





PEOPLE

PROCESS

PRODUCT

PLACE

what does it mean to design from the **inside-out** ?

It's looking within to have the best outlook for our future. It combines transparent materiality with durable product performance. It leads to breakthroughs in sustainability for a positive impact on people and our place in the world. It lets us create spaces to connect, to promote wellness and to transform our experiences. It's people, process, product and place connecting for positive impact. Step inside for an outward view.



IN THIS ISSUE

04

INSIDE-OUT /  
LOOKING WITHIN FOR THE BEST  
OUTLOOK FOR OUR FUTURE

28

COLLECTION /  
COLOUR & TEXTURE FUSION

COLLECTION /  
SPATIAL PALETTE

52

74

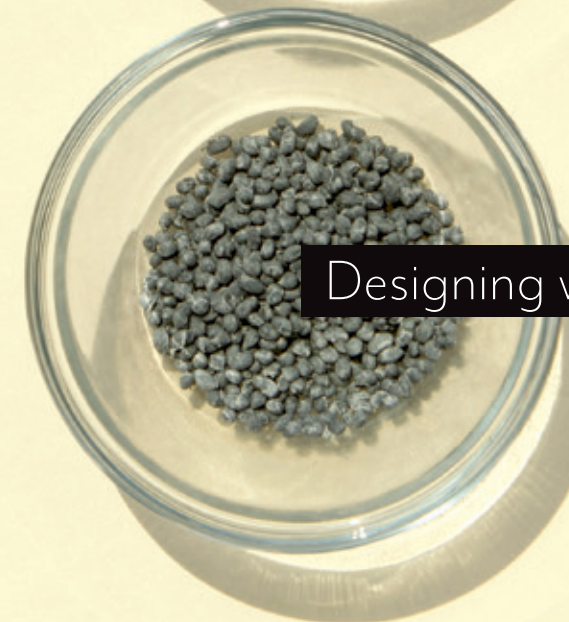
COLLECTION /  
LONGITUDE



# A LOOK BACK AT DESIGNING FORWARD

## ECOWORX /

More than 20 years ago, we introduced EcoWorx®. Born out of an idea to design something new, something different — a product with a purpose beyond its performance — EcoWorx is a pioneering, sustainable carpet tile that broke the mold for circular flooring design. The first flooring product in the industry to be Cradle to Cradle Certified®, EcoWorx was then, and is now, a model in innovation for sustainable design. Its story represents curiosity and perseverance — a journey towards designing better — and, most importantly, a vision for circularity that today is the cornerstone of our approach to designing forward.



Designing with the end in mind.



## The journey comes full circle.

The creation of EcoWorx is a story of duality. A journey in designing for both the end of a product's useful life and the beginning – with the goal of circularity. Bringing together a team with parallel tasks, one tasked with reclamation and recycling and the other tasked with green chemistry and raw materials, the product development process was an evolution, an iteration of trial and error, and an opportunity to make our products and our processes better. And, in the end, these paths came together to create a product that achieves both goals. Starting with materiality — looking to green chemistry to create a circular product — and closing the loop with reclamation and regeneration. Creating materials in a cycle of reclaim and reuse. Beginning with the end in mind.

“THE FUNDAMENTAL PRINCIPLES OF GREEN CHEMISTRY ARE AS IMPORTANT NOW AS THEY WERE TWENTY YEARS AGO. WE CONTINUE TO LEARN AND EVALUATE OUR PROCESSES. THIS IS HOW INNOVATION WORKS.”

**JEFF WRIGHT /**  
DIRECTOR OF INNOVATION, SHAW INDUSTRIES

*Kellie Ballew (reclamation and regeneration) +  
Jeff Wright (green chemistry) come together*





"The definition of sustainability is constantly changing and getting broader, which is why we challenge ourselves to do things differently. Learn from what we have done, and evolve with our ongoing commitment to design better. Sustainable design is at the core of what we do. A circular approach where innovation is the key to measurably reduce our carbon footprint for a collective positive impact. Continually striving to close the loop."

**KELLIE BALLEW** /  
VICE PRESIDENT OF GLOBAL SUSTAINABILITY, SHAW INDUSTRIES



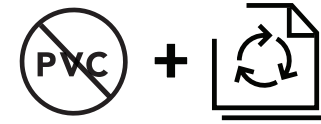


# THE ECOWORX JOURNEY /

EcoWorx laid the foundation for our commitment to creating safe & circular products.



All of our EcoWorx backed products constructed with nylon fiber are **Cradle to Cradle Certified® Silver** to the V4 Standard. Our **Reverse collection** has achieved **Gold (V3.1)**.



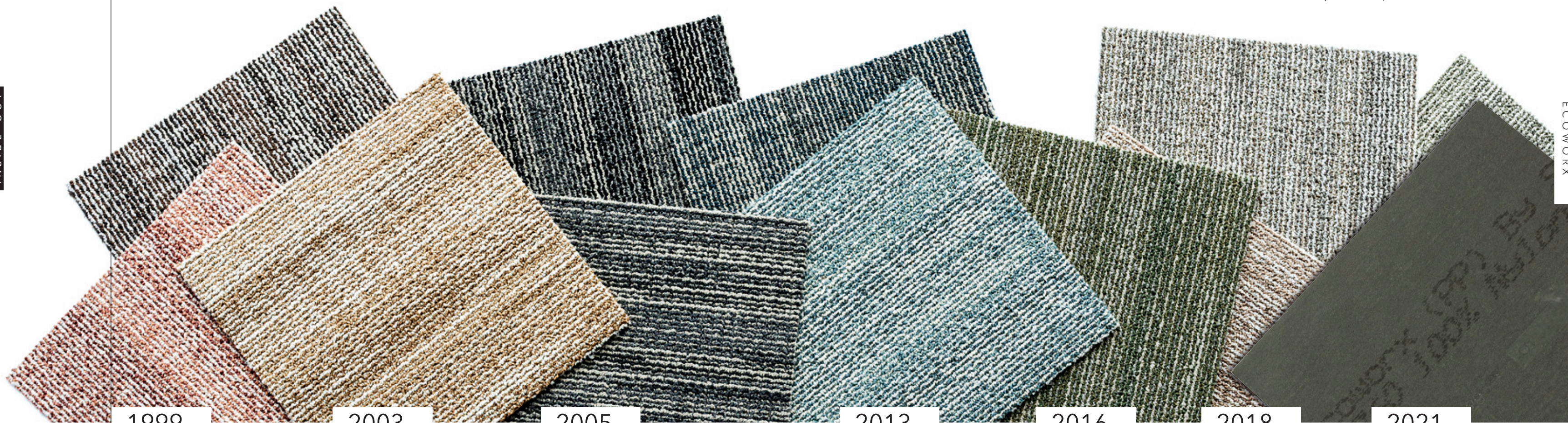
**PVC-free from the start and fully recyclable, EcoWorx is backed by our Environmental Guarantee:** we will take it back at no charge\* to turn it into new EcoWorx products – becoming the raw material for its own production.



EcoWorx products are produced in a carbon-neutral facility and we have **reduced the carbon footprint by 40% since the introduction of EcoWorx.** And its lower weight reduces its overall carbon impact in transport. High-performance at a lower weight makes it easier and quicker to install – less time, less money and less impact on our planet.

INSIDE-OUT

ECOWORX



1999      2003      2005      2013      2016      2018      2021

EcoWorx launches as one of the first PVC-free and fully recyclable carpet tile products in the industry.

We get back the first post-consumer re[TURN]® of EcoWorx.

EcoWorx becomes industry's first Cradle to Cradle Certified® Silver product.

1-megawatt of solar panels are installed at our carpet tile manufacturing plant, utilizing renewable energy as a portion of manufacturing EcoWorx.

A new tile recycling innovation streamlines re[TURN] processing.

All commercial carpet manufacturing operations are carbon neutral.

EcoWorx was the first to achieve Cradle to Cradle Certified® Silver certification under the more rigorous V4.0 standards.

EcoWorx wins EPA Presidential Green Chemistry Award.

Added antimicrobials are removed from EcoWorx products.

Fly ash filler is removed from EcoWorx products.

The Reverse collection with EcoWorx tile and EcoSolution Q100™ fiber achieves Gold (V3.1) and is Patcraft's first carbon neutral collection.

Cradle to Cradle Certified® is a registered trademark of the Cradle to Cradle Products Innovation Institute

\* Any EcoWorx product with a 500-yard minimum; eligible in the U.S. and Canada.



# ECOSOLUTION

## Q100 /

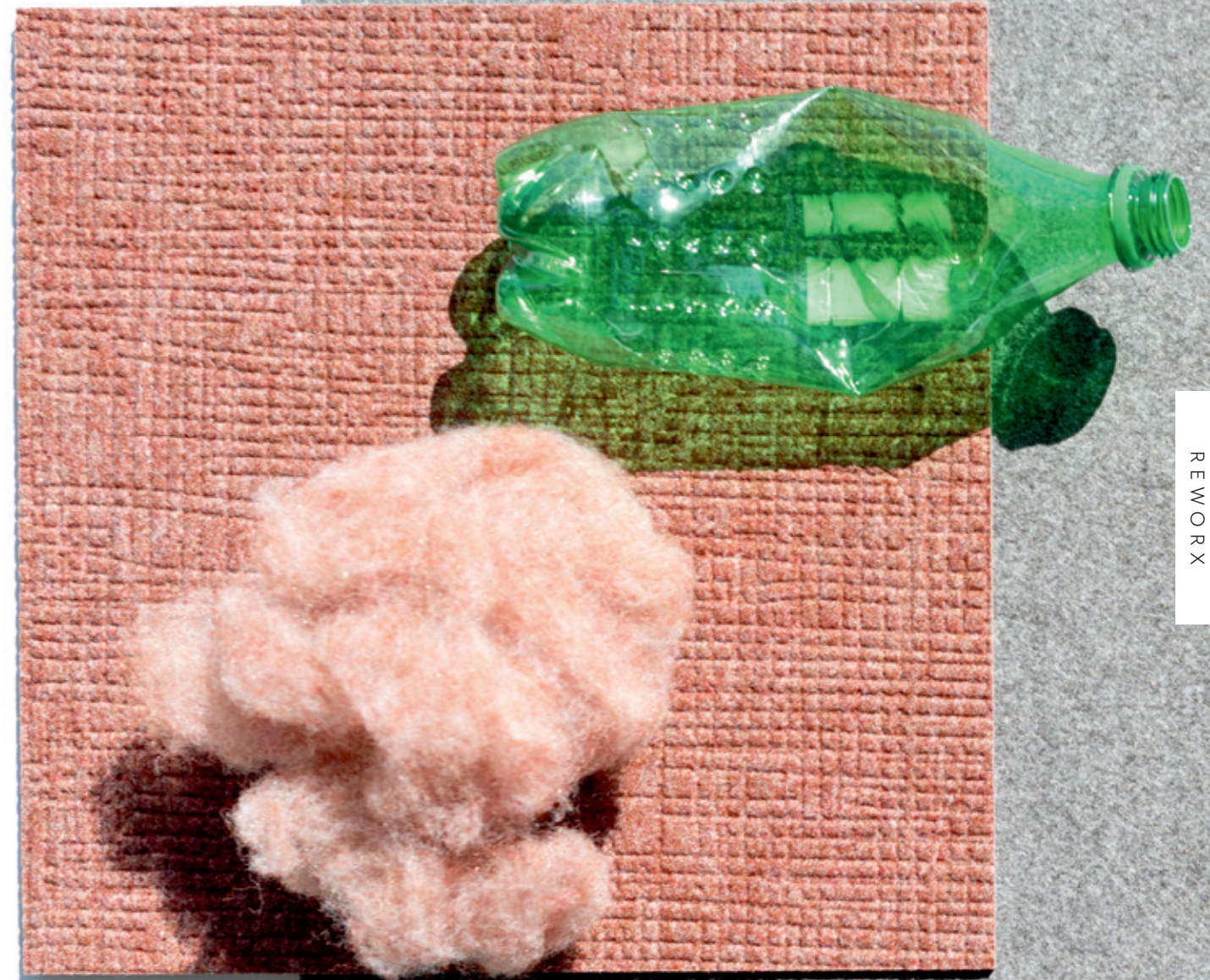
Reducing the carbon impact of the yarn in our product, our EcoSolution Q100 yarn system offers 100 percent post-industrial recycled content allocated from waste minimization and collection efforts – turning manufacturing waste into a valuable resource and reinserting it in our manufacturing process.



# DESIGNED FOR CIRCULARITY REWORX /



Innovation happens when we ask the curious questions: What if? What if we could use the recycled content from the harder-to-reuse green, amber and blue plastic bottles? What if we could design a 100% PET product that could be recycled in its entirety? Cue ReWorx™. A platform that represents innovation and curiosity in action. A true sustainability and recycled content re-use story, ReWorx provides a new flooring solution in both materiality and product circularity. A regenerative platform. Designed to close the loop. We will take it back, break it down and make it into more ReWorx flooring. Starting the process over again.



RECYCLE. REPEAT. REWORX.

REWORX

INSIDE-OUT





### THE MAKING OF SPATIAL PALETTE /

Spatial Palette is our first collection to launch on the ReWorx platform. Designing on a new product platform like ReWorx combines product knowledge of hard surface innovations with soft surface fibers. A hybrid product that offers the warmth and texture of a soft surface with the durability of a hard surface – it sets the stage for enhanced performance and design capabilities. A new product platform brings about new design ideas. Exploring creative options with texture, pattern and color variation. An opportunity to test the boundaries with aesthetics and performance.

“WHEN WORKING ON A NEW PLATFORM, PRODUCT DEVELOPMENT IS AN EXPLORATION AND CREATIVE DESIGN IS A LEARNING PROCESS. WE EXPERIMENT WITH TEXTURE. TEST NEW PATTERNS. DETERMINE VARIABLES ACROSS A RANGE OF COLORS. WORKING TOGETHER TO ENSURE BEAUTIFUL DESIGN AND TRUSTED PERFORMANCE.”

LINNZI RICH / PRODUCT DESIGNER, PATCRAFT





# REWORX TO

# RE[TURN] /

## 2 Billion+

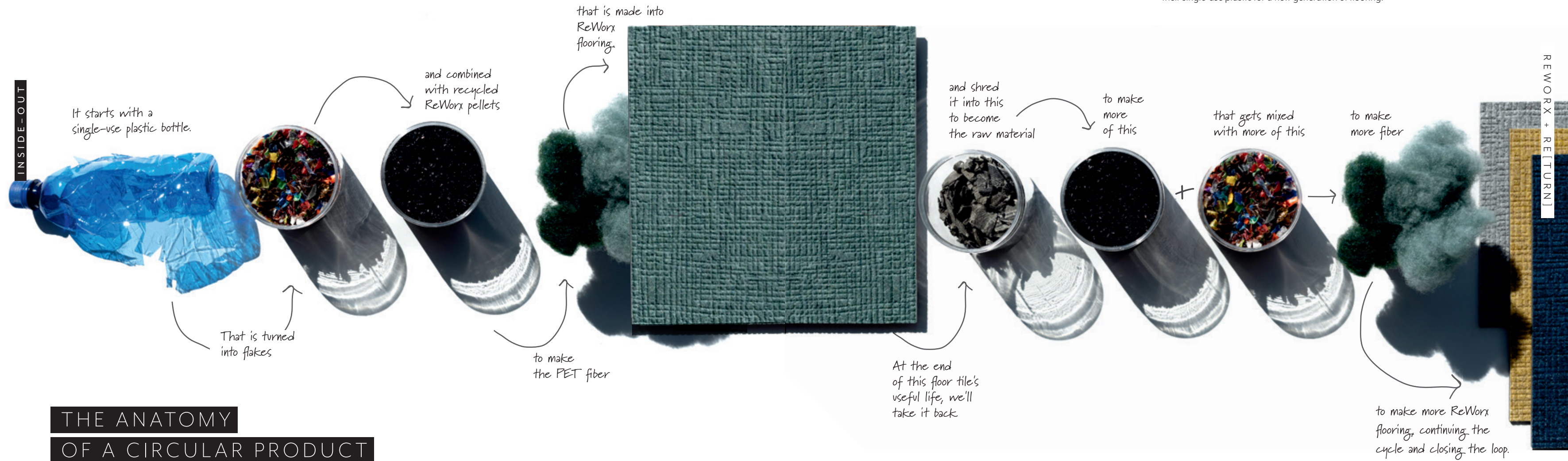
That's how many plastic bottles Shaw Industries has recycled per year over the past decade. We use reclaimed material for carpet fiber, cushion backing and new innovations like Spatial Palette, our ReWorx product.

## 100% PET

ReWorx is a hybrid product platform boasting the visual of a soft surface with the durability of a hard surface.

## 61 plastic bottles

That's the average number of bottles that are in a square yard of ReWorx. We hope to inspire those who walk on ReWorx to recycle their single-use plastic for a new generation of flooring.



## THE ANATOMY OF A CIRCULAR PRODUCT

Use the QR code to learn more about our re[TURN] reclamation program.

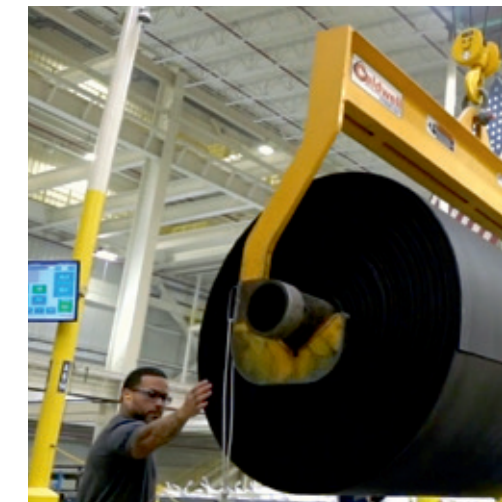
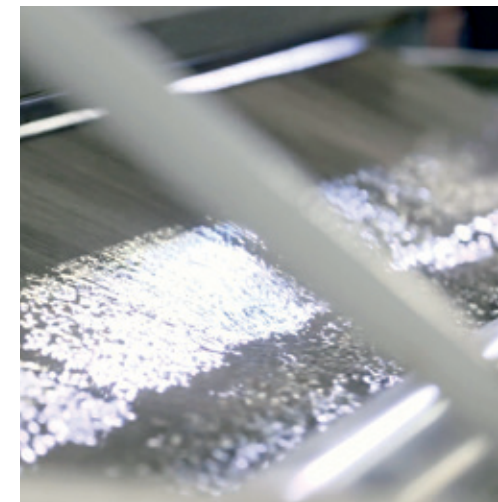




INSIDE-OUT

# LOWER CARBON IMPACT/ BETTER DESIGN PLANT RP /

Our USA-based resilient manufacturing facility. On the outside, Plant RP offers a holistic look at our product development process: transparency of raw materials, supply chain advantages and the enhanced customer service benefits of a locally made flooring product. On the inside, Plant RP offers insight and oversight to innovate the resilient platform as part of our journey to lower our overall carbon impact. And this is where we begin. With 30% pre-consumer recycled content in Plant RP-made LVT and SPC. And we continue to look for additional ways we can enhance our design and processes, with new advancements on the horizon. We're on the road to better design. Designing better. One sustainable step at a time.



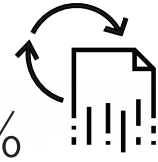
“HAVING AN EPD FOR ALL PRODUCTS MADE AT PLANT RP IS OUR BASELINE TO DESIGN FORWARD – IT'S OUR MAP GUIDING US TOWARDS THE NEXT STEPS IN LOWERING OUR CARBON IMPACT AND DEMONSTRATES OUR COMMITMENT TO TRANSPARENCY OF BOTH OUR RAW MATERIALS AND OUR ENVIRONMENTAL FOOTPRINT.”

MELEA WADE /  
PRODUCT SUSTAINABILITY MANAGER, SHAW INDUSTRIES



# inside the design /

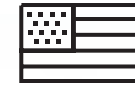
Plant RP is a USA-based manufacturing facility that allows us to deliver innovative products with complete oversight of our raw material use, supply chain advantages and the enhanced customer service benefits of quicker production and delivery.



30%

pre-consumer recycled content is used in all of our LVT products made at Plant RP.

USA made



provides operational transparency and quicker lead times for our customers.

pdQ + InStock



options are supported by Plant RP – many of the styles and colors produced are quick-ship or ready to ship with availability in real-time at [patcraft.com](http://patcraft.com).

EPDs



are available for all LVT and SPC products made at Plant RP.



INSIDE - OUT

PLANT RP RESILIENT

Use the QR code to view products offered from Plant RP at [patcraft.com](http://patcraft.com).





# TRANSFORMING THE CUSTOMER EXPERIENCE FROM THE INSIDE OUT /

The customer experience is an interconnected process. Supported by people. From product development to testing, sourcing to logistics, quality control to customer connect, establishing a project beyond product shines a spotlight on the vast capabilities of the people who make it happen. And it's the people who make us who we are. All the hands that touch a product along the way, transforming experience from the beginning to the end, designing from the inside and out, our people are the driving force. Creating the impact. Connecting the pieces. For a holistic view of Patcraft.

Rayshunda Johnson / Manufacturing, Plant 94

As an Account Manager with Patcraft, Nathan Neri has developed a deep appreciation for the ins and outs of product development. Following a visit to the EcoWorx manufacturing facility and seeing hands on the work that goes into making products that he provides his customers – quality control, logistics, infrastructure – Nathan set out to learn as much as he could about the processes. Uncovering the different ways to connect product and process with people and place adds great value for our customers. Providing solutions to transform the customer experience in all that we do.

“IT'S THE PEOPLE BEHIND OUR PRODUCTS WHO MAKE THE DIFFERENCE. IT'S THE TESTING, THE VETTING, THE LOGISTICS OF A CONNECTED PROCESS THAT PROVIDE THE WHOLE VIEW OF WHAT GOES INTO OUR PRODUCTS. WE SURROUND A PROJECT WITH SO MUCH MORE THAN PRODUCT. IT'S THE BACKBONE OF OUR CUSTOMER EXPERIENCE.”

NATHAN NERI /  
ACCOUNT MANAGER, PATCRAFT





## IT'S ALL CONNECTED

Let's take an inside look at the many touchpoints that bring a product from concept to completion. A network of support, broken down to its inner workings, demonstrating all of the things – seen and unseen – that impact, improve and transform the customer experience.



testing /

**25+**  
performance +  
quality tests  
our carpet and resilient  
products goes through  
before going to market.  
It takes 4 to 6 weeks to  
complete a full battery of  
tests depending on the type  
of product and its function.

products /

**60+**  
new products  
each year  
our product development  
team designs and launches  
on average.

design services /

**5,615**  
2D + 3D  
renderings  
our visualization team created  
for customer projects in 2021.

samples /

**65,000**  
samples ordered  
and shipped  
each month  
on average of both full and  
small-size product swatches.

**Did you know?**  
We take back samples at  
no cost to our customers to  
restock and reuse.

quick-ship /

**264**  
quick-ship  
products  
available on average  
through our pdQ and  
InStock ready-to-ship  
programs.

**Did you know?**  
You can see the available  
yardage of an InStock  
product on [patcraft.com](http://patcraft.com).

accessories /

**266**  
products +  
sundries  
available through our  
TotalWorx solutions. From  
wall base to stair tread,  
adhesive to weld rod, as well  
as floor prep and cleaning  
products – everything you  
need for your flooring  
installation and beyond.

customer service /

**58**  
associates  
on the Patcraft customer service  
and customer connect team  
that are available every business  
day for our customers.

logistics /

**830 / 754**  
drivers trucks  
comprise our transportation and logistics fleet.  
**Did you know?**  
To help reduce our operational carbon impact,  
our fleet is SmartWay® certified and takes  
measures to create efficiencies in transportation  
like incorporating aerodynamic packages on our  
tractors and trailer skirts.



COLOUR & TEXTURE  
FUSION

With patterns that fuse color and texture for a subtle shift of high contrast hues, Colour & Texture Fusion is a versatile modular collection available in three styles and 12 colorways. The refined palette, combined with textural depth, creates a calming effect to enhance comforting spaces. The collection blends design, performance and sustainability and is Cradle to Cradle Certified® Silver under the new, more rigorous version 4.0 standard. Colour & Texture Fusion highlights Patcraft's commitment to sustainability, reflecting an inside-out view of product development – looking inward to design forward.

IMMERSIVE in sky and RESTORATIVE in fog / installed monolithic



# THE NATURE

# OF

# COLOR

COLLECTION

The soothing colorways are part of a biophilic-inspired palette that includes warm pastels and soft neutrals. The colorways were selected with three palette groupings, each featuring a high contrast yarn pairing that blends the colors together to create depth and movement.

“ WE DESIGNED THE STYLES AND SELECTED THE COLORS TO SEAMLESSLY COORDINATE WITHIN THE COLLECTION. THE ELEVATED VISUALS CREATE MOVEMENT ACROSS THE FLOOR FOR A BEAUTIFUL DESIGN AESTHETIC.”

RON POWELL / SENIOR PRODUCT DESIGNER, PATCRAFT

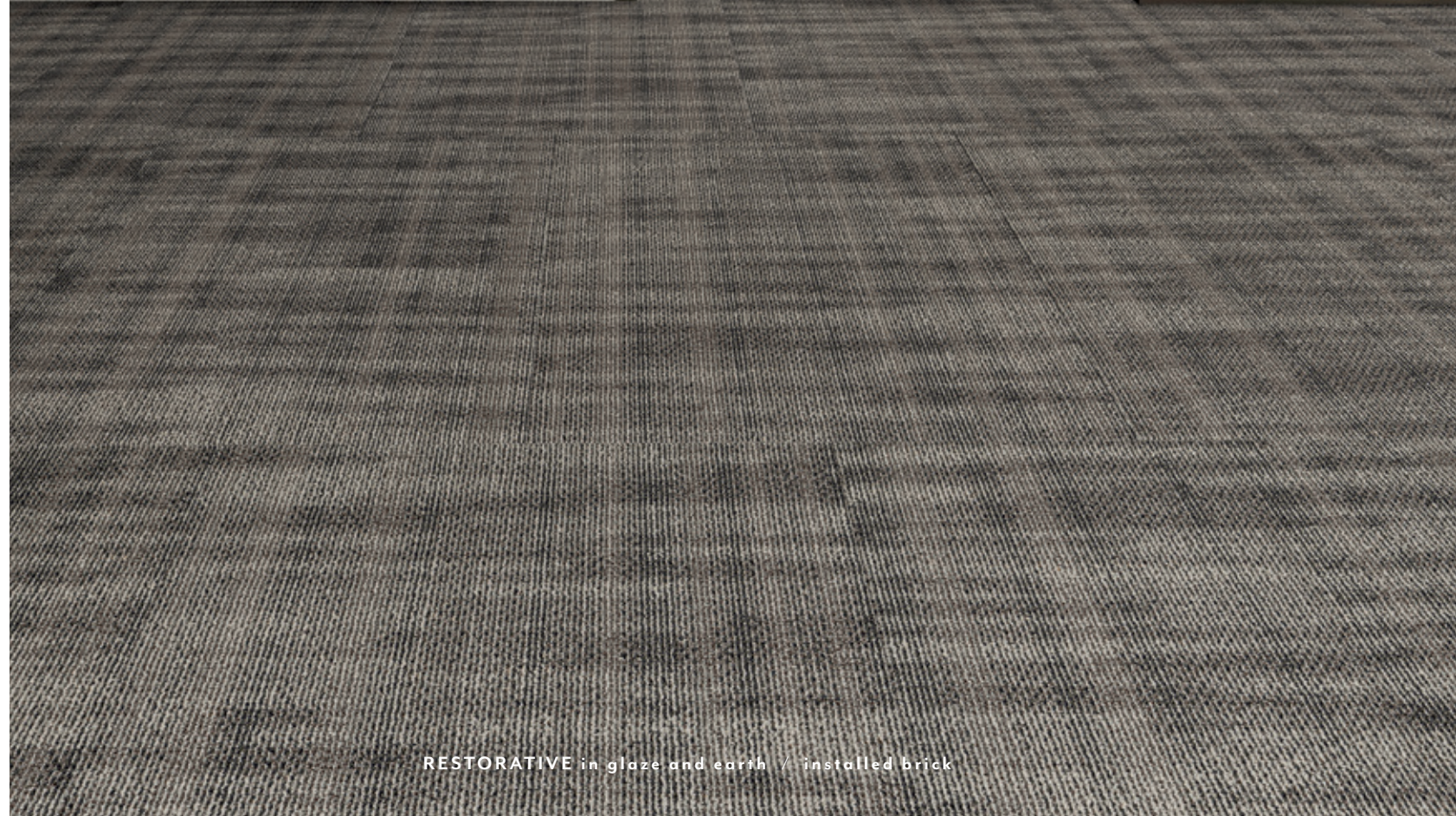
COLOUR & TEXTURE FUSION





IMMERSIVE in river / installed monolithic





RESTORATIVE in glaze and earth / installed brick







TRANSLUCENT in glaze / IMMERSIVE in blush and copper / installed monolithic





TRANSLUCENT in glaze, copper and blush / installed brick





TRANSLUCENT in sage and copper / installed monolithic





IMMERSIVE in ash and RESTORATIVE in sage installed monolithic with TIMBER GROVE II in boxwood





RESTORATIVE in sage / installed stagger







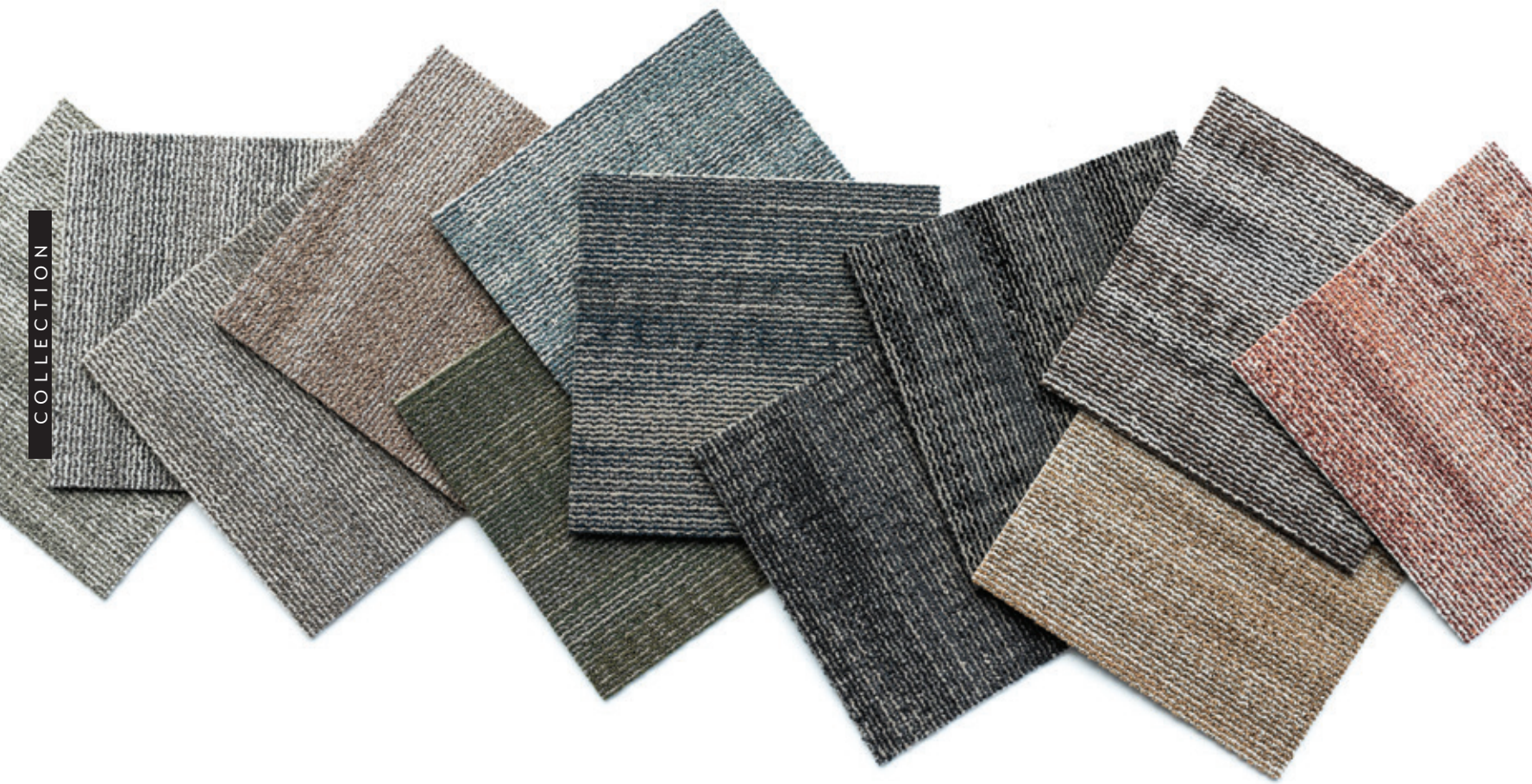
IMMERSIVE in river, sage and earth / installed brick





IMMERSIVE in sky and RESTORATIVE in fog / installed brick





24 X 24 TILE  
IMMERSIVE 10625 / RESTORATIVE 10626 / TRANSLUCENT 10627



mist 00100



clay 00150



sage 00300



glaze 00120



fog 00130



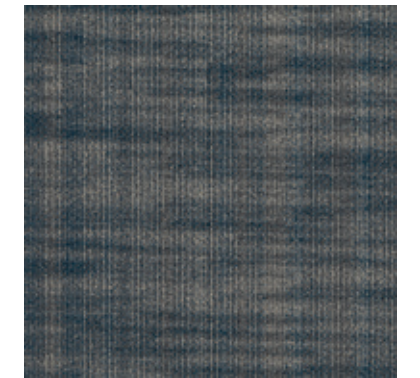
ash 00500



copper 00700



sky 00400



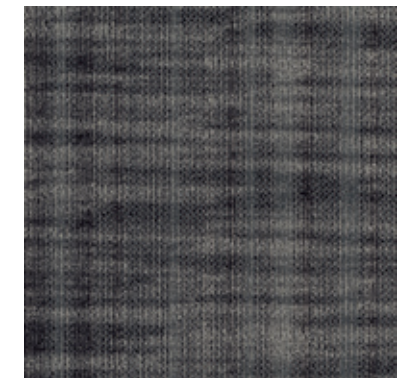
river 00450



blush 00800



earth 00750



smoke 00550

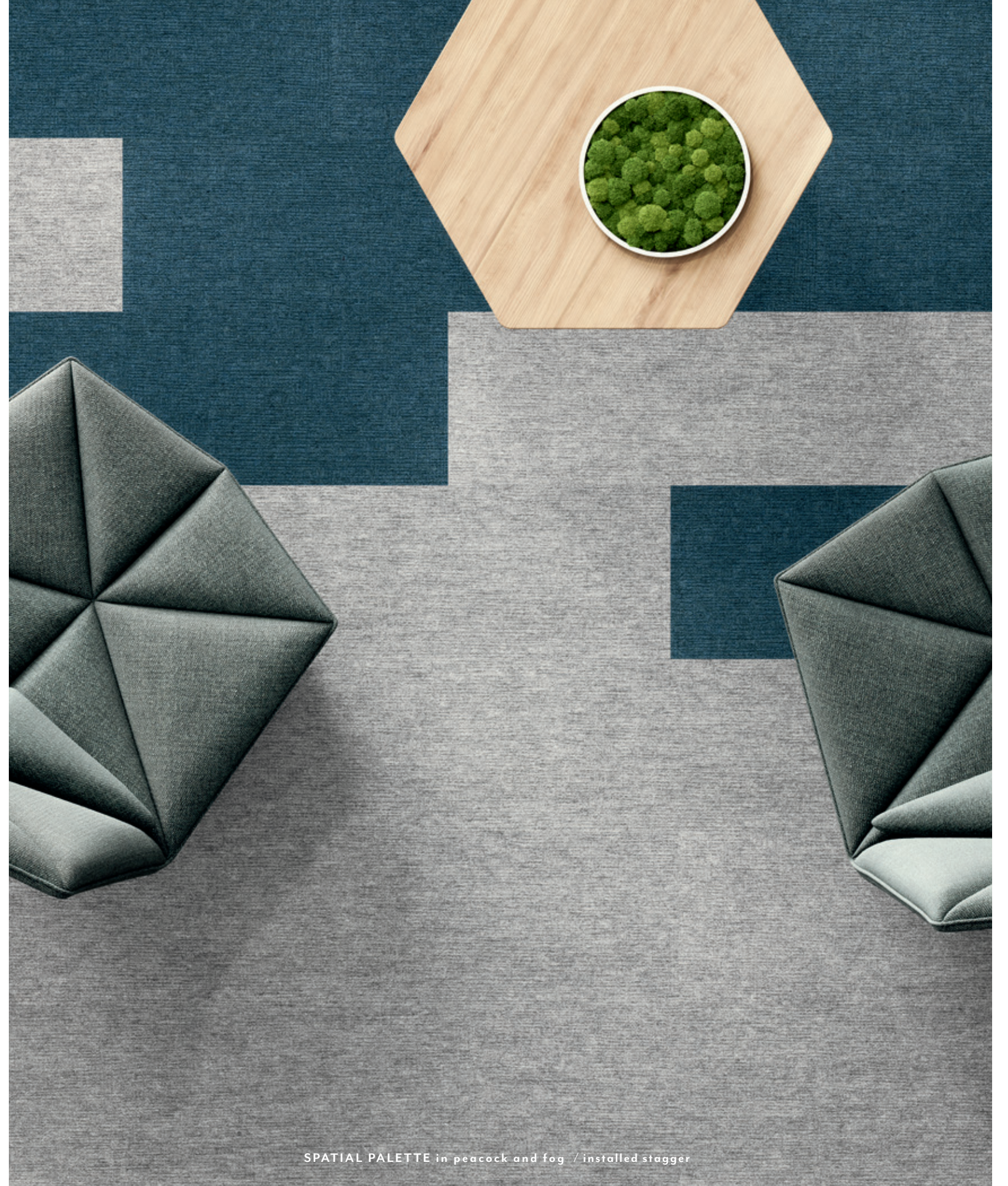
Use the QR code to view the collection and product specifications at [patcraft.com](https://patcraft.com).





## SPATIAL PALETTE

A design-forward, sustainably minded product with high-recycled content that can be recycled at the end of its useful life to help minimize landfill disposal, reduce the use of virgin materials and lower a product's carbon footprint – all while meeting stringent material health requirements and providing beautiful design. The first collection to launch on the innovative new platform, ReWorx, a 100% PET product that can be recycled in its entirety. Each 12 x 48 inch plank within the collection contains post-consumer recycled content from approximately 27 recycled bottles. Designing for circularity. Closing the loop. From the inside out.



SPATIAL PALETTE in peacock and fog / installed stagger



With an embossed grid visual, the heathered cross-hatch design contributes to a feeling of warmth and tactility. Available in 16 colors ranging from warm to cool neutrals, the collection includes jewel tones for accents and bright pops of color for wayfinding, branding and dynamic design.

## inside the design /

Made of a 100% PET that can also be recycled in its entirety, it performs like a hard surface with the comfort of carpet.



100% PET +  
FULLY RECYCLABLE



CARBON  
NEUTRAL



IMPROVED ACOUSTICS  
+ ABSORBS SOUND

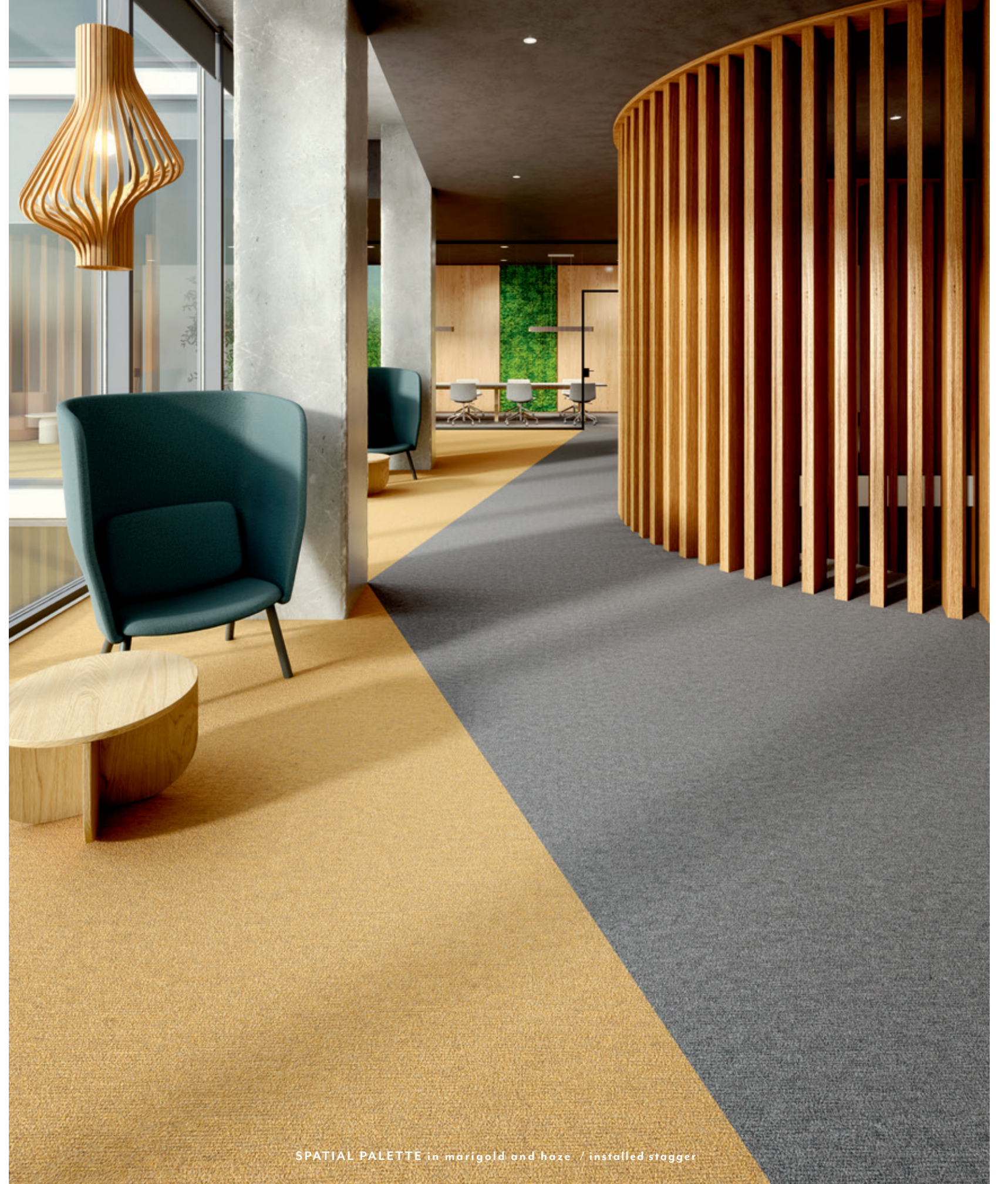


EASY TO CLEAN



ENHANCED  
ROLLER MOBILITY





SPATIAL PALETTE in marigold and haze / installed stagger





SPATIAL PALETTE in haze, sienna and marigold / installed stagger





SPATIAL PALETTE in fog, haze and smoke / installed stagger







SPATIAL PALETTE in weathered and peacock / installed stagger



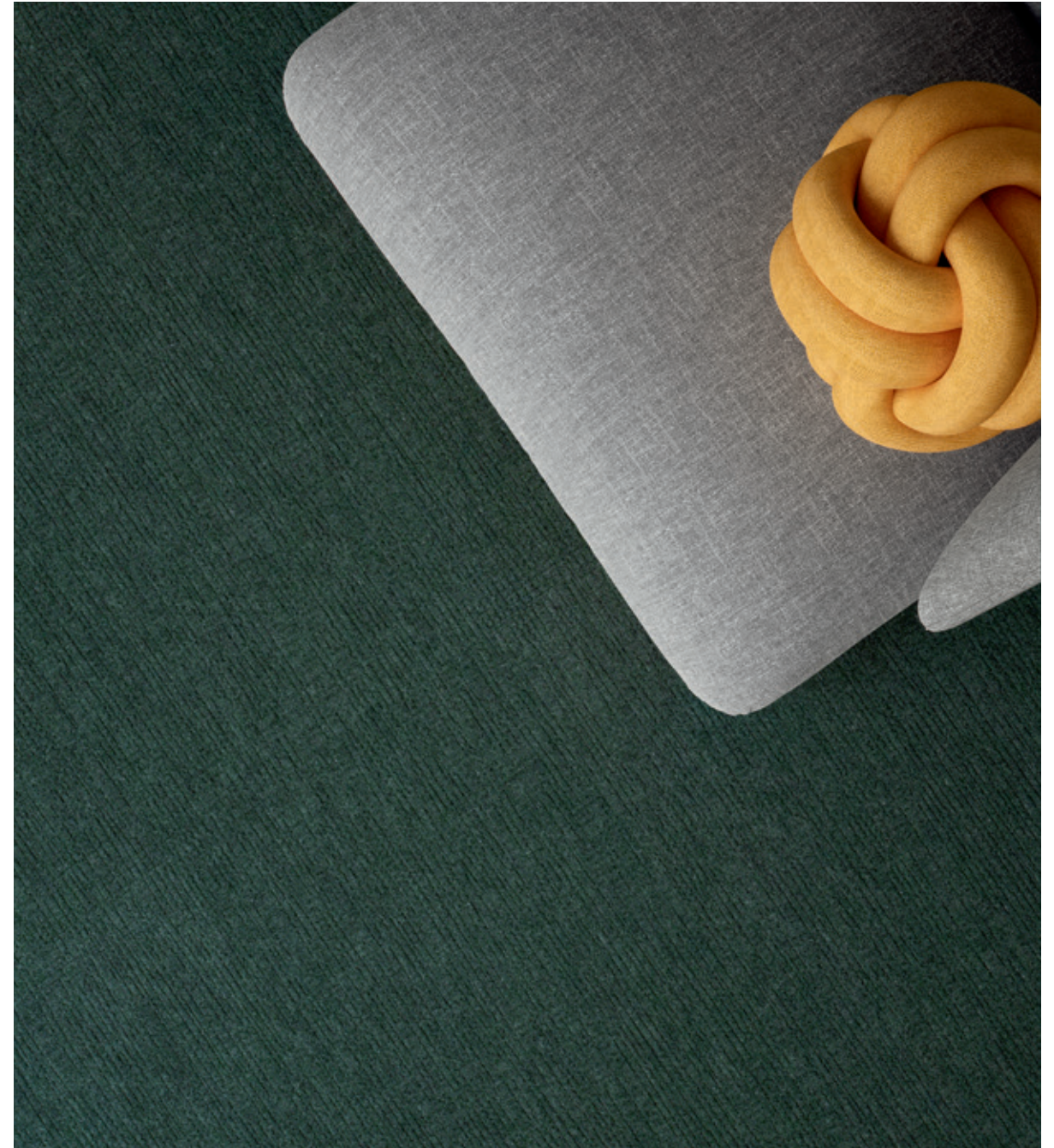


SPATIAL PALETTE in evergreen, haze and peacock / installed stagger

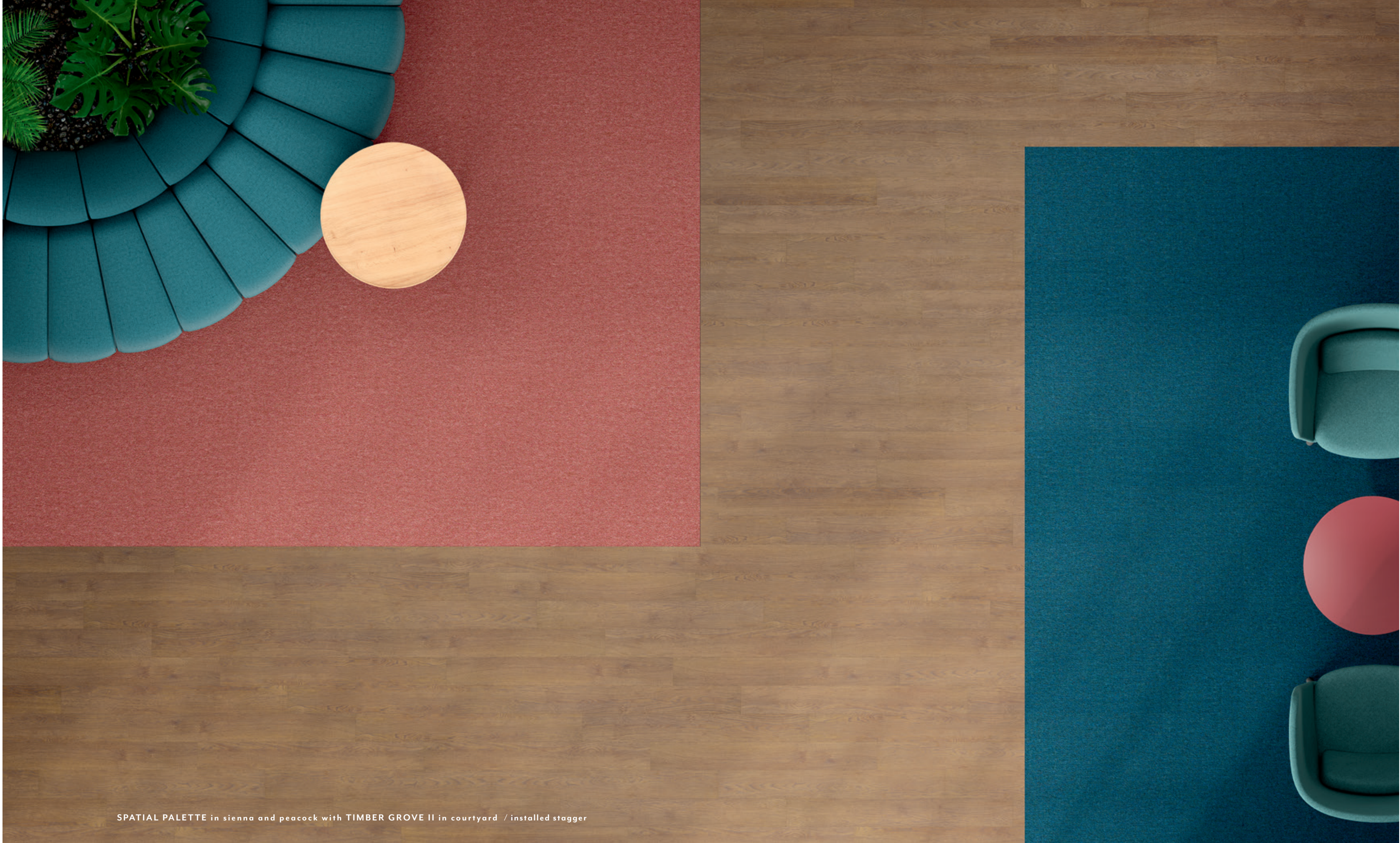




SPATIAL PALETTE in evergreen and haze with LONGITUDE in natural / installed stagger







SPATIAL PALETTE in sienna and peacock with TIMBER GROVE II in courtyard / installed stagger





SPATIAL PALETTE in haze, truffle, sienna and marigold / installed brick





12 X 48 | SPATIAL PALETTE | 10617



fog 00500



haze 00530



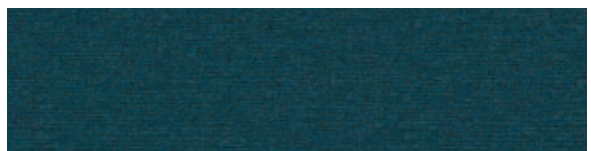
smoke 00550



ash 00580



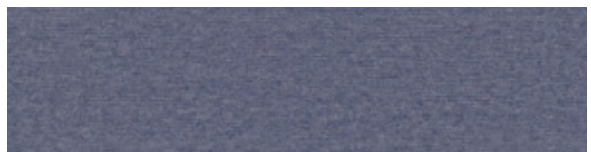
carbon 00590



peacock 00460



cadet 00445



joni 00905



marigold 00255



sienna 00610



weathered 00120



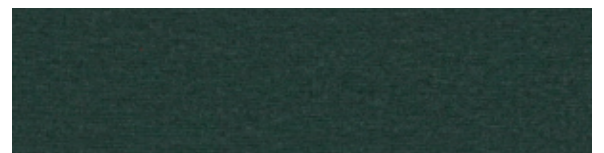
stonecrest 00100



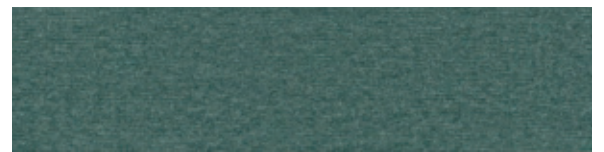
truffle 00195



jacobean 00790



evergreen 00340



teal 00395



# LONGITUDE

Designed to perform, Longitude represents flooring innovation from the inside out. Deriving its strength from a rigid mineral core combined with a durable ExoGuard+® top layer, this hard surface provides enhanced scratch and stain resistance with superior performance against indentation, top-down moisture and sound insulation. Available in 6 x 48 inch planks, Longitude has nine wood and six linen shades in a variety of colors. The collection can withstand extreme indentation up to 2,500 psi and is polish and buff optional for hassle-free maintenance. Offering a 15-year limited commercial warranty, along with an underbed warranty, Longitude provides a high-performing resilient solution for commercial spaces.



LONGITUDE in morel and alpine with ESKER rug in alpine / installed stagger



## inside the design /

Longitude has superior durability against staining, scratching, indentations and top-down moisture – standing up to the most demanding environments.



STAIN RESISTANT



SCRATCH RESISTANT



RIGID CORE RESISTS INDENTATION + TELEGRAPHING



NO ACCLIMATION TIME + REDUCED FLOOR PREP

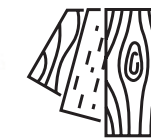


WATERPROOF TO TOP-DOWN MOISTURE



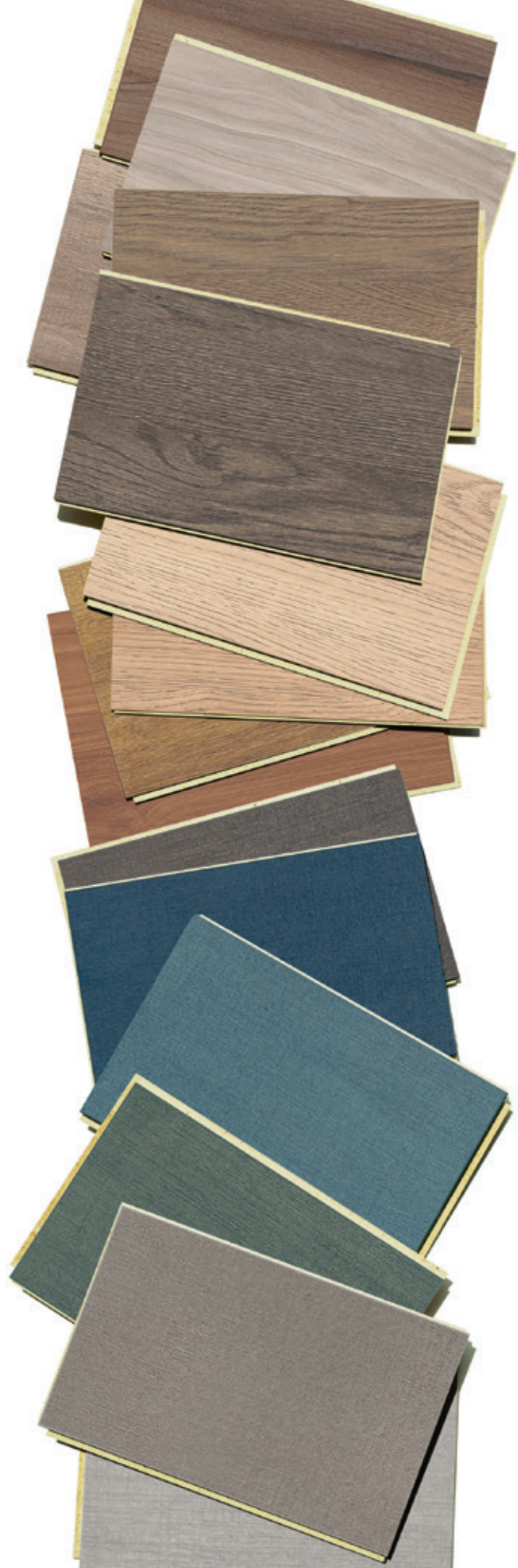
PVC-FREE

**Longitude** is an innovative resilient flooring solution offering the ultimate in dimensional stability. Constructed with a **rigid mineral core** combined with a durable **ExoGuard+** top layer and **InLine Level Edge™ Profile**, it can be installed over existing hard surfaces while hiding subfloor imperfections without telegraphing. No acclimation time is required, offering minimal floor preparation and reducing installation times.



Longitude has **9 wood colors and 6 linen colors** in a variety of shades, including **elevated embossed-in-register wood visuals** with an ultra-realistic matte finish and a **stipple embossed linen visual** providing an abstract, subtle design in neutral and bright tones.





Colonial Brick  
2093-30  
wall color by Benjamin Moore



LONGITUDE in pearl / installed stagger





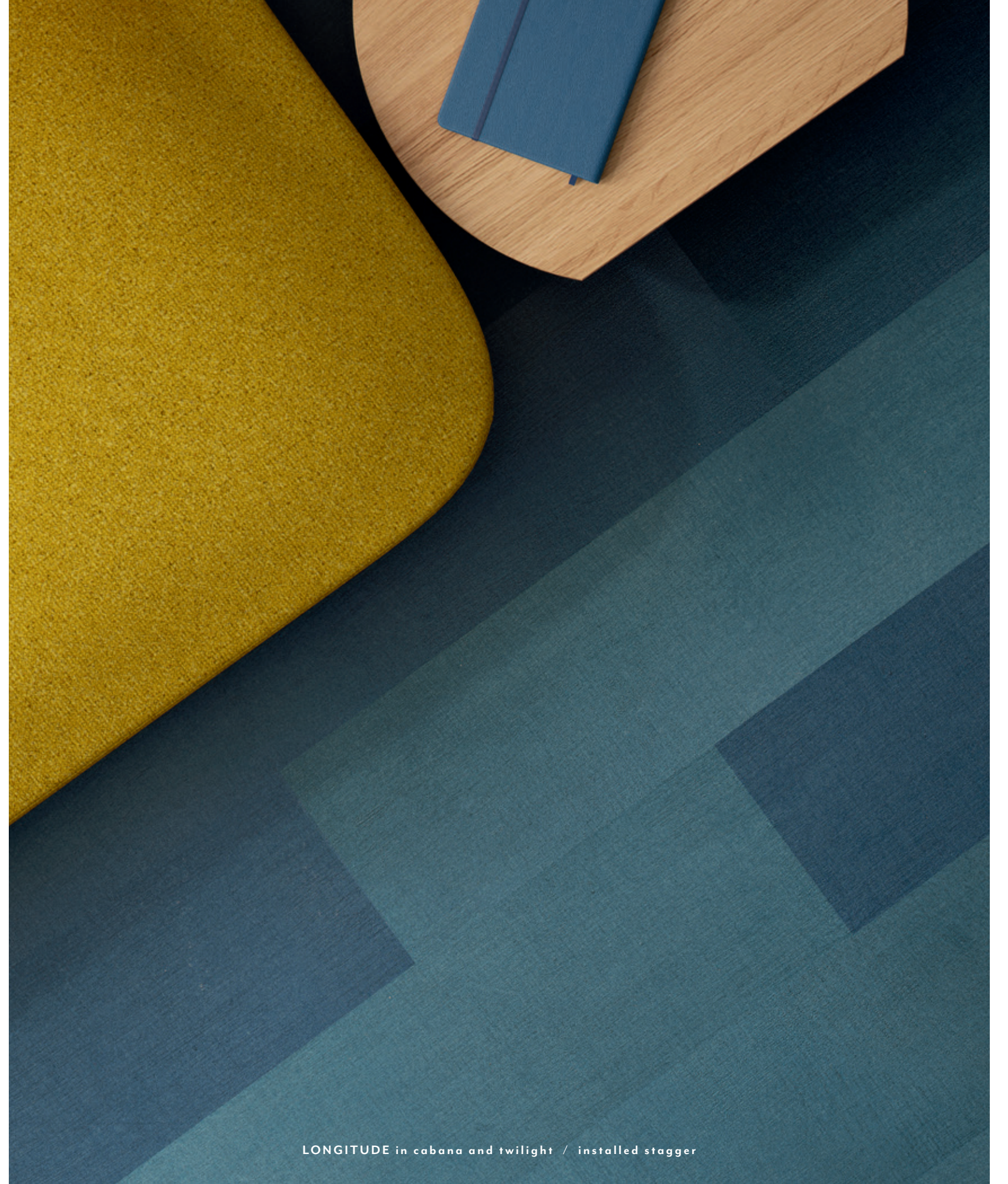
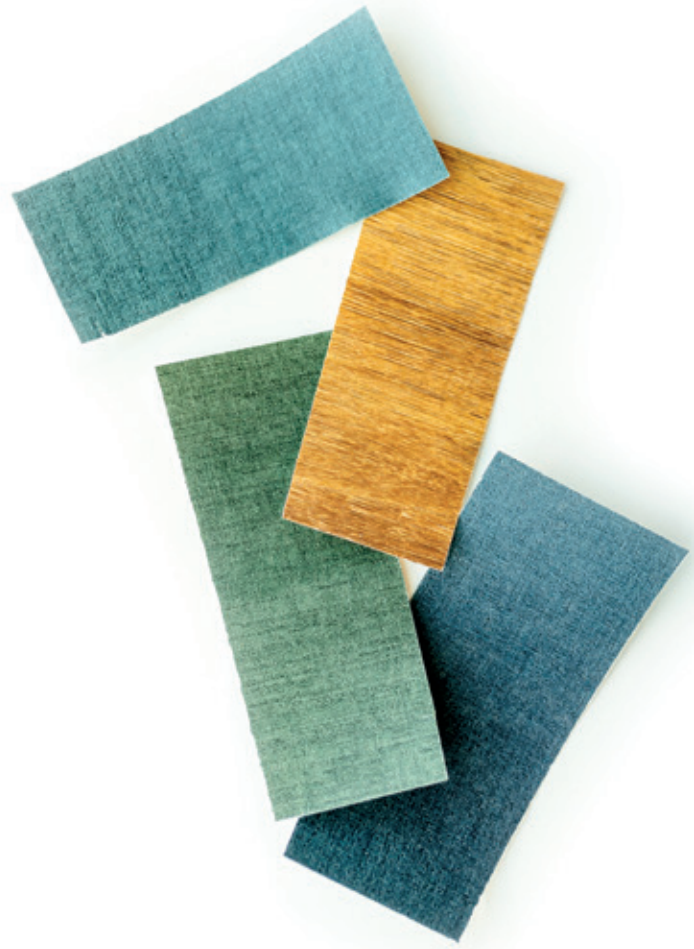
Twilight  
2058-10



Golden Bounty  
294

wall color by Benjamin Moore





LONGITUDE in cabana and twilight / installed stagger





LONGITUDE in morel with TEXTURE ARC in shape / installed stagger















6 X 48 LVT | LONGITUDE 1637V



copper 00733



morel 00149



pearl 00502



fawn 00176



anise 00784



espresso 00796



meadow 00744



golden 00713



natural 00129



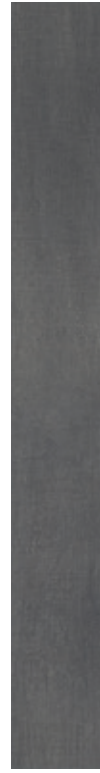
alpine 00370



cabana 00440



twilight 00490



titan 00592



relic 00568



haze 00513



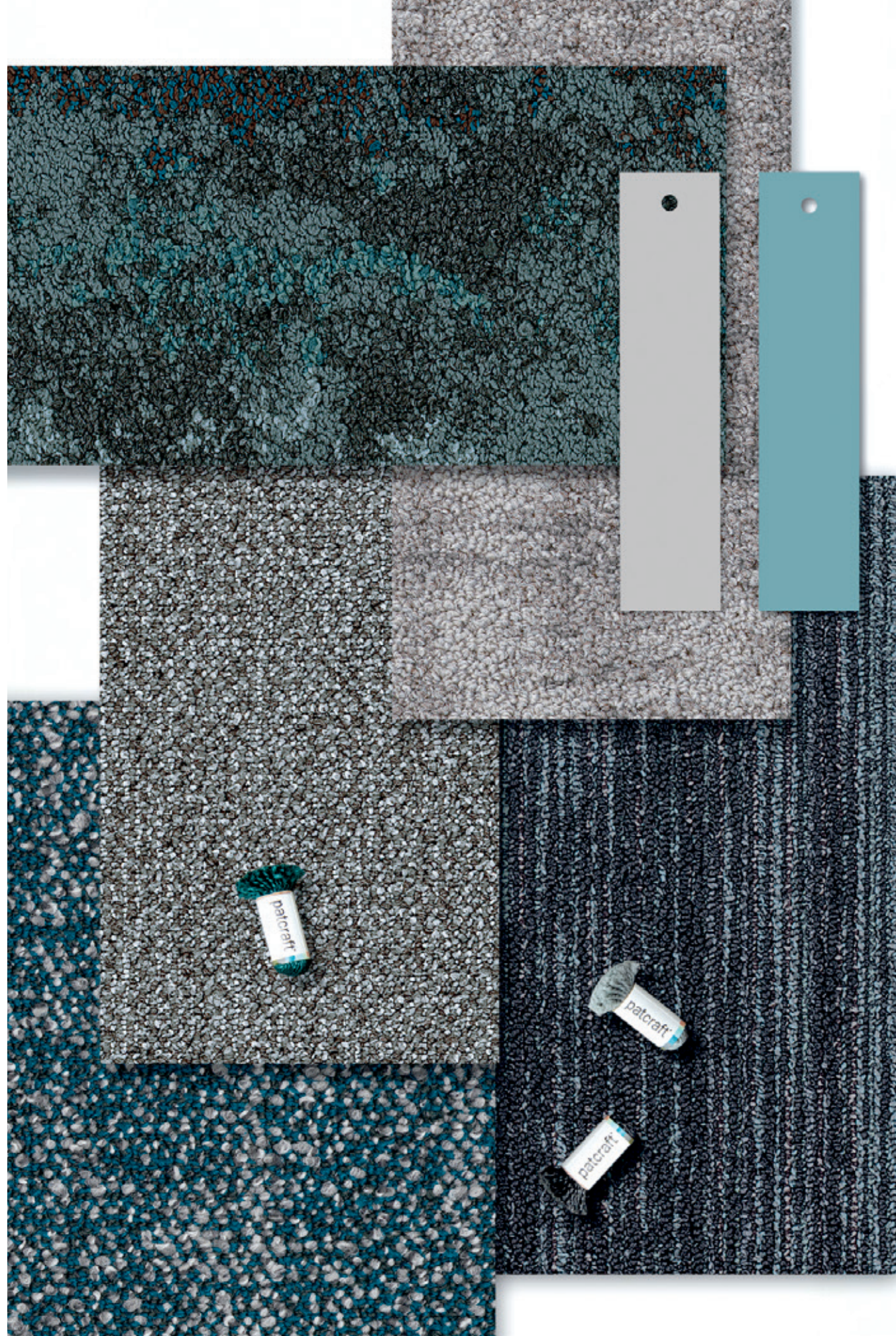


low embodied carbon +  
carbon neutral products

We are continually innovating the way we make our products – striving to reduce our carbon impact across our entire operation. From regenerating the ingredients we use to making our commercial carpet manufacturing facilities carbon neutral, to offering low-embodied carbon products and carbon neutral collections, we're raising the bar on sustainable design. Because it all adds up.

# CARBON SOLUTIONS /





## LOWER IMPACT. BETTER DESIGN.



Our **EcoSolution Q100** yarn system offers 100% post-industrial recycled content allocated from waste minimization and collection efforts. Products made with EcoSolution Q100 offer a lower embodied carbon footprint creating valuable material out of waste and putting it back into our manufacturing process.



Our **re[TURN] Reclamation Program** allows us to reclaim EcoWorx products to decrease our reliance on virgin raw materials and further reduce our embodied carbon footprint.

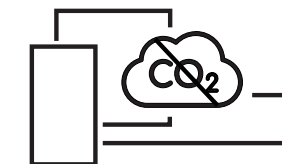


Our goal is to lower all of our products' embodied carbon footprint through raw materials and manufacturing. Few products can have zero footprint. Investing in projects that reduce emissions – like reforestation and solar – we can offer carbon-neutral solutions and make a positive impact on our environment.



Specifying and using products with **lower embodied carbon** makes a positive impact and can help lower the overall carbon footprint of the building.

Our **Dichroic collection** is a non-woven composite flooring made from recycled PET and EcoWorx backing. 18 plastic PET bottles are made into one 24 x 24 tile.



We offer **carbon neutral collections** with more than 25 styles and growing. All of are carbon neutral styles are fully recyclable. Choose from a variety of patterns, constructions, colors and sizes.



Through **Patcraft Custom Studio**, any soft surface product can be made carbon neutral, not just running line EcoWorx tile. Also any running line EcoWorx backed product with nylon fiber can be ordered with EcoSolution Q100 to yield a lower overall product embodied carbon footprint. **Contact your account manager for more information.**

Use the QR code to view our carbon solutions products at [patcraft.com](https://www.patcraft.com).







INSPIRE. CREATE. TRANSFORM.





patcraft®