



RCBC
EPR Workshop 2010
November 3, 2010

Sustainability Through Innovation™

- Committed to creating the most beautiful and sustainable flooring in the world
- Dedicated to helping create a better planet for our customers, our people and our communities
- Driven to continuously improve every aspect of our business
- Dedicated to the Cradle to CradleSM philosophy

THAT'S THE SHAW GREEN EDGE®





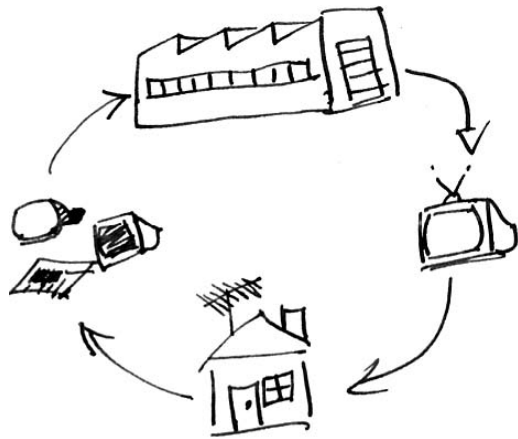
We realized WE had to do more.



Materials Recovery Management

- **Internal Waste Minimization**
 - Corporate goals, investments/resources and metrics in place and, part of Corporate wide performance scorecard
 - Four Shaw facilities have been recognized for the fifth consecutive year by the CalRecycle's Waste Reduction Awards Program (WRAP)
- **Landfill Waste Diversion**
 - Three Shaw Industries facilities are now zero landfill, Santa Fe Springs, CA (2) and Clemson, SC
- **PCC Material Utilization**
 - Full fledged Strategic Business Unit

Paradigm Shift in Markets

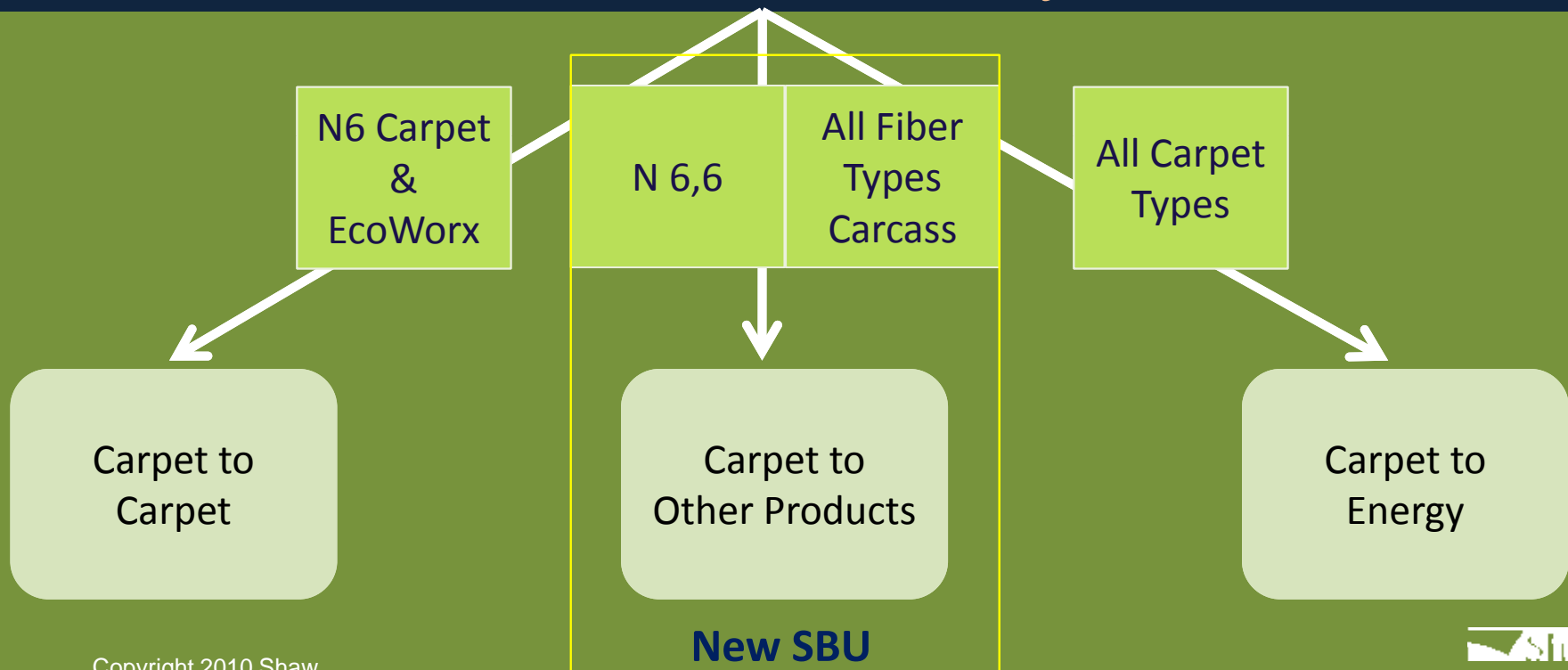


Old: Carpet is a disposable 'decorative' building material.

New: Carpet is an environmentally responsible choice that improves a space's design & indoor environment during the useful life; and then is a technical nutrient worth recycling at the end of use.



Innovations from Post Consumer Carpet Materials Recovery

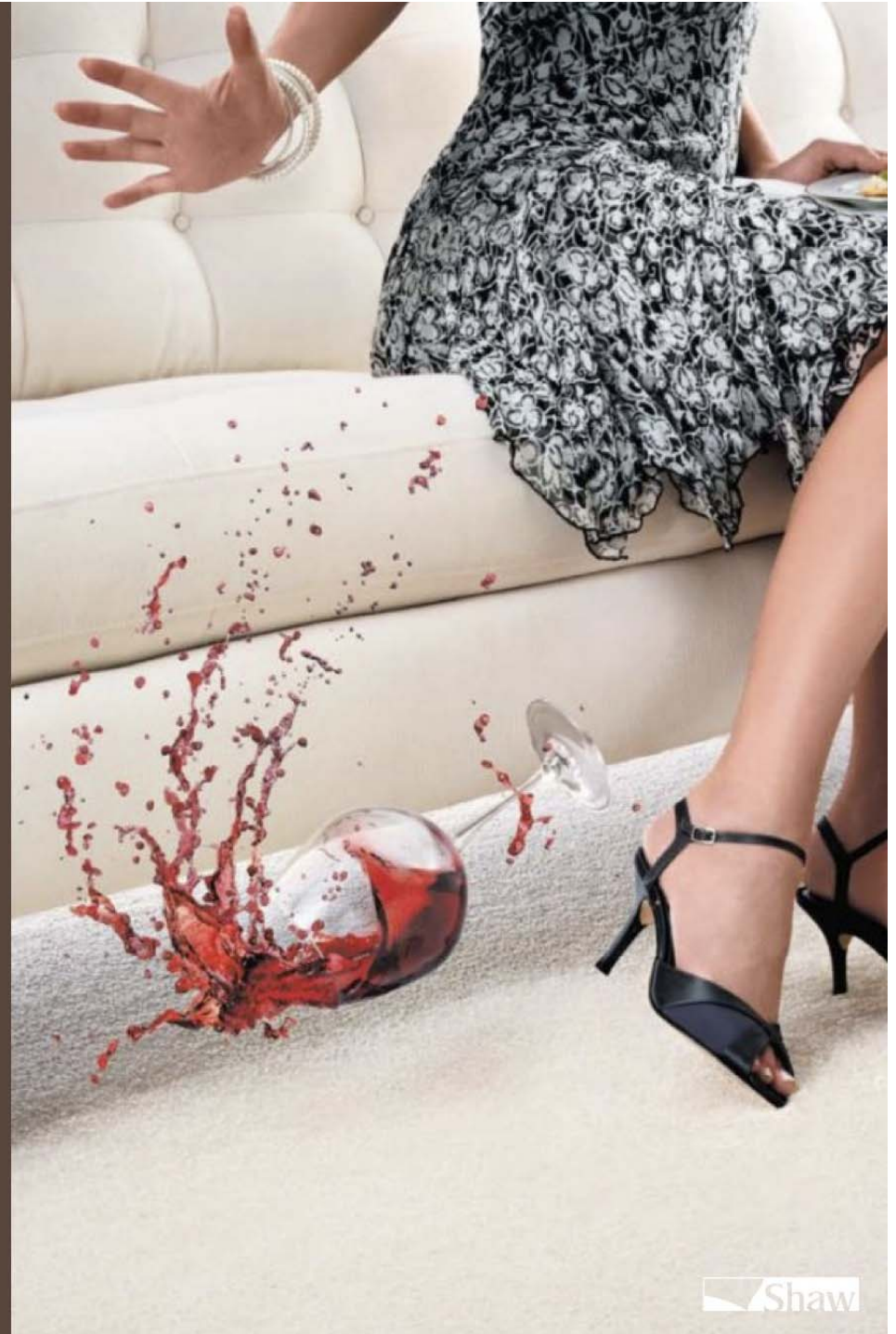


Anso[®] NYLON FIBER

- SCS Certified 25% post-consumer recycled content
- Abrasion resistant with limited lifetime warranties
- Cradle to Cradle^{CM} certified
- Unsurpassed stain resistance
- 20% tougher than other fibers and shows far less wear



GREEN.
It's something we never forget[®]



Shaw

EcoWorx® TILE BACKING

- 100% **PVC & phthalates free**
- Contains 40% **recycled content**
- Backed with an **environmental guarantee** for free cradle-to-cradle recycling
- 1999 Best of NeoCon **Innovation** award
- Environmental Protection Agency (EPA) **Presidential Green Chemistry** award
- **Cradle to Cradle^{CM}** certified



Evergreen

Where Nylon 6 Becomes More Nylon 6

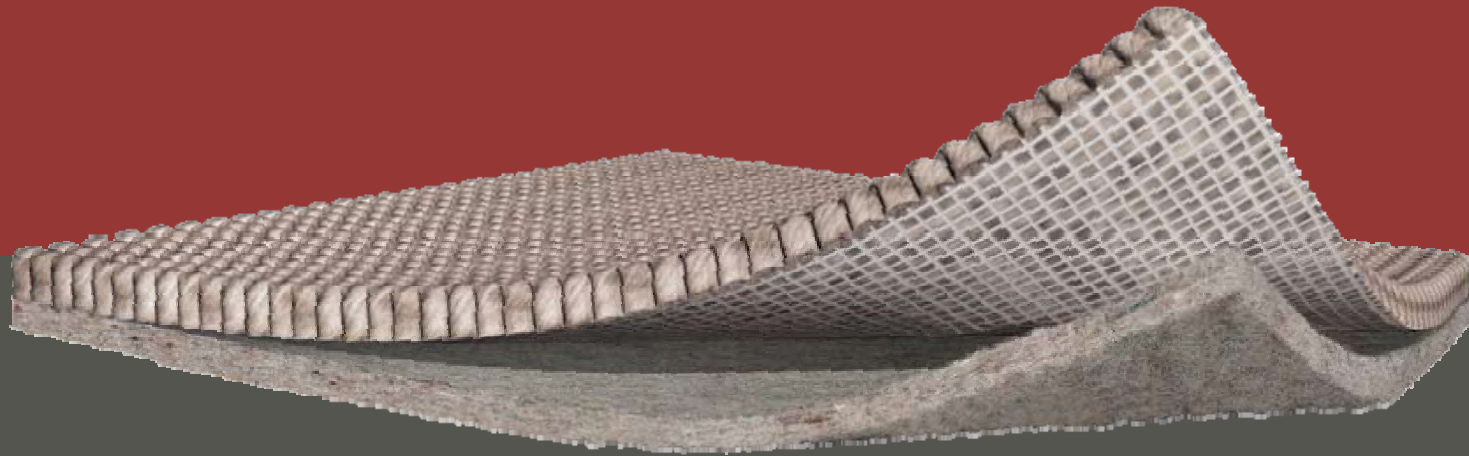
- World's largest type 6 nylon recycling facility
- Located in Augusta, GA
- Purchased in 2005
- Invested over \$30 million to improve efficiencies and capacity
- Reopened in February 2007
- Facility designed to recover caprolactam, the monomer for Nylon 6, from post-consumer carpet again and again without degrading the material
- Recycles 80-100M pounds of post-consumer carpet per year
- 2009 CARE Recycler of the Year Award
- 2008 EPA/CARE Innovation in Recycling Award



EcoEdge™ PCR N6,6 Pellet



- **Made from 100% Post Consumer Carpet**
- **Through Pilot Phase—moving to Production Phase**
- **High Quality Resin for Engineered Resin Market**
- **Potential end use applications include automotive parts, pneumatic fittings and wheel casters.**



Eco Fiber Touch™

- A synthetic fiber cushion for loop-pile carpets in commercial and residential settings
- Made with 100% recycled pre-consumer fiber
- Uses millions of pounds of carpet materials diverted from landfills in its production each year
- First carpet pad to be Cradle to Cradle^{CM} certified
- Certified “Green Label Plus” under the CRI Air Quality Testing and Labeling Program



Energy Recovery from by-products

- Gasification partnership with Siemens Building Technologies
- Capital investment of \$15 million
- Post-industrial waste converts to steam energy to replace fossil fuel at one of our Dalton, GA plants
 - 50,000 lbs/hr of steam
 - Reduces use of coal-fired boilers
- Diverts waste from landfills in the communities where we live and work
- Last year
 - Utilized 10 million pounds of carpet waste and 11 million pounds of wood flour waste
 - Saved \$600K in energy costs
- Featured by Wall Street Journal, CNBC and other national media

Re2E

Energy Recovery from Reclamation

- Expansion of carpet reclamation and recycling
- New Re2E, or Reclaim-to-Energy, facility in Dalton, GA
- Slated for completion at the end of 2010
- Fueled by reclaimed carpet materials from both internal manufacturing operations and post-consumer carpet collections
- Expected to convert more than **76 million pounds of reclaimed carpet materials into steam and electricity** for the manufacturing site per year





2009 Sustainability Report

www.shawgreenedge.com

