

TRUTH IS

AWESOME

AWESOME HAPPENS IN SHAW FLOORS™



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- ▶ PTT is polyester.
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# TRUTH IS

# Nylon is better.

In fact, we trust our lives with nylon EVERY DAY. Nylon is used in all sorts of everyday applications when strength, durability and resiliency matter...



**Parachutes**  
are made of nylon



**Leashes**  
are made of nylon



**Climbing Rope**  
is made of nylon

**Nylon gears**  
used in electric windows — smooth, quiet, abrasion resistant

**Airbags**  
are made of nylon

**Seatbelts**  
are often made of nylon

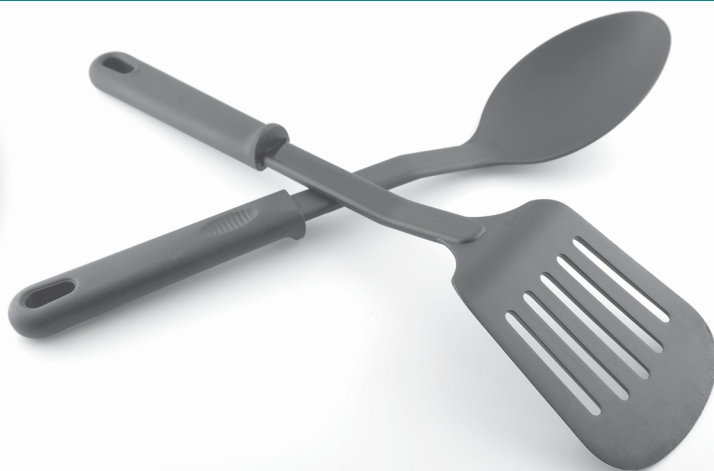


# TRUTH IS

# Nylon is better.

Because nylon has a higher resistance to heat than polyester and other materials, it's commonly used for items we rely on such as these:

**Cooking utensils**



**Tires**

nylon fabric inside holds shape & grips road



**Suits for astronauts & racecar drivers**

**At Shaw, we believe in making products the right way. That's why we are the world's largest producer of Nylon carpet fibers.**





# TRUTH IS

# We've proven it over & over.



For **six weeks** during the annual holiday fair in Vanderbilt Hall, our Anso Nylon floors were trampled by **1.9 million pedestrians\*** during 3 brutal **BLIZZARDS**. The end result was **AWESOME**.

\* average pedestrian equivalent calculated by patent pending STEPs foot sensor technology

## Truth is, we've been extreme testing nylon for more than 30 years...

**1981**

**Hersey Chocolate World**, Hersey, PA  
880,685 tourists

**1982**

**Worlds Fair**, Knoxville, TN  
2,249,000 visitors

**Rolled out the red carpet down the Avenue of Americas from the NY Hilton to Radio City Music Hall for the Night of 100 Stars charity event.**

**1983**

**Grand Central Terminal**, NYC  
350,000 commuters

**1984**

**Carpeted the White House for Ronald Reagan**, DC

**1986**

**Hong Kong Subway Station**  
500,000 travelers

**1990**

**Atlanta Hartsfield-Jackson Airport**  
500,000 travelers

**1992**

**Carpeted Broadway in NYC for the welcome home parade for our troops coming home from Desert Storm** (performed against tanks, troops, etc)

**1998**

**Disney Epcot Center**, Orlando, FL  
500,000 cast members

**2005**

**Tennessee Aquarium**, Chattanooga, TN  
500,000 visitors

**2010**

**World's Largest Pie Fight**

During the world's largest pie fight, 1,200 chocolate, cherry, and apple pies proved no match for Shaw's Anso Nylon.



**2013**

**Shaw Plant 34** Dalton, GA withstood 5,000,000 lbs of tractor-trailer weight

**Withstood millions of visitors to NYC's grand central terminal during the Holiday Fair**

**2015**

**Atlanta Food & Wine Festival**

Life happened during the Atlanta Food and Wine Festival! Our Life Happens and Floorté products stood up to thousands of people, 240 chefs, and countless glasses of wine.

**Fact:** Anso Nylon was the 1st to introduce a guarantee on carpet fiber in the 1970s.



# TRUTH IS

We've proven it over & over.

## OUR FLOORS ARE TOUGH.

<b>TOUGH ENOUGH FOR:</b>	<b>NYLON</b>	<b>SmartStrand (TRIEXTA POLYESTER)</b>
<b>AIRPORTS</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>SCHOOLS</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>OFFICES</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>HOTELS</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>THEATERS</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>GRAND CENTRAL</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**OVER 90%** **OF COMMERCIAL INSTALLATIONS USE NYLON.**  
(that means all the high traffic areas)



# TRUTH IS

Nylon is at the top of the fiber hierarchy for a reason...performance!

## Carpet Fiber Characteristics

### NYLON

can be made into many styles of tufted carpeting. That's why nylon is among the most widely used polymers in all textile applications.



**NYLON**

SUPERIOR RESILIENCE  
SUPERB SOIL RESISTANCE  
EXCELLENT STAIN REPELLENCY  
GREATEST STYLING FLEXIBILITY  
HIGHEST ABRASION RESISTANCE



GOOD TEXTURE RETENTION  
GREAT STAIN RESISTANCE

**PTT**  
(TRIEXTA  
POLYESTER)



**PET**  
(POLYESTER)

AFFORDABLY PRICED  
GREAT STAIN RESISTANCE  
GOOD COLOR CLARITY



LIMITED STYLING OPTIONS  
EXCELLENT FADE RESISTANCE  
POOR DURABILITY

**PP**  
(OLEFIN)



# TRUTH IS

Nylon is at the top of the fiber hierarchy for a reason...performance!

	NYLON	PTT	PET	PP
<b>CONSTRUCTION</b>				
Cut Pile	✓	✓	✓	
Loop Pile	✓	✓	✓	✓
Cut/Loop Pile	✓	✓	✓	
High Pile Shag	✓	✓		
High Twist Frieze	✓	✓	✓	
Low Twist Plush	✓			
Ultra Soft Cut	✓	✓	✓	
Ultra Soft Loop	✓	✓	✓	
Woven Area Rugs	✓	✓	✓	✓
<b>USAGE</b>				
Cut Pile Light Duty	✓	✓	✓	
Cut Pile Med Duty	✓	✓	✓	
Cut Pile Heavy Duty	✓			
Loop Pile Light Duty	✓	✓	✓	✓
Loop Pile Med Duty	✓	✓	✓	✓
Loop Pile Heavy Duty	✓			
Indoor/Outdoor Use	✓		✓	✓
<b>APPEARANCE</b>				
Graphic Cut Pile	✓	✓	✓	
Graphic Loop	✓	✓	✓	✓
Berber / Fleck	✓	✓	✓	✓
<b>COMMERCIAL</b>				
Commercial Loop	✓			✓
Commercial Cut Pile	✓			



# TRUTH IS

# Nylon is durable.

ASTM DURABILITY TEST  
(American society for testing & materials)

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(American society for testing & materials)

## CONTROL

## MODERATE TRAFFIC

(10,000 foot traffics)

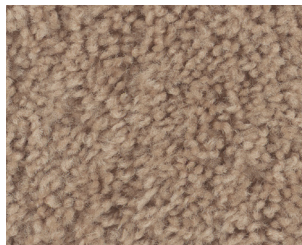
## HEAVY TRAFFIC

(20,000 foot traffics equating to approx 2.5 years of wear)

### NYLON WITH R2X®



### COMPETITIVE PTT TRIEXTA POLYESTER (SmartStrand®)



### COMPETITIVE SOLUTION DYED PET (PureColor™)





# TRUTH IS

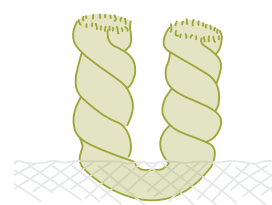
R2X changed the game 20 years ago.

**Resistance x 2.** R2X is both a unique chemistry and proprietary application process that permanently alters the fiber.

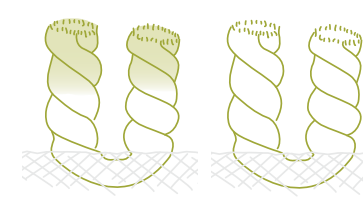


**Truth is the idea that R2X will wash or wear away during the life of the carpet is a myth!**

Scan here to see our demonstration



**R2X® patented co-application (not a topical sprayed on application)**

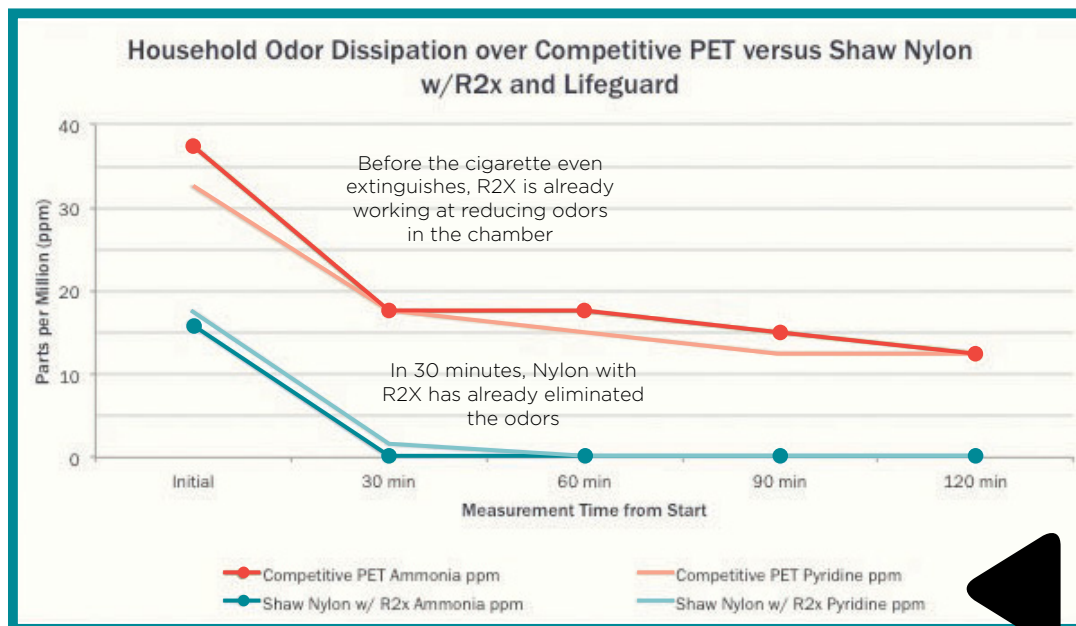


**Topically treated stain resistance**

**Non-treated**

## Added Benefit of R2X: Odor Dissipation

Studies have proven that nylon with R2X is the most effective fiber for odor dissipation. Tested with cigarette smoke, nylon outperformed other fiber types.





# TRUTH IS

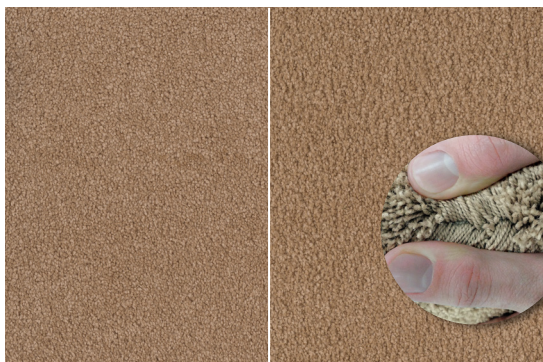
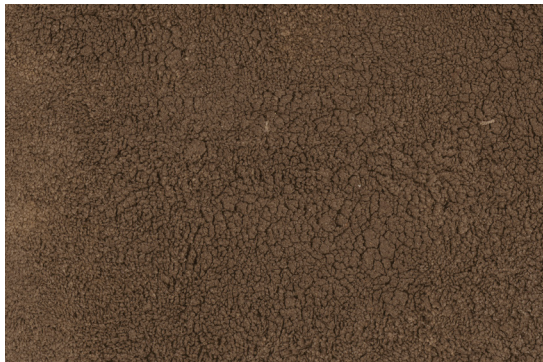
All polyester is stain resistant.  
Soiling is a different story.

Stains are not really the issue, soiling is the culprit! Spots and spills that aren't properly cleaned up can leave a sticky residue that traps dirt in the face of the carpet after the fact. This is what causes re-appearing stains.

## Anso<sup>®</sup>nylon

so soft. so tough. so proven.

**Soiled with Georgia Mud**



**Control**



**After five cleanings**

Soiling is a non-issue, the dirt cleaned up



## TRIEXTA PTT POLYESTER WITH NANOLOC

**Soiled with Georgia Mud**



**Control**



**After five cleanings**

Looks good on the surface, but dirt is still trapped in the fiber which will cause wicking (when a stain thought to be clean resurfaces later). This is where the infamous reappearing stain comes from...soiling.



# TRUTH IS

Our carpet starts clean  
and stays clean.



Shaw carpets undergo a scouring process called CleanStart. It's the process of washing the spin finish off of the carpet yarn. The spin finish is an oil based lubricant that must be applied during the extrusion process to allow yarn to be processed. It is necessary in ALL yarn manufacturing.

Fiber that has not undergone the scouring process to remove the spin finish.

Our fiber that has been washed using CleanStart technology. See the difference!

Magnified 5000x

Some manufacturers skip this step for a cost savings. However, skipping this step means the consumer's finished carpet still has this oil-based lubricant on the fibers that will attract dirt and grease.



Scan here to see  
our demonstration

At Shaw we use  
**CLEANSTART  
TECHNOLOGY**  
on our carpets.





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Shaw carpets undergo a scouring process called CleanStart. It's the process of washing the spin finish off of the carpet yarn. The spin finish is an oil based lubricant that must be applied during the extrusion process to allow yarn to be processed. It is necessary in ALL yarn manufacturing.

**Control**



**CLEANSTART Sample - Soiled**



**Non-Scoured Sample - Soiled**

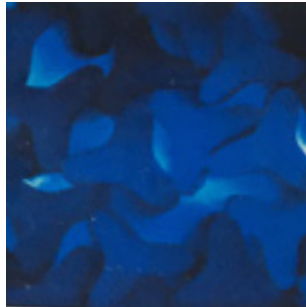


# TRUTH IS

Solution-dyed nylon is not a carrot or a radish, it's a fiber.

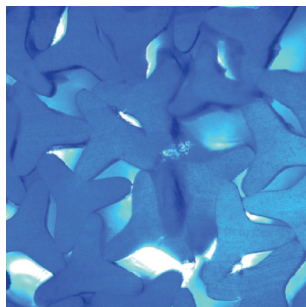
Color goes through and through in piece dyed fiber too.

## PIECE DYED



VS

## SOLUTION DYED



# TRUTH IS

PTT is polyester.

In fact, when the FTC awarded the new PTT Triexta polyester name, the fiber was tested against other polyesters. Truth is all polyester is naturally stain resistant. Cleartouch is the rightful alternative to TRIEXTA. Don't mistake nylon (apples) for polyester (oranges).

**ClearTouch**  
PLATINUM

**Shaw's PET POLYESTER**

**SmartStrand**  
FOREVER CLEAN

**Mohawk's PTT Polyester**

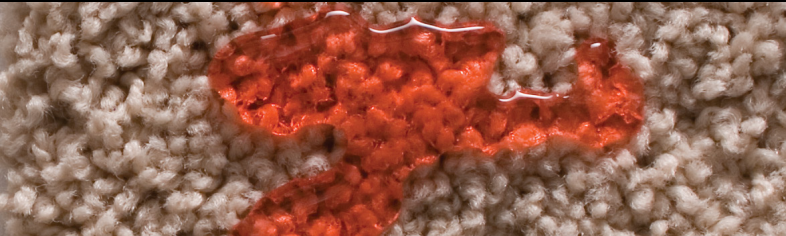
Inherently stain resistant	Inherently stain resistant
Good color clarity	Good texture retention
Soft	Soft
R2X (Shaw's stain and soil repellency system) (process treats tip to backing)	Nanoloc spill shield technology (topically applied to fiber tips)
Not as resilient as other fiber types	More resilient than ordinary PET, less resilient than nylon
Contains recycled content (plastic bottles)	Made with renewable resources (corn derivatives)





# TRUTH IS

Innovation is revolutionary.



If you've seen it before, it's not innovation,  
**IT'S IMITATION.**

Waterproof carpet that actually guards against life's mishaps,

**THAT IS INNOVATION.**



No matter how big the party, how wild the kids  
or how disrespectful the pets, consumers now  
have a LIFE GUARD!

# LIFE HAPPENS COLLECTION



Scan here to see  
our demonstration



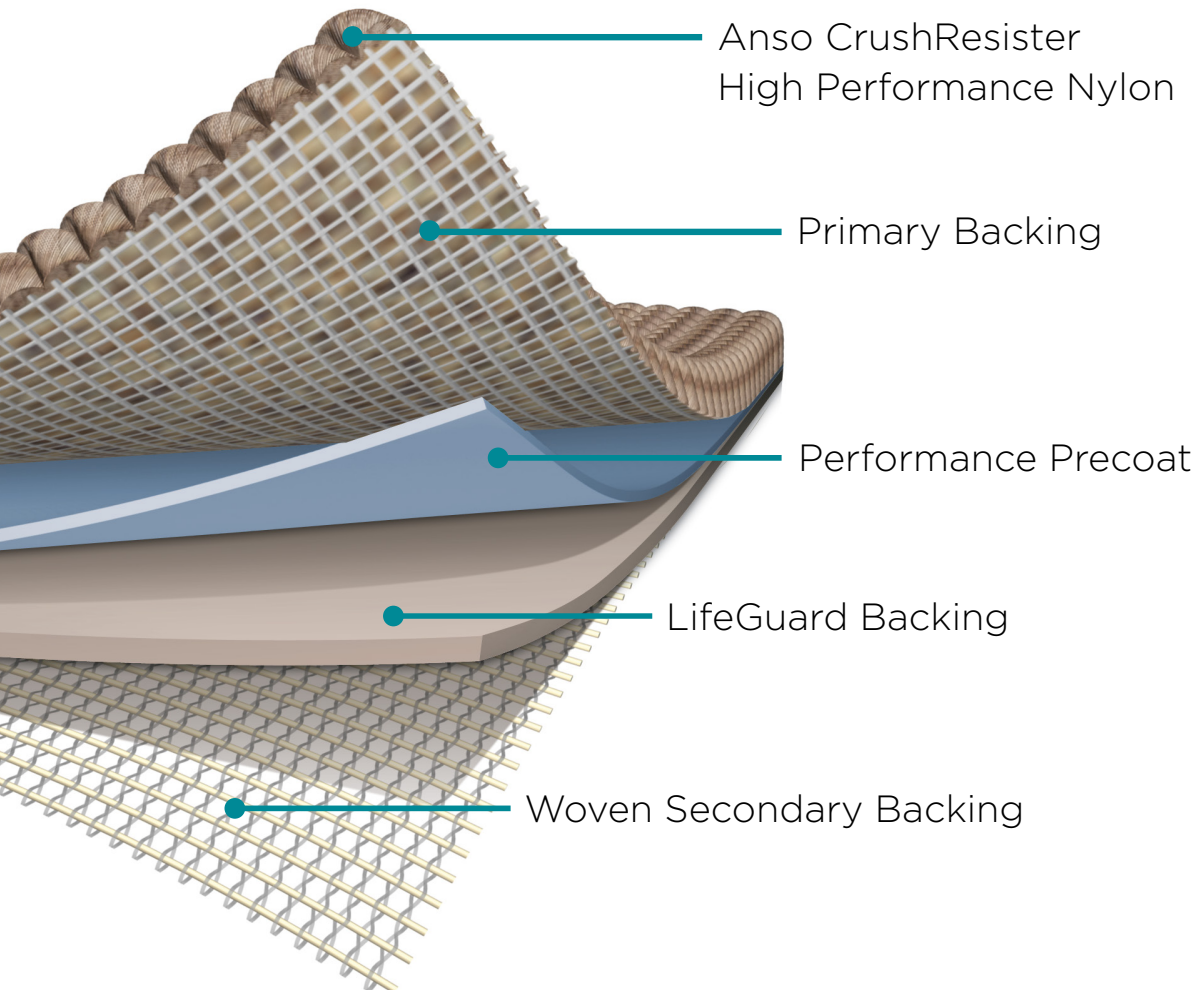


# TRUTH IS

Innovation is revolutionary.



The combination of our highest performing luxury styles with a commercial-grade thermoplastic compound backing system results in unmatched performance.



## LIFEGUARD IS STRONGER

10x lamination strength against delamination, edge ravel, and tuft bind.

### INSTALLATION

- Lightweight, flexible
- Less prone to wrinkling and puckering
- Excellent stretch-in

