division of Shaw Industries, the Shaw Contract Group combines the expertise of the world's largest carpet manufacturer with the financial stability of a Berkshire Hathaway subsidiary. For more information, visit [shawcontractgroup.com](http://shawcontractgroup.com).

### About Pentafloor

Larry Shakinovsky, managing member of Pentafloor says, "Since Pentafloor acquired Solidfeel we are recognised as being the largest access flooring company on the African Continent, in terms of our brands and in addition to which we also offer a patented custom solution for data centres as well as custom built auditorium floors."

Pentafloor is currently in the process of acquiring ISO 9001 status."

"This partnership with the Shaw Contract Group will assist



Pentafloor to provide a one-stop shop for all access flooring and related flooring accessories".

"Pentafloor has strategic alliances with its manufacturing channel which guarantees that a cost-effective solution can be provided for all your access flooring requirements. Experts have applied their individual experience and expertise to the design and manufacture of our unique patented products."

Up to 1 500 000m<sup>2</sup> of Pentafloor style access flooring is produced and installed annually all over the globe, including South Africa, Spain, Dubai, USA, Canada, Australia, Japan, Singapore and Hong Kong.

These products are produced with strict quality controls on all components to ensure the highest international standards are met at all times. For further information: [ifo@pentafloor.co.za](mailto:ifo@pentafloor.co.za) 011 440 6759 [www.shawgreenedge.com](http://www.shawgreenedge.com)

**Penta Floor**  
ACCESS FLOORING



**shaw contract group**