

# EcoWorx Tile



When Shaw Contract Group introduced a PVC-free carpet tile backing 1999, the commercial industry took notice. The introduction of EcoWorx backing ushered in a new chapter in the way that carpet tile is produced, creating a performance product with 13 percent post consumer and 27 percent preconsumer recycled content that is also completely recyclable. EcoWorx is the strongest, most durable tile backing – 5 times the tensile strength, 8 times the tear strength and 2 times the delamination strength of traditional PVC-backed tiles – and within five years of its introduction, customers selected EcoWorx technology as its preferred backing of choice.

- Weighs 40 percent less than traditional carpet tile backing for easier installation and more efficient shipping
- Lifetime commercial warranty against edge ravel, zippering, delamination and moisture degradation
- Cradle to Cradle Certified, NSF-140 certified, CRI Green Label and Green Label Plus certified for low VOC emissions, and assessed by MBDC down to 100 parts per million, ensuring safety for occupants
- 24x24 tile size allows for large design elements and installation efficiency
- Contributes to LEED project certification for recycled content, low emitting materials and innovation in design
- To date, over 250 million square yards of EcoWorx tile have been introduced into the commercial market, illustrating the market's preference for a lighter, stronger and more durable carpet tile backing

## CRADLE-TO-CRADLE RECYCLABILITY

All EcoWorx products are backed by Shaw's Environmental Guarantee, stating that products will be collected and recycled by Shaw at no cost to our customers around the world. An 800 number on the back of the backing system alerts the user to call Shaw for recycling. At the end of the product's useful life, Shaw will recycle EcoWorx tile products through a process called elutriation into a new generation of backing, creating more EcoWorx, reducing raw material consumption and preventing carpet from being sent to landfills. Over 221 thousand projects in 75 countries have chosen EcoWorx backing for its performance and complete recyclability.