



**ShawContract®**  
hospitality





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

To stay, to play, to gather, 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 hospitality 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.

A CUSTOMIZABLE COLLECTION THAT EMBRACES THE FEELING OF  
HOME WHEREVER YOU ARE.

COVER:  
FLAME 11×11 FT RUG (G259R) IN EXPRESSION (56675)

LEFT:  
STONE RUG (G273R) IN PEBBLE (55111), FLAME RUG (G256R) IN EXPRESSION (56675),  
COLCA RUG (G280R) IN (IMMERSE 53518) + INLET II (4372V) IN THATCH (72720)



**FLAME RUG**

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

## Bringing West Elm Style to Hospitality Interiors

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





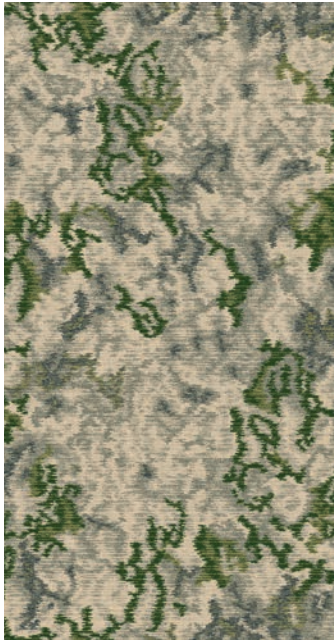
# Flame Rug Custom Color Options

FLAME 5A356  
Pattern Repeat 72" X 90"

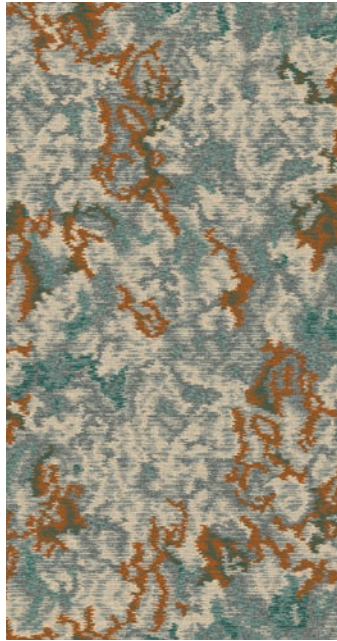
Due to the unique staining process of yarn A, we recommend keeping this yarn color a constant as you customize. Here are several thought starters to spark your customization process. Experiment with additional color options using Foundry, Shaw Contract's interactive online design tool.



- A  
CG812
- B  
CL871
- C  
5504D
- D  
6031
- E  
5428D
- F  
5727D



- A  
CG812
- B  
CL871
- C  
CB216
- D  
6014
- E  
5426D
- F  
5408D



- A  
CG812
- B  
5501D
- C  
CL579
- D  
5659D
- E  
5837D
- F  
6154



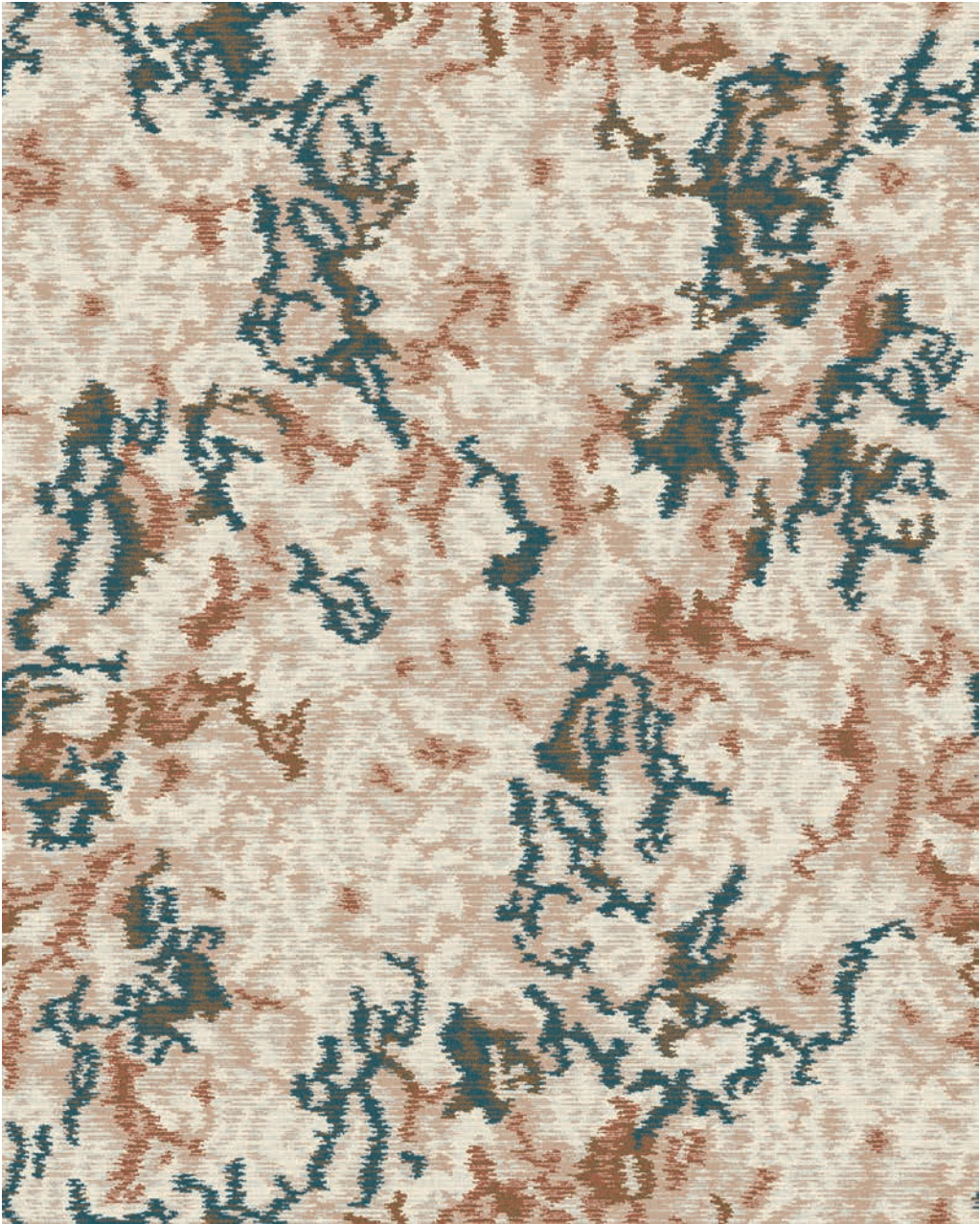
- A  
CG812
- B  
5501D
- C  
CL579
- D  
5429D
- E  
5502D
- F  
5395D



- A  
CG812
- B  
5501D
- C  
CL579
- D  
5428D
- E  
6014
- F  
6-552

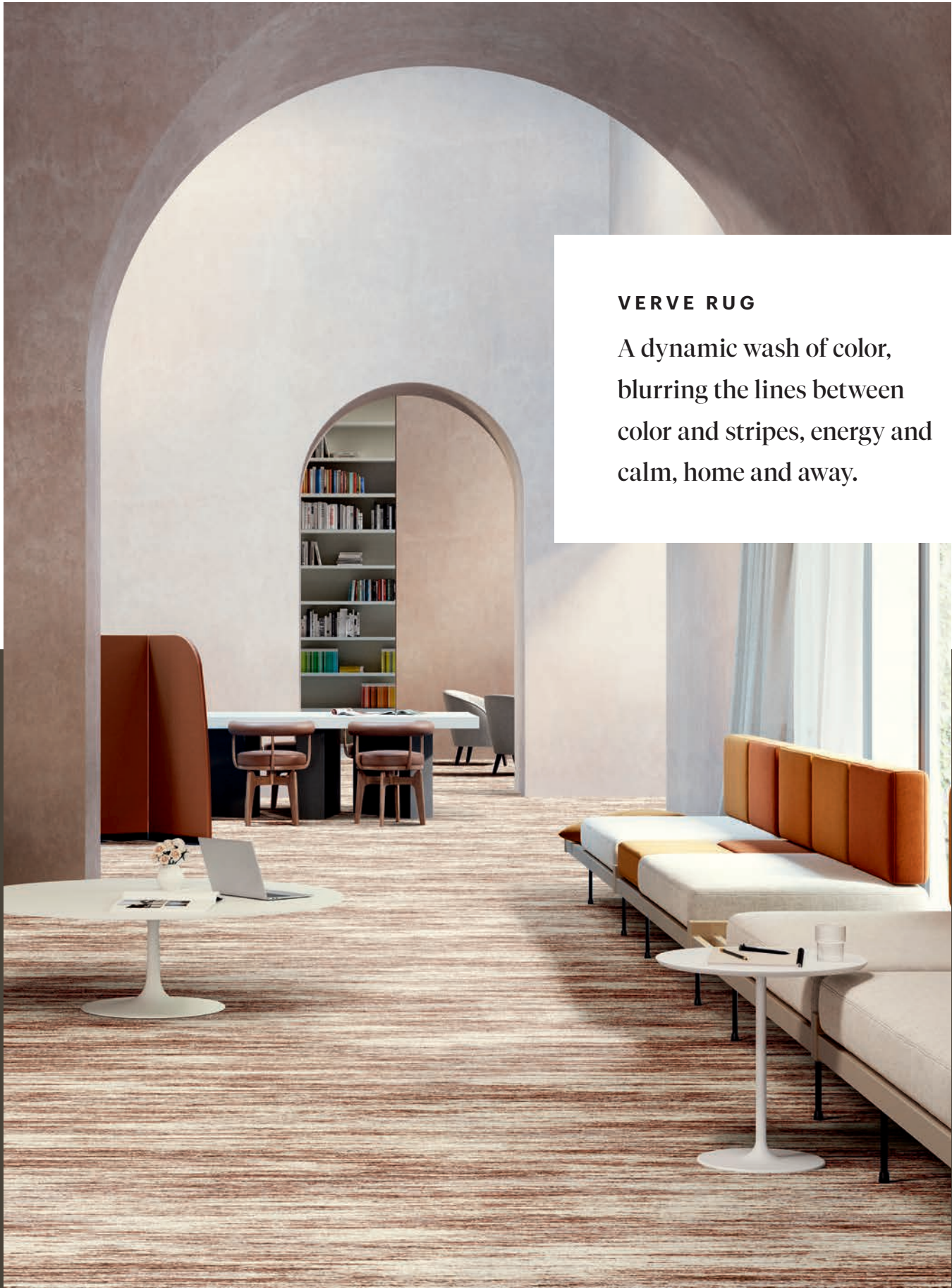


- A  
CG812
- B  
5501D
- C  
5789D
- D  
CL579
- E  
6014
- F  
6024



- A  
CG812
- B  
5501D
- C  
5238D
- D  
6031
- E  
CJ572
- F  
6022





**VERVE RUG**

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

VERVE BROADLOOM (5A352) IN FLAIR (52675)

**VERVE 5A352**  
Pattern Repeat 72" X 115"



5230D



6031



5238D



6-552



6116



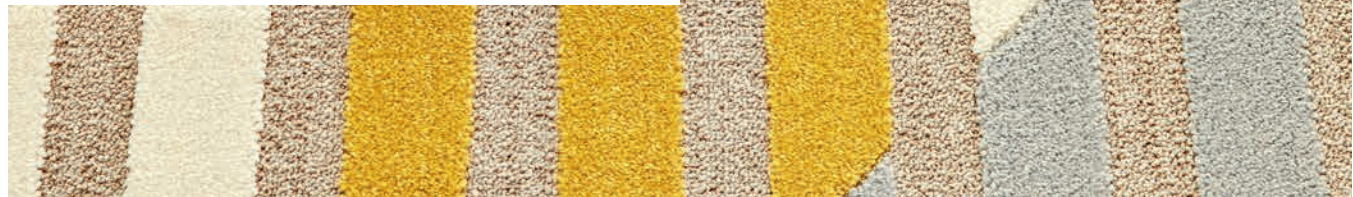
CN648





#### KISTA RUG

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



LEFT: KISTA 6×9 FT RUG (G288R) IN GRAPHIC (54485)  
RIGHT: KISTA BROADLOOM (5A354) IN GRAPHIC (54485) + REFINED OAK CA308 IN EXQUISITE OAK 01015



KISTA 5A354  
Pattern Repeat 144" X 161.4"

- A  
CJ362
- B  
CO216\*
- C  
CL579
- D  
5250D
- E  
CL578



\*Due to the unique yarn used in position B, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.



\*Due to the unique yarn used in position B, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.

- A  
6116
- B  
CO216\*
- C  
5509D
- D  
5850D
- E  
6158





**COLCA RUG**

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



COLCA 8X10 FT RUG (G281R) IN IMMERSE (53518)

**COLCA 5A353**  
Pattern Repeat 144" X 197.6"



- A  
5850D
- B  
6158
- C  
5509D
- D  
6116



COLCA 5A353  
Pattern Repeat 144" X 197.6"

WELCOME HOME

- A  
CO031
- B  
CB215
- C  
CJ362
- D  
CL871



RIGHT: COLCA BROADLOOM (5A353) IN RETREAT (53100)







**STONE RUG**

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

STONE 8×10 FT RUG (G273R) IN PEBBLE (55111)

**STONE 5A355**  
Pattern Repeat 144" X 180"

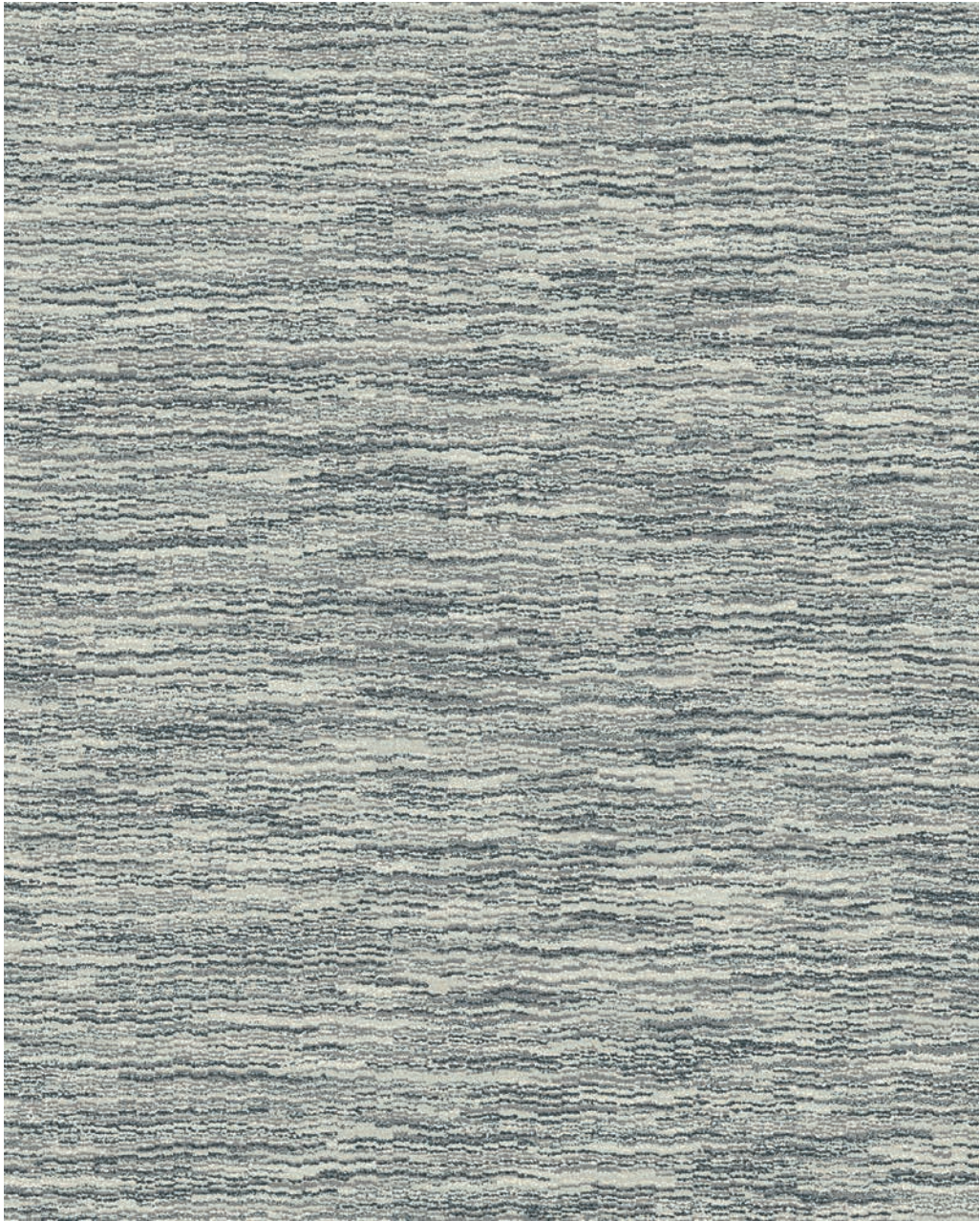


- A  
5850D
- B  
5789D
- C  
6116



SHALE 5A357  
Pattern Repeat 48" X 48"

- A  
CL842
- B  
5253D
- C  
5501D
- D  
CL579
- E  
5429D
- F  
CM027



RIGHT: SHALE 6×9 FT RUG (G248R) IN MINERAL (57535)

A SENSE OF BELONGING



**SHALE RUG**  
Balanced striations of dark and light neutrals reflect the varied layers and tempos of the places we visit.





**DIAMONDS RUG**

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

DIAMONDS 6×9 FT RUG (G264R) IN DENIM (58485)

**DIAMONDS 5A358**  
Pattern Repeat 48" X 48"



R5395\*



5253D



5253D

\*Due to the unique yarn used in position A, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.



DIAMONDS 5A358  
Pattern Repeat 48" X 48"



- A  
R025 \*
- B  
5379D
- C  
5379D

\*Due to the unique yarn used in position A, we have curated a limited bank of yarns that we recommend for customization. Experiment with color options using Foundry, Shaw Contract's interactive custom online tool.

MAKE YOURSELF AT HOME



DIAMONDS BROADLOOM (5A358) IN SHADOW (58761)





**STONework + CHISEL TILE**

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

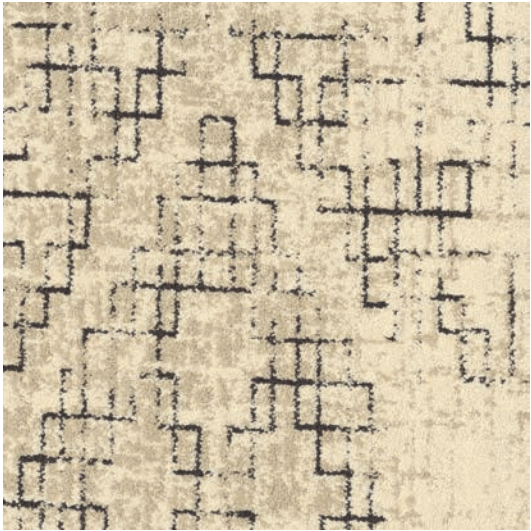
STONework (CARPET TILE 5T484) IN PEBBLE (84111) + CHISEL (CARPET TILE 5T485) IN PEBBLE (84111) | INSTALLED MONOLITHIC



GRIT, STONEWORK, & CHISEL TILE



GRIT TILE 5T486



STONEWORK TILE 5T484



CHISEL TILE 5T485



5850D



5789D



6116



STONEWORK TILE

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



GROUND YOURSELF



**GRIT TILE**

The calm resolve of texture  
to ground your space.



**CHISEL TILE**

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

LEFT: GRIT (CARPET TILE 5T486) IN PEBBLE (84111) | INSTALLED MONOLITHIC  
RIGHT: CHISEL (CARPET TILE 5T485) IN PEBBLE (84111) | INSTALLED MONOLITHIC





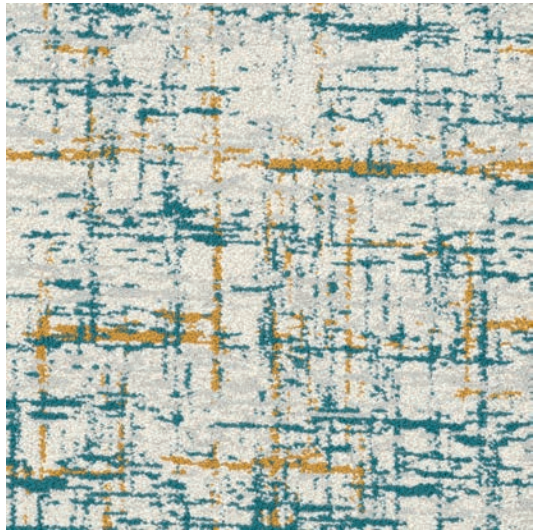
**ZEAL + SPARK TILE**

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.



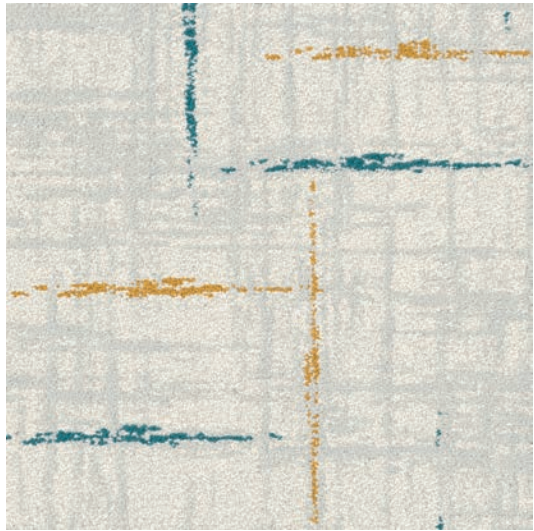
ZEST, ZEAL, & SPARK TILE



ZEST TILE 5T487



ZEAL TILE 5T488



SPARK TILE 5T489

- A  
5363D
- B  
5253D
- C  
CL842
- D  
5725D



**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.

LEFT: ZEAL (CARPET TILE 5T488) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC  
RIGHT: ZEST (CARPET TILE 5T487) IN VIBRANCE-COLOR (87327) | INSTALLED MONOLITHIC

**ZEST TILE**

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

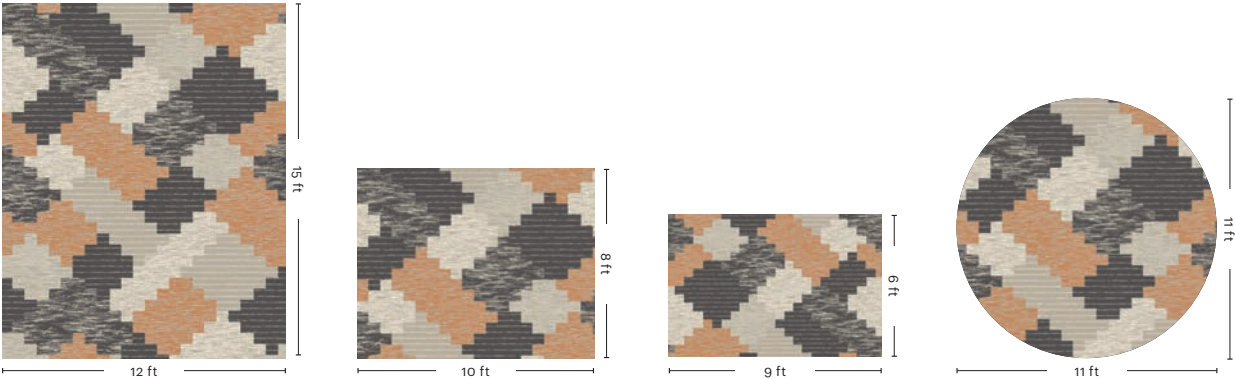




AVAILABLE IN STANDARD RUNNING LINE

RUGS + BROADLOOM

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



COLCA



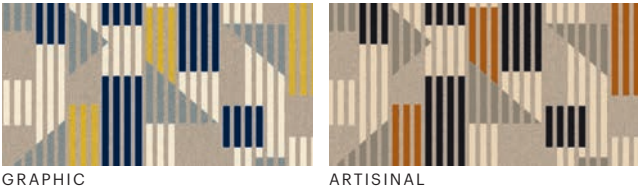
DIAMONDS



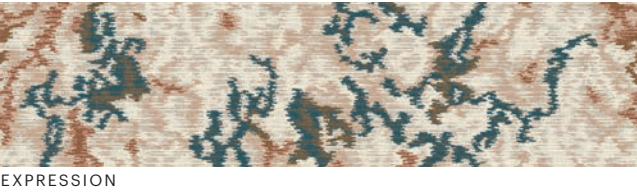
SHALE



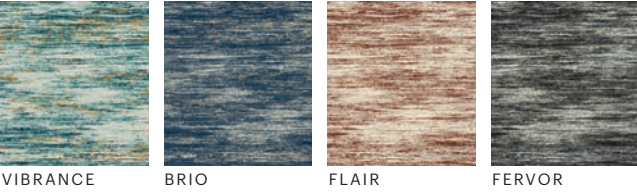
KISTA



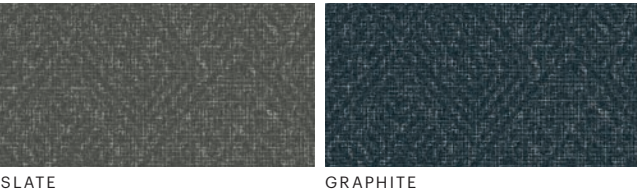
FLAME



VERVE



STONE



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

AVAILABLE IN STANDARD RUNNING LINE

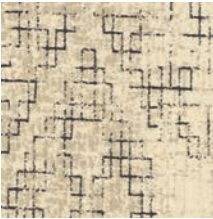
CARPET TILE

AVAILABLE AS STANDARD 24 X 24 CARPET TILE  
ON ECOWORX® BACKING.

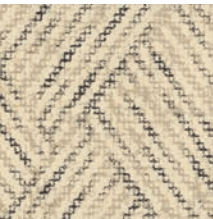
GRIT TILE



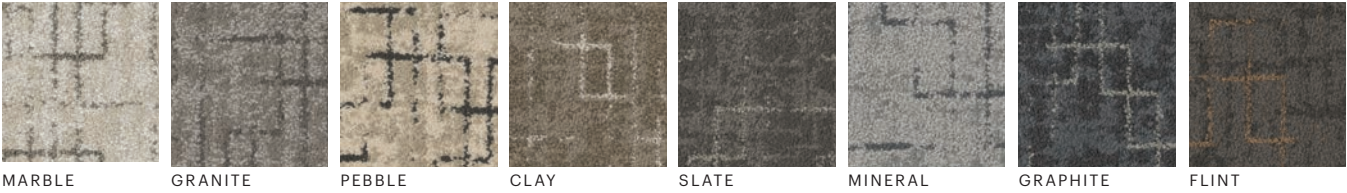
STONEWORK TILE



CHISEL TILE



COLORWAYS



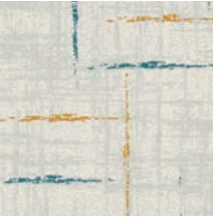
ZEST TILE



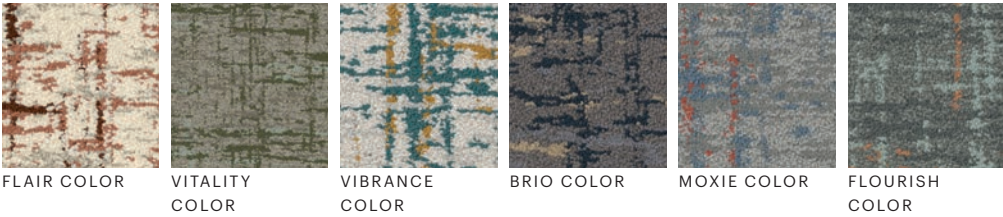
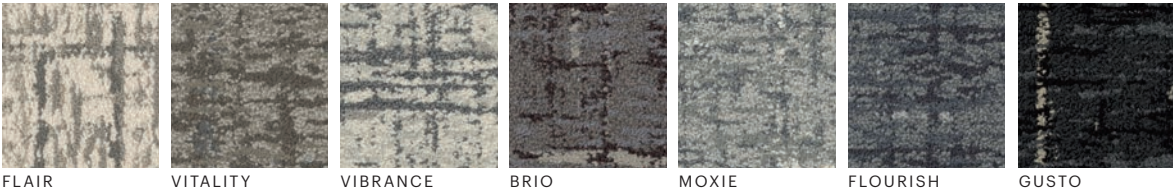
ZEAL TILE



SPARK TILE



COLORWAYS







## EXPLORE FOUNDRY

**A Myriad of Choices**—Designers can expand their vision of the *West Elm + Shaw Contract* collection by using our Foundry Custom Design Tool. Easily customize color and pattern to go beyond the collection portfolio and find inspiration in new patterns, selected to complement the styles of *West Elm + Shaw Contract* and expand the range of possibilities with non-standard products. Experiment with Foundry at [foundry.shawhospitality.com](https://foundry.shawhospitality.com)





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.

For more information about these attributes, contact your local Shaw Contract account manager, visit us at [shawcontract.com](http://shawcontract.com) or call 1.800.257.7429.

Material Health

We design and manufacture products to optimize human environments.



Cradle to Cradle Certified® Silver\*

West Elm + Shaw Contract carpet tiles and Ultraloc® broadloom 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 and Ultraloc® broadloom have an HPD, which is a transparent disclosure of product content and associated health information



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 complaint with the RED LIST of the Living Building Challenge.

Circular Economy

We practice a regenerative, closed-loop approach to sustainability.



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.

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

West Elm + Shaw Contract carpet tiles are carbon neutral and are manufactured in a carbon neutral manufacturing location.



Low Embodied Carbon\*

West Elm + Shaw Contract carpet tiles and Ultraloc® broadloom have a 3rd party verified EPD.



EcoSolution Q100™ Reduces Carbon

West Elm + Shaw Contract carpet tiles feature our EcoSolution Q100™ nylon fiber. 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.



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 (US) small or diverse suppliers who are capable of meeting our needs.

\*not applicable to rugs

SHOWROOM LOCATIONS

ATLANTA  
+1 404 853 7429

MELBOURNE  
+61 3 9939 8543

BANGALORE  
+080 6773 0202

MEXICO CITY  
+55 5010 7600

BEIJING  
+86 10 6568 588

NANTONG  
+86 400 800 7429

CHICAGO  
+1 312 467 1331

NEW YORK  
+1 212 953 7429

DALLAS  
+1 972 587 4548

PARIS  
+33 1 55 27 39 07

DUBAI  
+971 4 313 2496

SAN FRANCISCO  
+1 415 955 1920

HONG KONG  
+852 2623 0371

SANTIAGO  
+562 2431 5000 X 550

MIAMI  
+1 305 827 5912

SHANGHAI  
+86 21 3338 4000

LONDON  
+44 207 961 4120

SINGAPORE  
+65 6733 1811

LOS ANGELES  
+1 800 233 1614

SYDNEY  
+61 2 8065 1901

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the *feeling of home* wherever you are.



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hospitality