

**ShawContract®**







# Who is Shaw Contract?

Shaw Contract designs and manufactures carpet and resilient products that give foundation to space and support people within it. Our human-centered approach to service combines mind, hand and heart with the goal to make a Smarter Impact in all that we do. We strive to be knowledgeable and deliver key insights to our clients. Ours is an optimistic agenda that places power for positive change in all our hands for people and planet. We're headquartered in Cartersville, Georgia with associates and showrooms all over the world.

# Connected by a Vision

Every day, we make an impact. As professionals, we make an impact on our products and projects. As colleagues, we make an impact on each other. As a company, we make an impact on our clients and the communities we serve. And as a brand, we make an impact on the world.

Our impact may be physical, emotional, intellectual, environmental, economic or even personal. What they all have in common is that our impact connects us. **Small or large, our impact makes a difference in what happens next.** They shape the future. They build what's possible. They inspire action.


Shaw Contract is excited to share a new guiding vision for ourselves as professionals, as colleagues, as a company and as a brand. It's a simple way to ensure that with each action and decision we make, we let knowledge lead the way; we put people first; and we are optimistic about our power for positive change. We call our vision **Smarter Impact.**











“We need to ask the right questions that allow us to develop insights around the impacts we make.”

**John Stephens**

VP MARKETING, SHAW CONTRACT

“You cannot get through a single day without having an impact on the world around you.

What you do makes a difference, and you have to decide what kind of difference you want to make.”

**Jane Goodall**

PRIMATOLOGIST

# Smarter Impact

Smarter Impact is our call to action to share insights and solutions that help our clients act on their power for positive change.

# What are the Basics of Smarter Impact?

# Knowledge-Led

**With knowledge we build insight.**

Knowledge enables us to work together with purpose. No one has all the answers, but we believe in listening and sharing knowledge through dialogue among ourselves, our teams and our clients. **Our business segments offer specialised market insights for customers.**





# Human-Centric

**Humanity is our greatest asset.**

**Floors give foundation to space and support people within it.** We have a human-centered approach that combines mind, hand and heart. This approach applies to all areas of our culture, business and operation, and from person to product to planet. We are bigger than who we are and what we make.







# Optimistic

**We believe that everything is connected.**

Smarter Impact is an optimistic agenda that places power for positive change in all our hands. To make a Smarter impact, we think beyond ourselves, our practice and our community. **The products and solutions we make recognise design's power to positively impact people and planet.**



# The Smarter Impact Approach

## **Ask questions to build knowledge and form insight.**

We might be in the business of flooring, but we are also a knowledge-led community. We value the knowledge we share as a tool for understanding why we do what we do and how we might do better.

**Questioning** is our method of learning from each other, from our clients and from our end-users. It creates a dialogue so we can design effectively and provide efficiently for everyone we serve. This process is at the heart of our knowledge-led community; it leads us to make informed choices and decisions on our ongoing path of personal and professional development, towards making a Smarter Impact.



# An Approach that Connects Us







# Smarter Impact Questions

## **A part of our daily toolbox.**

Asking questions drives us forward; it is a catalyst for innovation and an engine of progress. On the next few pages are some of the questions we ask ourselves and others, in our daily lives and in the sectors we work in.

They are yours to use every day as a guide for the decisions you make with your team and the standards of service we set for our clients.





What is our purpose  
today for tomorrow?

What concerns us, and  
what inspires us?

How can design improve  
our thoughts, actions  
and experiences?

Who can we learn from,  
and who can we share  
our knowledge with?





How can we make  
a Smarter Impact  
at a personal, local  
and global scale?

What will success  
look like?



“As a company, we question  
ourselves constantly:

What can we do?

What will we do?

What should we do?”

**Reesie Duncan**

VP GLOBAL DESIGN











# Design Studios

## A differentiated approach to design.

Shaw Contract design studios focus on insights at the intersection of global, micro and macro, trends to drive our process. Having specialised studios gives us the opportunity to concentrate on unique solutions for each market segment, driving key insights and relationships. Designers share learning and expertise with the broader team for further insights.

**Smarter Impact** means that we're more thoughtful about why we create products, the materials and processes we use and the people and spaces we impact.

We have a team in place who work across Community, Global, Lifestyle, Workplace, and includes a Design Manager based in EMEA.

# Sustainability

## Designing for the future

Today designers and specifiers are looking for solutions that deliver on material health, disassembly, circularity and value to help create interior spaces that both inspire but also embrace sustainability and wellbeing.

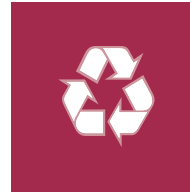
## Shaw Contract's view of sustainability

Shaw Contract's view of sustainability encompasses not only the environmental health of its products and operations, but also how its products impact human experience. Shaw Contract has been actively engaged in Cradle to Cradle design and product certification for more than 20 years, and has been acknowledged as a pioneer in the flooring industry.

Smarter Impact means that we look to meet EMEA market demands through a good, better, best approach, and in line with the Cradle to Cradle philosophy continue to innovate.



**material health**  
ingredient materials safe for  
humans and the environment



**material reutilisation**  
maximising recycled content  
and recyclability



**renewable energy & carbon  
management**  
power manufacturing  
operations with clean and  
renewable energy



**water stewardship**  
manage water as a precious  
resource and human right



**social fairness**  
protecting human rights and  
social equity in our supply  
chain







# Global, yet local

Shaw Contract's global headquarters are in Cartersville, Georgia, USA with associates and operations all over the world. Shaw Contract is the brand name of Shaw Europe Ltd, and we have offices in London, Paris, Oosterhout and Dubai, with a manufacturing base in Sanquhar, Scotland.

**Smarter Impact** means that we look to ensure within the EMEA region we are meeting the needs of our customers locally through a focus on our product portfolio and the customer experience. Drawing on our regional direct sales teams and network of aligned dealers in EMEA we work to understand specific market demands.

While for global accounts and brands, we can leverage the strengths of being a worldwide business.



# Europe, Middle East & Africa Profiles



Spanning three continents EMEA is the most diverse and design-led commercial interiors market in the world. With a population of about 2.2 billion, 116 countries and as many as 2000 languages, the mix of established and emerging markets poses challenges, as well as significant opportunities.

# United Kingdom and Ireland

With manufacturing facilities in Scotland and a showroom in London, the UK is the key location in the EMEA region. With a UK-wide direct sales team and an aligned dealer in Ireland, Shaw Contract is ideally positioned to meet market demand.

<b>MANUFACTURING</b>	Plant SQ, Blackaddie Road, Sanquhar DG4 6DB
<b>SHOWROOMS</b>	HUB 33, 33 Great Sutton Street, London EC1V 0DX

# Continental Europe

Made up of 44 countries and 24 official languages, Continental Europe is rich with diversity of culture and opportunity.

With direct sales teams in France and Benelux and established aligned dealers in most other countries, this part of the region has huge growth potential.

<b>SHOWROOMS</b>	39 rue de la Bienfaisance, 75008 Paris, France
	Vaartweg 10, 4905 BL, Oosterhout, The Netherlands

# Middle East & Africa

MEA spans a mix of established and emerging markets. While the MEA region countries have much in common, a great deal of attributes are also distinctive country to country.

With a direct sales team in Dubai and established aligned dealers in both the Middle East and Africa we are well placed to meet these market needs.

## SHOWROOMS

Building 6, Suite 108B,  
Dubai Design District, UAE











