











softness and color inspired by nature











# WHAT'S INCLUDED IN THIS E BOOK:

- I. Why Soft? Why now?
- 2. Introduction to the Caress Collection
- 3. Color and softness inspired by nature
- 4. Care and Maintenance (Vacuum segments)
- 5. Display
- 6. Benefits for the consumers and RSAs
- 7. National Advertising (see the commercials)
- 8. In store support material: Consumer Brochure, Warranty Brochure, Closing kit



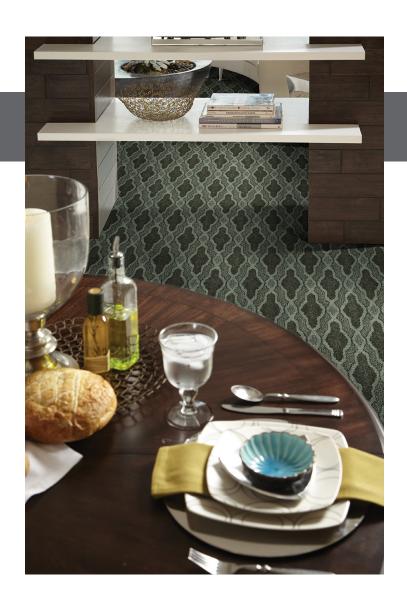
# A SOFT REVOLUTION!

It's here! And it's big. Consumers have demonstrated they want soft and we are ready to deliver!

### WHY SOFT? AND WHY NOW?

The demand from consumers is THERE!

We've seen sales on our own softer products skyrocket over the past 24 months nationwide prompting our design teams and innovative thought leaders to push the envelope creating **our softest collection of carpet....ever!** 





### INTRODUCING CARESS BY SHAW FLOORS

### Softness and color inspired by nature.

Shaw's design team searched the world over for color and softness noting global trends in both that influenced the development of this collection.

This collection is home to:

- State-of -the -art fiber technology that merges softness and fashion.
- A bank of 50 colors inspired by mother natures flawless color palette
- 27 gorgeous styles





### A BREAKTHROUGH IN SOFT FIBER TECHNOLOGY

Caress by Shaw Floors achieves an ideal balance of softness, resiliency and durability. Products in this collection undergo rigorous testing to ensure that performance lives up to the promise.

Proper care and maintenance for Caress products is required. Because the fibers are so soft and plush, the total surface density is much higher this translates into a more complete seal for the vacuum head, increasing suction on the face of the carpet, so consumers will need to choose a vacuum wisely.

We have tested most vacuums sold in North America today and have compiled a complete list of recommendations in our our *Caress Care and Maintenance guide*. This will be auto shipped to your location as soon as possible.

There is also a DVD loop available on proper care and maintenance should anyone want a copy for their store.

A carpet's attractive appearance can be easily extended by the type of care and maintenance given to it over its lifetime. Vacuuming is an essential type of regular care for carpets, and should be done frequently enough to reduce dirt accumulation. Most dirt, even dust, is in the form of hard particles, and these particles themselves are sharp, hard minerals that abrade the soft fibers when allowed to remain in the carpet. How frequently you should vacuum depends on the amount of foot traffic and household soil to which your carpet is exposed; more use means more frequent vacuuming.

What kind of vacuum cleaner should you use? Given the wide variety of fiber types and carpet constructions offered today, a vacuum that is suitable for some carpets might not be a good choice for others. Proper matching of the vacuum with the carpet is as much a factor in the care of your carpet as it is with the performance of the vacuuming operation. A good vacuum will be both simple and effortless in operation, and also gentle enough to handle the ultra-soft fibers in Caress by Shaw products.







# SHOULD I REALLY SELL A PRODUCT JUST BECAUSE IT'S SOFT?

### YES. It benefits everybody!

| Benefit to you (the Retail Sales Associate)   | Benefit to the consumer  |
|---|--|
| Special incentives throughout the year tied to our Caress Collection. For example, During the Spring Sale RSAs have a chance to earn upto 5000 bonus point through shawcts.com. | Up to \$500 off their next purchase of Caress Carpet, plus a up to \$500 offer for their friends and family.   |
| Nationally advertised products where top prospects are watching! ( HGTV, DIY network, food network and travel channel to name a few)  | Color and softness inspired by nature colors and styles that will make their home even warmer and more inviting.   |
| SOFT and gorgeous products they will LOVE!  | All carpets included in the Caress collection are enhanced with Shaw's patented <u>R2X stain and soil resistance system</u> so they can relax knowing if there is a spill, their carpet will repel the liquid giving them time to clean it up. |
| Product that speaks for itself: Tell her to run her hands through the top swatch and she'll be 90% sold!  | The Caress collection includes softbac® which makes her carpet feel even better under foot   |
| and she ii de 70/6 sold:  | All products included in the Caress collection are cradle-to-cradle™ certified meaning they are designed to be recycled again and again so they can feel good knowing they made a good decision for our planet.                                |



# NATIONAL ADVERTISING

# Did you say national advertising about a collection not a promotion???? YES

All the softness you love, now in your carpet. Of course we wrapped our *Spring promotion* around Caress too.



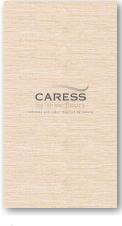


### IN STORE SUPPORT MATERIAL

You will soon receive a package loaded with consumer facing material. Including:

- I pack of 24 consumer brochures
- 2 packs of 24 closing kits that include a coupon voucher good toward next purchase, a friends and family coupon, our care and maintenance vacuum brochure
- 2 packs of 24 Caress Warranty brochures (shipping separately)













# CONSUMER BROCHURE





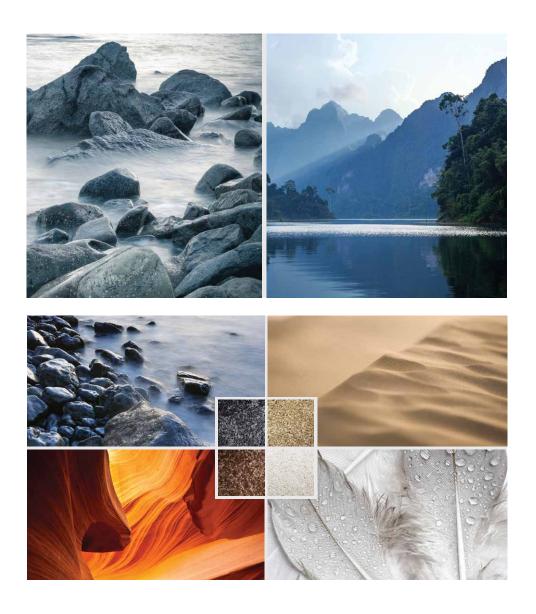


... Now in your carpet



#### INSPIRED BY NATURE

Mother Nature has showered the earth with brilliant colors in a myriad of tones, tints and hues. The beauty of her color palette is all around us, from the Amalfi coast and Mediterranean waterscapes to the landscapes of the Swiss Alps and Western Painted Desert. Her paintbrush has dressed the stage for our memories since the dawn of time.



#### 50 COLORS FROM NATURE'S MOST TREASURED COLOR PALETTES

stirred to create spaces that feel natural shades offering essential neutrals, and evoke emotion based on colorations atmospheric blues, verdant greens, quiet found in nature from all over the world. grays and earthy browns. Mimicking Timeless, and always beautiful, nature's nature's flawless palette, the color line palette has inspired our Caress color

Designers for centuries have long been line. You'll find a rich variety of 50 is as enchanting as it is striking.

#### THIS UNIQUE COLLECTION WILL FOREVER ALTER YOUR PERCEPTION OF SOFTNESS UNDERFOOT

Traveling the world for inspiration, our Shaw team has noted a trend in homes and interior design where mainstays like bedding, rugs and furniture are all going "soft," using natural resources as materials. This inspired a different way of thinking about flooring, resulting in the creation of our ultra-soft Caress products.

Desire for softness, comfort and warmth is not new but is instead timeless. Our ancestors have looked to natural fleeces and furs as a standard for softness. Likewise, we searched for the softest natural fibers around the world as inspiration for Caress, reflecting on images of sheep, alpacas, rabbits and other soft furry creatures to help create the colors and textures of the collection.





#### CARESS: A COLLECTION FULL OF ASSURANCE

From color inspiration through soft of products worthy of your home, but we be able to color match against other know that's not all you're looking for. Flooring is an investment that will be the stage where your life happens over the next few years, so you definitely want to make a good decision.

The shopping experience with the Caress collection is designed to be easy. In store you'll find 50 colors in a variety of styles in various weights and

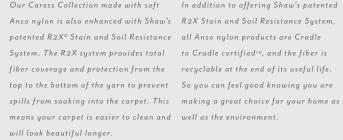
textures. Choose your color and style fiber innovation, we've built a collection and ask for a take-home swatch. You'll design elements like furniture, paint and wall coverings.

> The entire Caress collection is made with soft Anso® nylon. For more than 40 years, families just like yours have trusted carpets made with Anso nylon to stand up to their busy lifestyles. With more than 1 billion yards sold, it's a proven name you can trust.



#### THE CARESS COLLECTION IS COVERED





In addition to offering Shaw's patented







Cradle to Cradle Certified<sup>CM</sup> is a certification mark of MBDC Lifetime Disclaimer: Lifetime warranties are limited and based on the life of the product. For more details, please see warranty brochure available where products are sold.

#### ANSO NYLON WARRANTIES INCLUDE:

- · Lifetime\* stain and soil warranties, including pet stains\*\*
- 20-year warranties covering texture retention, abrasive wear, Quality Assurance, Softbac® Backing and a 30-day Customer Satisfaction Guarantee all to ensure your satisfaction
- \* All Anso nylon warranties are non prorated, transferable to the new home owner should you have to move, and labor inclusive, should the worst happen we'll pay reasonable labor to have replacement carpet installed.
- \*\* Pet urine included. All other pet stains excluded.





#### AFTER-PURCHASE SUPPORT

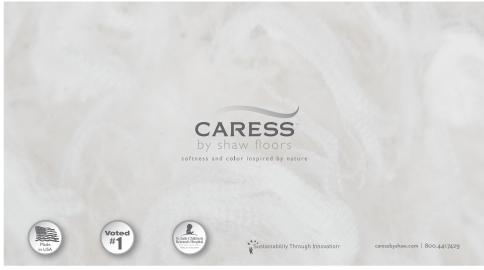
As you make this investment in your home, you can be assured that we will be there through every phase of your flooring experience.

The Caress Care line is available by phone at 800.441.7429 or on caressbyshaw.com.

Offering a quick response in emergency situations, carpet care technicians boast

a 97% success rate with solving stain and soil related problems on the first call. This service is provided free of charge in both English and Spanish. In addition, you can search hundreds of spills and stains online at shawfloors.com/staincenter or download our iPhone app through the app store and always have spot removal instructions at your fingertips.





### CARE AND MAINTENANCE BROCHURE





### What is unique about Caress by Shaw that requires special vacuuming considerations?

Caress by Shaw fibers are the latest in advanced extrusion technology that make these extraordinarily soft carpets possible. Because the fibers are so soft and plush, the total surface density is much higher. This density translates to a more complete seal for a vacuum cleaner head, increasing suction at the point of contact with the carpet surface. The farther the vacuum head sinks into the carpet, the greater the suction and difficulty in maneuvering

The ultra-soft fibers of Caress by Shaw also require a gentler cleaning action so as to avoid unnecessary wear. Be aware that some vacuums have overly aggressive action which may damage the surface of your carpet.



The Panasonic MC-CG523, pictured above, features an adjustable height



high and low speed selector on the

### What makes a vacuum a good fit for Caress by Shaw carpet?

Through extensive research and testing, Shaw has determined the factors identifying vacuum cleaners that work most effectively on these luxurious, plush carpets. These vacuums share a number of the following characteristics:

Adjustable height brush roll: A manual height adjustment allows the user to accurately set the height of the brushing action to the proper level for both better cleaning and mobility.

**Light weight:** A lighter weight vacuum will exert less weight in hand, will not sink as deeply into the carpet's surface, and will thus be easier to maneuver.

Adequate wheel size: A large enough wheel size will help the vacuuming head stay at the proper height and not sink into the face fibers.

Adjustable motor speed: An adjustable motor will often times lower the speed of the brush roll, allowing both easier operation as well as gentler cleaning on the carnet fibers.



The Oreck Magnesium has extra-large wheels to maintain proper

### CARE AND MAINTENANCE BROCHURE CONT.

Optional brush roll control: On loop products, it is recommended to disengage the brush roll action on vacuums with this feature to avoid excessive damage to the fibers. For ultra-high pile carpets, it may also be necessary to disengage the brush roll as the long fibers may entangle in the brush roll, causing damage to both the carpet and the vacuum.



The Hoover Wind Tunnel Max UH70600 features a "Suction Only" mode for optional brush mil control

### Will I need to purchase a new vacuum for use on my carpet?

Many vacuum cleaners perform well on Caress by Shaw products, so it's possible that you already own such a model. To verify that your vacuum will work well, test it in an inconspicuous area, such as a closet, or on a scrap piece left over from the installation. If the vacuum has any of the features mentioned above, use them as recommended and see if the machine moves easily across the carpet's surface. Examine the test area carefully to determine if any abrasion of the fibers has occurred. If the vacuum can be maneuvered easily and no abrasive damage is seen, sprinled some dry full or or other small pieces of debris and see if they are efficiently removed by your

Of course, a quality vacuum cleaner that works effectively on Caress by Shaw styles will only benefit you by extending the life of your carpet by keeping it looking newer, longer. Shaw has compiled a list of recommended vacuum cleaners to fit any budget, and use of such cleaners is highly recommended.

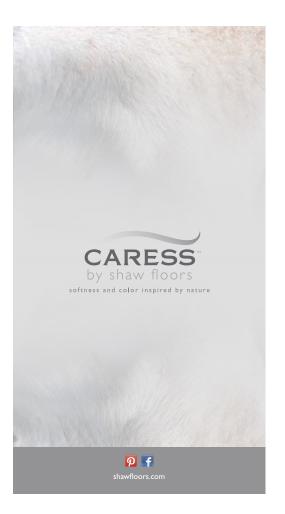


#### Which vacuum models are recommended by Shaw?

Shaw has conducted extensive testing as well as coordinated with vacuum manufacturers to develop a list of appropriate vacuum cleaners for use with Caress by Shaw products. These vacuums have been shown to be easy to use and have proven to be gentle enough in operation for the most luxurious of plush carpets. For more information, contact the Shaw Information Center at 1–800-441-7429. For specific product information, contact the manufacturer directly with the numbers provided below.

| Bissell            | 800-237-7691 | Bissell.com                       |
|--------------------|--------------|-----------------------------------|
| Hoover             | 800-944-9200 | Hoover.com                        |
| Dirt Devil (Royal) | 800-321-1134 | DirtDevil.com                     |
| Electrolux         | 800-896-9756 | smallappliances.ElectroluxUSA.com |
| Eureka             | 800-896-9756 | Eureka.com                        |
| Kenmore            | 888-536-6673 | Kenmore.com                       |
| reck               | 800-989-3535 | Oreck.com                         |
| nasonic            | 800-211-7262 | Panasonic.com                     |

| Manufacturer | Model                                     | Туре             | Height<br>Adjustment | Lightweight | Brush roll Control | LargeWheels |
|--------------|---|------------------|----------------------|-------------|--------------------|-------------|
| Bissell      | Powerforce 71Y7-W                         | Upright Bagged   | 5 Level              |             |                    |             |
| Dirt Devil   | Windtunnel UD70115                        | Upright Bagless  | 5 Level              |             |                    |             |
| Eureka       | Airspeed ASS203A                          | Upright Bagless  | 4 Level              |             |                    |             |
| Hoover       | Nano UH70120                              | Upright Bagless  | Self Adjusting       |             | ٠                  | П           |
| Bissell      | Total Floors Pet 61C5W                    | Upright Bagless  | 7 Level              |             | ٠                  |             |
| Hoover       | Whole House UH71214                       | Upright Bagless  | 5 Level              |             |                    |             |
| Hoover       | Windtunnel Plus UH70205                   | Upright Bagless  | 5 Level              |             | ٠                  |             |
| Hoover       | Windtunnel UH5780-950                     | Upright Bagless  | 5 Level              |             |                    |             |
| Hoover       | Windtunnel UH70120                        | Upright Bagless  | 5 Level              |             |                    |             |
| Bissell      | Healthy Home Vacuum 16N5                  | Upright Bagless  | 7 Level              |             | ٠                  |             |
| Bissell      | Heavy Duty Vacuum 50C9, 93Z6              | Upright Bagless  | 7 Level              |             |                    |             |
| Bissell      | Lift-Off Multi Cyclonic Vacuum 89Q9, 18Z6 | Upright Bagless  | 7 Level              |             |                    |             |
| Bissell      | Total Floors Complete 52C2                | Upright Bagless  | 7 Level              |             | ٠                  | ٠           |
| Hoover       | Windtunnel Max UH70600                    | Upright Bagless  | 7 Level              |             |                    |             |
| Kenmore      | Progressive Canister 21514                | Canister Bagged  | 4 Level              |             | ٠                  |             |
| Kenmore      | Progressive Canister 21614                | Canister Bagged  | 4 Level              |             |                    |             |
| Panasonic    | MC-CG917 Canister                         | Canister Bagged  | 4 Level              |             |                    |             |
| Panasonic    | MC-UG725                                  | Upright Bagged   | Self Adjusting       |             |                    |             |
| Electrolux   | Precision EL8807A                         | Upright Bagless  | 3 Level              |             | ٠                  | ٠           |
| Hoover       | Canister S3855                            | Canister Bagless | 4 Level              |             | ٠                  |             |
| Kenmore      | Progressive Canister 21714                | Canister Bagged  | 4 Level              | ٠           | ٠                  |             |
| Oreck        | Magnesium LW100                           | Upright Bagged   | Floating Head        |             |                    | ٠           |
| Oreck        | Magnesium RS LW100                        | Upright Bagged   | Floating Head        | ٠           | Г                  | ٠           |
| Oreck        | Quest Pro                                 | Canister Bagged  | 6 Level              |             | ٠                  |             |
| Panasonic    | MC-GG523                                  | Upright Bagged   | 4 Level              |             |                    | ٠           |
| Panasonic    | MC-UG727                                  | Upright Bagged   | Self Adjusting       |             |                    |             |
| Panasonic    | MC-UG729                                  | Upright Bagged   | Self Adjusting       |             |                    |             |
|              |   |                  |                      |             |                    |             |



### WARRANTY BROCHURE





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Like any fine fabric, Caress by Shaw Floors products require proper care, and this booklet provides guidelines on keeping your carpet looking its best for years to come. Please read these guidelines carefully, particularly in regard to the vacuum instructions, because some types of vacuums can damage certain carpet styles. The care you give your carpet will protect your investment.



#### PREVENTIVE MAINTENANCE

#### Prevention

Keep the dirt/soil out. Use walk-off mats at entrances and other areas to keep outside dirt and moisture from being tracked onto the carpet. Clean mats frequently. Keep your sidewalks and entrances free of excessive dirt.

#### Vacuum frequently

The best way to reduce dirt accumulation and prolong the life of your carpet is to vacuum regularly. Most dirt, even dust, is in the form of hard particles. When left in the carpet, these gritty, sharp particles abrade the pile as effectively as sandpaper:

How frequently should you vacuum and what kind of vacuum cleaner should you use? The frequency depends on the amount of foot traffic and household soil to which your carpet is exposed; more use means more frequent vacuuming.

Be aware that some vacuums have overly aggressive action which may damage the surface of your carpet. An inexpensive, less efficient vacuum can remove surface dirt but will not effectively remove the hidden particles embedded in the pile.

# Special Note On Vacuum Selection for Caress by Shaw Floors Carpets:

Most vacuums are not designed to work perfectly with all types of carpet. Caress by Shaw Floors luxurious, soft products require a vacuum that can be easily maneuvered across the thick surface. The operation of certain types of vacuums is impeded by the plush, ultra-soft surface, and the machine cannot be easily pushed across the carpet. See our booklet, "Caress by Shaw Floors—Care and Maintenance Recommendations," for detailed information on vacuum characteristics and a list of recommended vacuum models.

#### **SPOTS & SPILLS**

Prompt attention to spots and spills is essential. Some spilled materials will stain or discolor carpet if not removed promptly. Other spills can leave a sticky residue that may result in increased soiling if not removed.

### GENERAL STAIN REMOVAL INSTRUCTIONS

No carpet is stain proof, although many are stain resistant, which allows time for removal.



**Scrape:** Remove as much of food spills as possible by scraping gently with a spoon or dull knife.



**Absorb:** Absorb wet spills as quickly as possible by blotting repeatedly with white paper or cloth towels.



Blot: Always blot; never rub or scrub abrasively, as a fuzzy area may result. When blotting, work from the outer edge in toward the center of the spot to avoid spreading the spill.



**Rinse:** Always follow up with water to remove detergent residue that may become sticky and cause rapid resoiling.



Weight: Remove remaining moisture by placing several layers of white towels over the spot and weigh them down with a heavy object that will not transfer color, such as a plastic jug of water.

### STAIN REMOVAL & CLEANING SOLUTIONS

#### Spot removers:

Shaw's R2X® Stain & Soil Remover is recommended for all types of spot cleaning and is available from your floor covering retailer or through shawfloors.com. It is approved under the Carpet and Rug Institute's (CRI) Seal of Approval certification. Additional cleaning products in the CRI certification program are listed at www.carpet-rug.org. Do not use any household cleaners other than those listed in this program, since many household products contain chemicals that may permanently damage your carpet.

If one of the recommended products is not readily available you may use the guidelines below:

#### Cleaning solutions:



**Detergent:** Mix 1/4 teaspoon clear hand dish-washing detergent with one cup warm, not hot, water. Use a clear, non-bleach liquid dishwashing detergent such as Dawn, Joy, or clear Ivory.

#### Hydrogen Peroxide/Ammonia:



Mix I/2 cup hydrogen peroxide (3% solution available in drug stores) with one teaspoon undiluted, unscented, clear (nonsudsy) household ammonia. Use within two hours of mixing.



**Vinegar:** I part white vinegar to one part water.



**Ammonia:** One tablespoon to one cup water.



**Solvent:** Liquid, non-oily, non-caustic type sold for spot removal from garments. Use products for grease, oil, and tar removal such as Carbona and Afta. Do not apply directly to carpet to prevent carpet damage. (See Procedure A)

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#### STAIN REMOVAL PROCEDURES

The following chart lists the most common household stains and the procedure used to remove them. If using more than one procedure, allow to dry in-between.

| Beer                     | В    | Ink-India, Marking Pen | A, M |
|--------------------------|------|------------------------|------|
| Berries                  | М    | Kool-Aid               | М    |
| Blood                    | М    | Lemonade               | М    |
| Butter                   | Α    | Makeup                 | A, B |
| Candle Wax               | O, A | Mayonnaise             | В    |
| Candy (sugar)            | В    | Mercurochrome          | М    |
| Catsup                   | М    | Merthiolate            | М    |
| Chewing Gum              | G, A | Milk                   | В    |
| Chocolate                | В    | Mixed Drinks (liquors) | М    |
| Chalk                    | Р    | Mud (dried)            | P, B |
| Coffee                   | М    | Mustard                | М    |
| Cooking Oil              | A, B | Nail Polish            | L    |
| Crayon                   | A, B | Paint-Latex            | В    |
| Dirt or Clay             | P, B | Paint-Oil              | Α    |
| Dyes (Blue, Black, etc.) | М    | Pet Food               | М    |
| Excrement                | В    | Shoe Polish            | A, M |
| Fruit Juice/Drinks       | М    | Soft Drinks            | М    |
| Furniture Polish         | Α    | Tar                    | Α    |
| Grease-Food              | A, B | Tea                    | М    |
| Grease-Auto              | Α    | Urine                  | D, M |
| Glue-White               | В    | Vomit                  | B, M |
| Glue-Hobby               | A, L | Wine                   | B, M |
| Ice Cream                | В    | Unknown                | A, B |
| Ink-Ball Point Pen       | Α    |                        |      |

The stain removal procedures recommended here are provided to assist in maintaining your carpet and reflect the best information available.

Remember, no carpet is stain proof.

WARNING: Certain products found in most homes can cause irreparable damage to your carpet. Bleaches, tile cleaners, mildew removers, oven cleaners, drain openers, pesticides, and some plant foods can have strong chemicals which discolor or dissolve carpet fibers. Acne medications containing benzoyl peroxide, a very powerful bleach, are capable of permanently damaging your carpet and most other fabrics as well.

**Reminder:** Always follow up with water to remove detergent residue that may become sticky and cause rapid resoiling.

#### STAIN REMOVAL PROCEDURES

**Procedure A:** Apply solvent to dry towel/cloth. Blot, don't rub. Repeat application as above. Blot, don't rub. Follow with Procedure B.

**Procedure B:** Scrape or blot up excess spill. Apply detergent (see "Cleaning Solutions"), use damp towel. Blot, don't rub. Apply water with damp towel. Blot; finish with weighted pad of towels.

**Procedure D:** Scrape or blot up excess spill. Apply detergent (see "Cleaning Solutions"), use damp towel. Blot, don't rub. Apply ammonia (see "Cleaning Solutions"), use damp towel. Blot, don't rub. Apply white vinegar (undiluted), only after stain is removed. Apply water rinse with a damp towel. Blot, finish with weighted pad of towels.

**Procedure G:** Scrape or blot up excess spill. Freeze with ice cubes. Shatter with blunt object such as back of spoon. Remove chips before they melt.

Procedure L: Apply solvent remover (non-oily acetone type) to a white, cotton towel and apply to spill. Do not saturate carpet. Pick up softened material using a clean, white paper towel, push toward center of the spot (to avoid spreading material). Repeat above, soften and carefully remove a layer of the material each time. Haste may spread the stain and/or damage the carpet. Follow with Procedure B.

Procedure M: Apply detergent solution (see "Cleaning Solutions") to white towel, leave 3-5 minutes. Blot, don't rub. If stain is removed, finish with a water rinse, then blot, then apply a pad of weighted paper towels. If stain is not removed, continue as follows: Apply hydrogen peroxide solution (see "Cleaning Solutions"), let stand 2-3 hours under a weighted sheet of plastic wrap. Repeat application of hydrogen peroxide and allow to dry until removal is complete. Apply white vinegar only after stain is removed.

Apply water with damp towel. Blot and dry with weighted pad of paper towels.

Procedure O: Scrape off excess material. Cover with white cotton towel or brown paper. Lightly apply warm iron to towel or paper until material is absorbed. Be sure towel is large enough to cover the stained area. Never touch the iron directly onto the carpet, as the fiber may melt! Change towel or rotate same towel to a clean area and repeat until all material is absorbed.

**Procedure P:** Vacuum as much as possible. Loosen remaining material by tapping with a scrub brush or toothbrush. Tap with brush, do not scrub. Vacuum again. Follow with procedure "B".

#### Clean Most Frequently Used Areas More Often

The most frequently used areas of your carpet—entrances, doorways, traffic lanes, seating areas, etc. will collect dirt much faster than other areas. By cleaning these areas when they first show signs of soiling you can prevent the dirt from spreading to the rest of the carpeted areas of the house.







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#### PROFESSIONAL CLEANING

Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Shaw recommends only hot water extraction, utilizing carpet cleaning products, equipment, and systems certified through the Carpet and Rug Institute's Seal of Approval Program. These products are listed at www.carpet-rug.org. Warning: Non-approved cleaning products and topical treatments, applied by you or by a professional carpet cleaner, may result in damage to your carpet that will not be covered by your warranty.

Shaw recommends that professional service be performed by an IICRC certified firm. Locate a professional cleaner through the Institute of Inspection, Cleaning and Restoration Certification (IICRC) at 1-800-835-4624 or www.iicrc.org. Cleaning by other professional services may result in damage that will not be covered by your warranty.

#### Do-it-yourself systems

If you decide to rent a steam cleaning machine and do it yourself, remember recommended carpet cleaning equipment and cleaning products should have certification in the CRI Seal of Approval Programs (www.carpet-rug.org).

### NOMINAL CHANGES IN CARPET APPEARANCE

#### Shading/Vacuum Cleaner Marks

Shading is normal in luxurious, cut pile carpet constructions, such as velvets or saxonies. This visual effect is a result of light reflecting differently from the tips of the carpet tufts versus the sides of the tufts. It is an aesthetic quality built into the carpet design and not considered a defect.

#### Seams

Reputable carpet stores use qualified installers who know how to minimize the appearance of seams. Seams may be slightly more apparent with a loop pile carpet than with a cut pile carpet.

#### Footprints

Most deep, cut pile carpets will show shoe or foot impressions. If you find this objectionable, a low pile carpet with a denser construction can help minimize this condition. Textured saxonies and frieze constructions are ideal for minimizing the appearance of footprints.

#### Indentations

Shift the location of furniture from time to time. Brush the dented area or use a grooming tool or fork to gently loosen or stand the crushed tufts upward. Holding a steam iron several inches above the carpet surface, steam the indented area lightly and brush the tufts upward with your fingertips. Do not let the iron touch the carpet!

#### Tip Bloom

Over time, day-to-day foot-traffic can cause the tips of cut pile carpet tufts to untwist and splay open, or "bloom". This is a normal occurrence. Look for carpet styles with dense pile and tightly twisted tufts to minimize the likelihood of excessive tip bloom.

## NOMINAL CHANGES IN CARPET APPEARANCE (continued)

#### Crushing

Crushing is the compression of the carpet tufts. Heavy foot traffic and furniture indentations can crush the surface pile of the carpet. Use a vacuum with a beater bar unit and/or your fingers to lift and groom the pile. It may take several days for the pile to "recover" or fill in. To minimize crushing, select a dense, low pile carpet construction with tightly twisted tufts.

#### Matting

Matting is the physical entanglement of the fibers on the surface of the carpet. Many factors can contribute to matting. For example, tip bloom, foreign (abrasive) material, residue from spills, or unrinsed carpet shampoos can result in fiber entanglement and matting. Runners or walk-off mats can rub the surface pile of your carpet and promote untwisting of the tufts and also accelerate "matting". Proper maintenance is the key to reducing matting problems. Remember to vacuum regularly!

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### CARESS™ BY SHAW FLOORS RESIDENTIAL LIMITED WARRANTIES

The following details the residential limited warranties issued by Shaw Industries, Inc. ("Shaw") for all Caress™ by Shaw Anso® residential carpets.

#### A. Who is covered:

These warranties protect you, the original purchaser, if you have purchased a Caress by Shaw Floors carpet for your own residential use in an owner-occupied residence. These warranties are transferable providing both parties can supply proof of purchase and proof of proper maintenance.

### B. What these residential limited warranties cover:

Subject to Shaw's General Warranty Terms and Conditions, the following outlines the warranty coverage of your Caress by Shaw Floors residential limited warranties. All Caress by Shaw Floors warranties are non-prorated and include reasonable labor for installation.

#### 1. Limited Lifetime Stain Warranty

Shaw warrants that your Caress by Shaw Floors carpet will remain stain resistant to most household food and beverage substances from the date of the original installation in an owner-occupied residence in a proper indoor installation for as long as you own your carpet. Caress by Shaw Floors carpets are treated with Shaw's R2X® Stain and Soil Resistance for enhanced protection. This warranty coverage runs from the date your carpet is installed for as long as you own it.

#### Exclusions

This Limited Lifetime Stain Warranty specifically excludes stains from substances such as bleaches, caustic chemicals, insecticides, paints, shoe polish, lipstick, plant food, iodine, very strong dyes, acids, feces, oil-based substances, and vomit.

#### 2. Limited Lifetime Pet Urine Stain Warranty

Shaw warrants that your Caress by Shaw Floors carpet will resist staining caused by pet urine stains. Stain resistance means the ability of your carpet pile to resist (i.e., minimize or withstand) permanent stains for as long as you own your carpet.

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#### CARESS™ BY SHAW FLOORTS RESIDENTIAL LIMITED WARRANTIES

continued,

#### Exclusions

This warranty excludes any urine stain other than pet. Pet feces and vomit are excluded. Odor resulting from the covered pet urine stain is excluded. Wicking may occur requiring the pet urine area to be cleaned more than once. If above-mentioned stains are saturated and result in wicking, these stains will release with additional re-cleaning. Wicking is defined as a reappearance of previously cleaned stains due to liquid remaining in carpet backing or padding.

Cleaning of the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.

PLEASE NOTE: NO CARPET IS ABSOLUTELY STAIN PROOF. While your Shaw carpet is inherently stain resistant, some staining may still occur; especially over time and in high-traffic areas. These carpets will enhance your ability to clean up stains, not prevent stains. Depending on the type of substance causing the stain, removal may require substantial repeated cleanings, and some stains may not be removable.

Shaw may, at its sole option, elect to have the affected area of the carpet cleaned professionally.

#### 3. Limited Lifetime Soil Warranty

Shaw warrants that Caress by Shaw Floors carpets will resist soiling by most common household soil. If you properly maintain your carpet, soil will clean up more thoroughly, and less residue will remain on your carpet. This warranty coverage runs from the date your carpet is installed for as long as you own it.

Soil resistance means the ability of your carpet to resist (i.e. minimize or withstand) retention of the common dry dirt normally associated with carpet. Keep in mind, light-colored carpets will show soiling more than darker colors and will require more frequent maintenance to retain their appearance.

These warranties also specifically exclude: any carpet which has been treated after installation with any silicone-based anti-soil treatments; any carpet in any nonresidential use; any carpet subjected to abnormal abuse; any carpet exposed to very hot substances or other abusive conditions; damage due to the

application of improper cleaning agents; deterioration in appearance not related to staining of pile fibers. Failure to follow recommended carpet care and cleaning instructions described in this booklet may result in damage to your carpet that will not be covered by your warranty.

Cleaning of the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.

#### 4. Limited 20-Year Texture Retention Warranty

Shaw warrants that your Caress by Shaw Floors carpet will not exhibit significant twist loss or loss of texture from foot traffic for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of a suitable pad meeting FHA/HUD requirements, following the Carpet & Rug Institute Installation Standard effective October 1, 2009. (Note: Shaw Industries recommends a pad with a maximum thickness of 7/16 for optimum performance.) Consult your retailer for details.

#### Exclusions

Carpet installed outdoors or in areas subject to other than ordinary shoe traffic is excluded from this warranty. Carpet installed on stairs is also excluded from this warranty. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

(NOTE:The texture of any carpet will change to some degree in heavy traffic areas. Such conditions constitute normal wear and tear and are not covered by this warranty, which is intended to protect you from excessive appearance change.)

#### 5. Limited 20-Year Abrasive Wear Warranty

Shaw warrants that the surface pile of your Caress by Shaw Floors carpet will not abrasively wear away by more than 10% in any area of the carpet for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of a suitable pad meeting FHA/HUD requirements, following the Carpet & Rug Institute Installation Standard effective

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### CARESS™ BY SHAW FLOORS RESIDENTIAL LIMITED WARRANTIES

continued

October I, 2009. (Note: Shaw Industries recommends a pad with a maximum thickness of 7/16 for optimum performance.) Consult your retailer for details. Abrasive wear means fiber loss, and not changes in appearance such as crushing or matting.

#### Exclusions

Carpet installed outdoors or in areas subject to other than ordinary shoe traffic is excluded from this warranty. Carpet installed on stairs is also excluded from this warranty. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

#### 6. Limited 20-Year Quality Assurance Warranty

This warranty covers manufacturing defects that could occur in any Caress by Shaw Floors carpet for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. By manufacturing defect we mean any defect in material or workmanship.

Carpet must be correctly installed in a proper indoor installation using a pad that meets FHA/HUD requirements, following the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your retailer for details.

#### **Exclusions**

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Matting and crushing, or any change in appearance retention, are not manufacturing defects and are excluded from this warranty. For the purpose of this warranty, matting is defined as the physical entanglement of the fibers on the surface of the carpet. Crushing is defined as the loss of pile thickness due to foot traffic. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

Shaw will not provide credit for labor charges for appearance-related manufacturing defects that should have been detected before or during installation, such as missing tuffs, dye spots, tears, loose backing, etc.

#### 7. Limited 20-Year SoftBac® Platinum Warranty

Shaw warrants that your Caress by Shaw Floors carpet featuring SoftBac Platinum will remain free of wrinkles after installation for a period of twenty (20) years.

Carpet must be correctly installed in a proper indoor installation following the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your retailer for details.

#### **Exclusions**

Matting and crushing, or any change in appearance retention, are excluded from this warranty. For the purpose of this warranty, matting is defined as the physical entanglement of the fibers on the surface of the carpet. Crushing is defined as the loss of pile thickness due to foot traffic. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

### LIMITATIONS ON YOUR SHAW WARRANTIES

First quality products: Warranties are not applicable to carpet sold as second quality or used, or carpet sold at discontinued pricing or inventory sold as excess (discounted).

Improper installation: Improper installation can cause problems with your carpet. To ensure proper installation, your carpet should be installed in accordance with the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your floor covering retailer for details. We are not responsible for any defects caused by improper installation. Examples are wrinkling due to insufficient stretch, loss of tufts due to improper seaming, and/or damage to the backing system.

Improper maintenance or inadequate care: Your carpet requires routine maintenance. Please follow the recommendations described in this booklet. We are not responsible for damage to your carpet caused by improper maintenance or inadequate care.

Accidents, abuse, or abnormal wear: Your Shaw warranties do not cover damage resulting from accidents or abuse such as staining, soiling, burning, flooding, cutting, and damage caused by pets. Staining from common household food and beverage substances is covered under the Shaw stain warranties or similar warranty.

Pad failure: Deterioration of the padding can cause problems with your carpet. We are not responsible for any defects caused by failure of the carpet pad. Please see the pad manufacturer's warranty statement for more information. NOTE: Shaw recommends a pad with a thickness of 7/16" or less and minimum 6-lb. density for optimum performance. Firmer, thinner pads generally perform better.

Problems with moisture: Your Shaw warranties do not cover problems caused by wetting, flooding, or the persistence of excessive moisture. For immediate assistance, contact a certified water damage restoration specialist. The Institute of Inspection, Cleaning and Restoration Certification (IICRC) maintains a registry of trained, certified specialists: call 1-800-835-4624.

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Changes in carpet color: Your Shaw warranties do not cover changes in carpet color resulting from external causes, such as fading due to sunlight or spills of household chemicals and other non-food and non-beverage substances.

**Differences from samples:** Your Shaw warranties do not cover minor and normal differences between the color of the retail store sample and color of the actual carpet.

Replacement of discontinued carpet: If your carpet has been discontinued and replacement is necessary under the terms of your Shaw warranty, Shaw will offer a substitute carpet of comparable quality.

**Geographic locale:** These warranties apply only in the United States and Canada.

# Consequential or incidental damages: We exclude and will not pay consequential or incidental damages under these warranties.

By this we mean any loss, expense, or damage other than to the carpet itself that may result from a defect in the carpet.

# Implied warranties: No implied warranties, including warranties of merchantability and fitness for a particular purpose, extend beyond terms of the written shaw warranties.

By implied warranties we mean ones that the law presumes to have been given by the seller even though they aren't set out in writing.

PLEASE NOTE: Some states do not allow the exclusion or limitation of incidental or consequential damages, or limitations on how long an implied warranty lasts, so the above limitation or exclusion may not apply to you.

### YOU HAVE LEGAL RIGHTS UNDER THIS WARRANTY.

These warranties give you specific legal rights, and you may also have other rights which vary from state to state. Except for these rights, the remedies provided under these warranties state the limit of Shaw.

### HOMEOWNER OBLIGATIONS UNDER THE SHAW WARRANTIES

#### In order to maintain and protect your coverage under the terms of your Shaw warranties, you must do the following:

- Keep proof of purchase in the form of a bill, invoice, or statement from your Shaw retailer, showing the price you paid for the carpet, excluding pad and lahor.
- Install your carpet according to the guidelines outlined in the Carpet & Rug Institute Installation Standard effective October 1, 2009.

Professional Cleaning: Periodic professional cleaning of the overall carpet is highly recommended. The frequency of overall cleaning may vary depending on the level and type of traffic and the conditions to which your carpet is exposed. This may range from as little as 6 months to 24 months between cleanings. Your carpet should be properly cleaned at least once every 24 months to maintain its appearance and useful life.

Routine spot removal: Research has shown that many products sold for do-it-yourself spot removal clean poorly and their residues attract soil on the cleaned area rapidly afterward. The Carpet and Rug Institute's Seal of Approval program tests and certifies products that meet stringent standards and thus clean effectively, without damage to your carpet.

### HOW TO FILE A CLAIM AND WHAT SHAW INDUSTRIES WILL DO IF YOU NEED WARRANTY SERVICE

If your Caress by Shaw Floors carpet does not perform according to our warranties, Shaw will repair or replace affected areas of your carpet that does not perform according to the respective warranty with comparable carpet. Shaw reserves the right to determine what comparable carpet is. Replacement will be at our cost, including reasonable labor for installation. We will cover only the actual cost of installing your carpet and no costs associated with customizing carpet (i.e., aesthetic inserts, sculpting, borders). Any charges for carpet disposal, new padding, or moving furniture, equipment, etc. are your responsibility. All Caress by Shaw Floors warranties are non-prorated.

PLEASE NOTE: Shaw reserves the right to repair the defective area in question if restoration is practical. In such cases, repair will be effected in lieu of carpet replacement, at the sole discretion of Shaw.

Shaw will not provide credit for labor charges for appearance-related manufacturing defects that should have been detected before or during installation, such as missing tufts, dye spots, tears, loose backing, etc.

Pile distortion or roll crush is a temporary, correctable problem which is not considered a manufacturing defect.

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### WARRANTY BROCHURE CONT.

HOW TO FILE A CLAIM AND WHAT SHAW INDUSTRIES WILL DO IF YOU NEED WARRANTY SERVICE (continued)

#### Warranty service

The Shaw Information Center provides information about proper installation and maintenance of your Shaw carpet. Much of this information is included in this booklet. If you have other questions, please feel free to write or call us.

If you think that there is a defect in your carpet that is covered by one of the Shaw warranties, you must notify the Shaw retailer who sold you the carpet. Your retailer will be able to file the claim with Shaw for you. If you are unable to contact your retailer or do not receive satisfaction, write:

Shaw Industries Financial Services P.O. Box 40 Mail Drop 026-04 Dalton, GA 30722-0040

Be sure to include a full description of the problem, photos if available, proof of purchase showing the price paid for the carpet excluding pad and labor, and proof of periodic cleaning by hot water extraction.



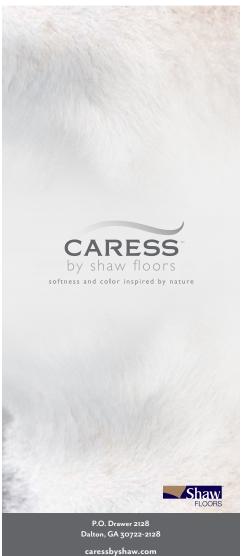
Download our iPhone app through the app store and always have spot removal instructions at your fingertips



#### How to contact the Shaw Information Center

.800.441.7429 or

www.shawfloors.com/customer-care/contact-us



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