



LOW EMBODIED CARBON | CARBON NEUTRAL | CLOSED LOOP RECYCLING



Creative Connections  
Understated

ShawContract®





# Creative Connections

Interlaced  
**Understated**

*Interwoven  
Intermingle*

# creative connections

Born from the inspiration of understated luxury, this collection seamlessly integrates soft and tactile textures.

In the realm of design, where sustainability meets creativity, Creative Connections captivates four distinct styles. A testament to our commitment to sustainable innovation.

The second of four styles Understated is available in 12 colourways.



This is a 4 style collection with **Understated** being a second style within the collection.



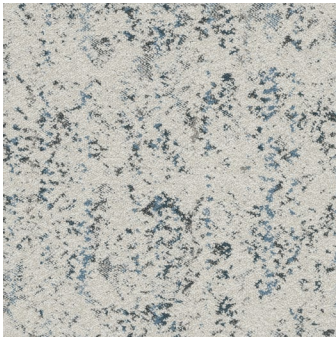
# Swatches at a glance

(50 x 50 cm)

PURE



47676 Pure-Bisque



47411 Pure-Sky

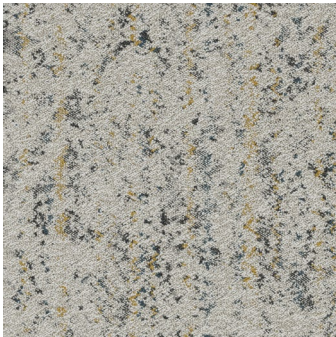


47327 Pure-Mineral

REFINED



47760 Refined-Walnut

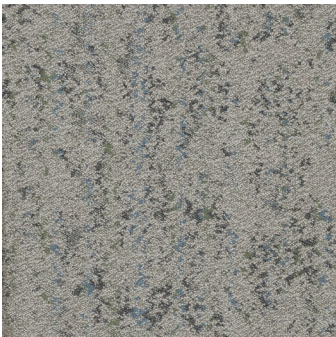


47210 Refined-Butterscotch



47800 Refined-Powder Pink

CLASSIC



47375 Classic-Sage



47447 Classic-Slate Blue

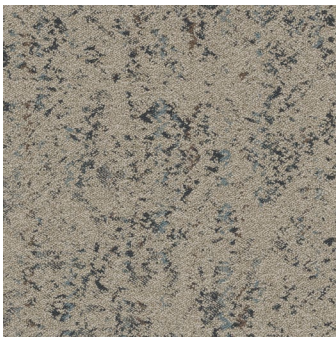


47675 Classic-Dusty Apricot

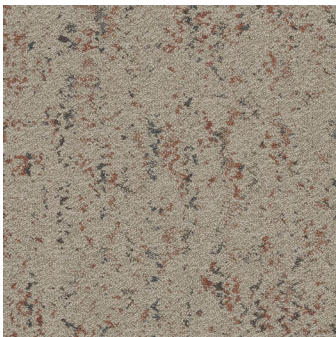
MELLOW



47668 Mellow-Medallion



47485 Mellow-Storm Cloud



47870 Mellow-Rose

## Colourways

\* Note: Visuals are representative of the colour. For precise colour and texture, please refer to sample tile. Yarn colours can be mixed and matched with different backing base colours, for example Refined-Sky. A minimum order quantity of 300m² applies.





**“Even in stillness,  
there is movement.”**



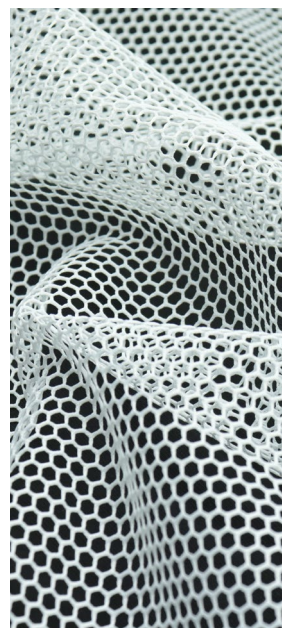
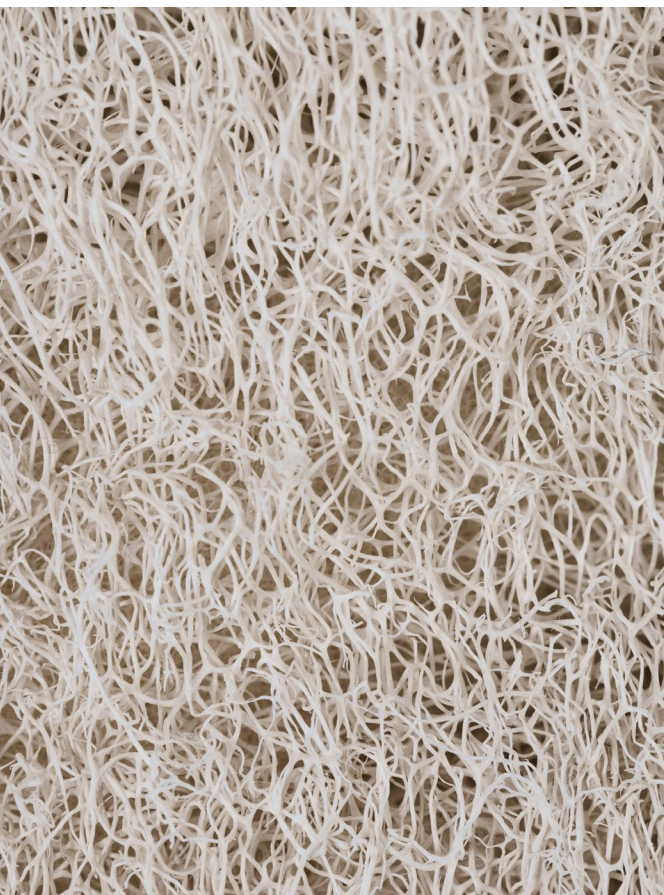
## Understated

The ultimate quiet luxury style.

**Understated** offers a sophisticated appearance with an element of fun and surprise with flecks of colour that are subtle in its depiction.

Superior texture and elegance are elevated by the four different bases and combinations of accent colours which pair with Interlaced.



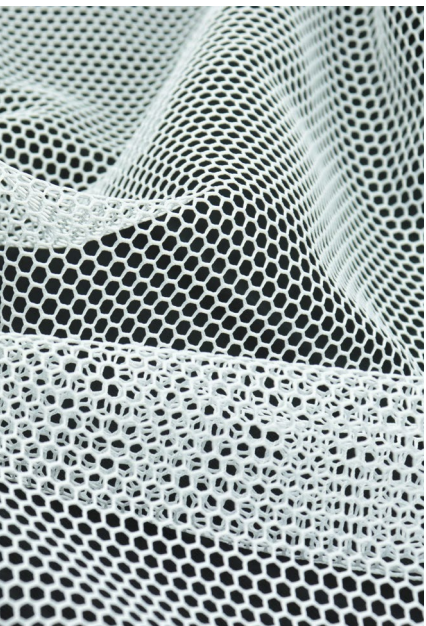
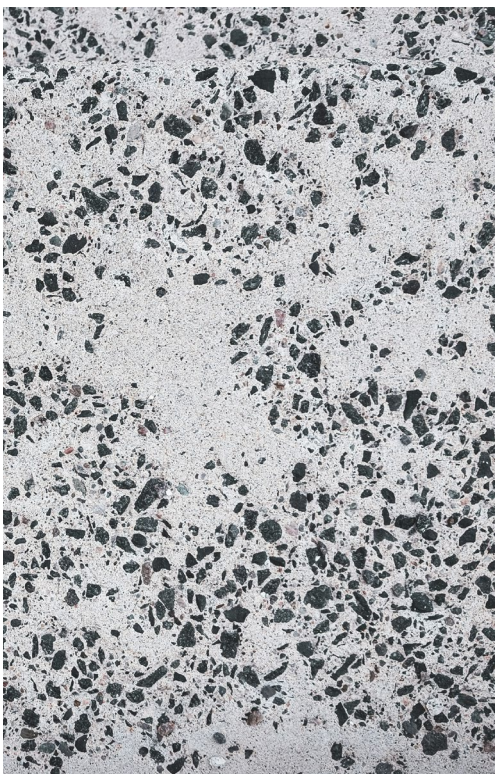




# Inspired by Devoré: Whispered Layers of Colour and Texture

**Understated** style is all about the flecks of colour and the texture created that are revealed in mysterious ways. Accent colours in varying depths of shade enhance the elegance of these colour combinations.

A technique of delicate contrast, where fabric is transformed to reveal semi-transparent patterns against a richly woven backdrop. A fusion of artistry and quiet luxury.





UNDERSTATED ● IN PURE-BISQUE

## Warm Tangerine Palette



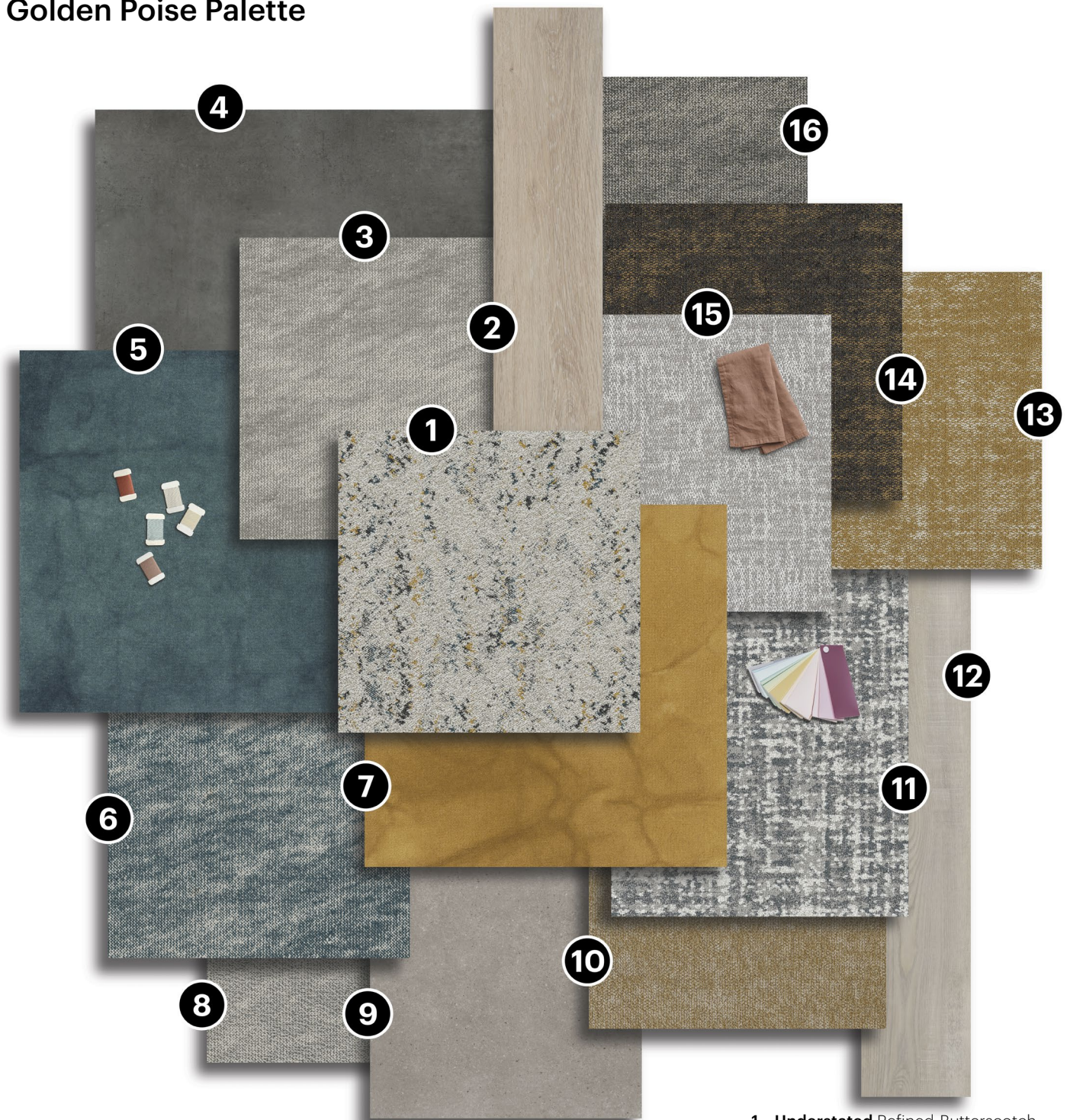
- 1 **Understated** Pure-Bisque
- 2 **Function** Silica
- 3 **Fragment Colours** Midnight Apricot
- 4 **Textile** Muslin
- 5 **Nordic** Blonde
- 6 **Interlaced** Linen
- 7 **Endless** Optimistic
- 8 **Flow** Streamline
- 9 **Dye Lab** Sumac
- 10 **Landing** Desert
- 11 **Interlaced** Bisque
- 12 **Dye Lab** Sandalwood
- 13 **Nordic** Golden
- 14 **Fragment** Mica
- 15 **Interlaced** Shell
- 16 **Interlaced** Oatmeal

Embracing the essence of Bisque. Delicate tangerine hues create a balance of warmth and refinement. A perfect blend of understated elegance and bold character, designed to bring fusion of softness and vibrancy to any space.



UNDERSTATED ● IN REFINED-BUTTERSCOTCH

## Golden Poise Palette



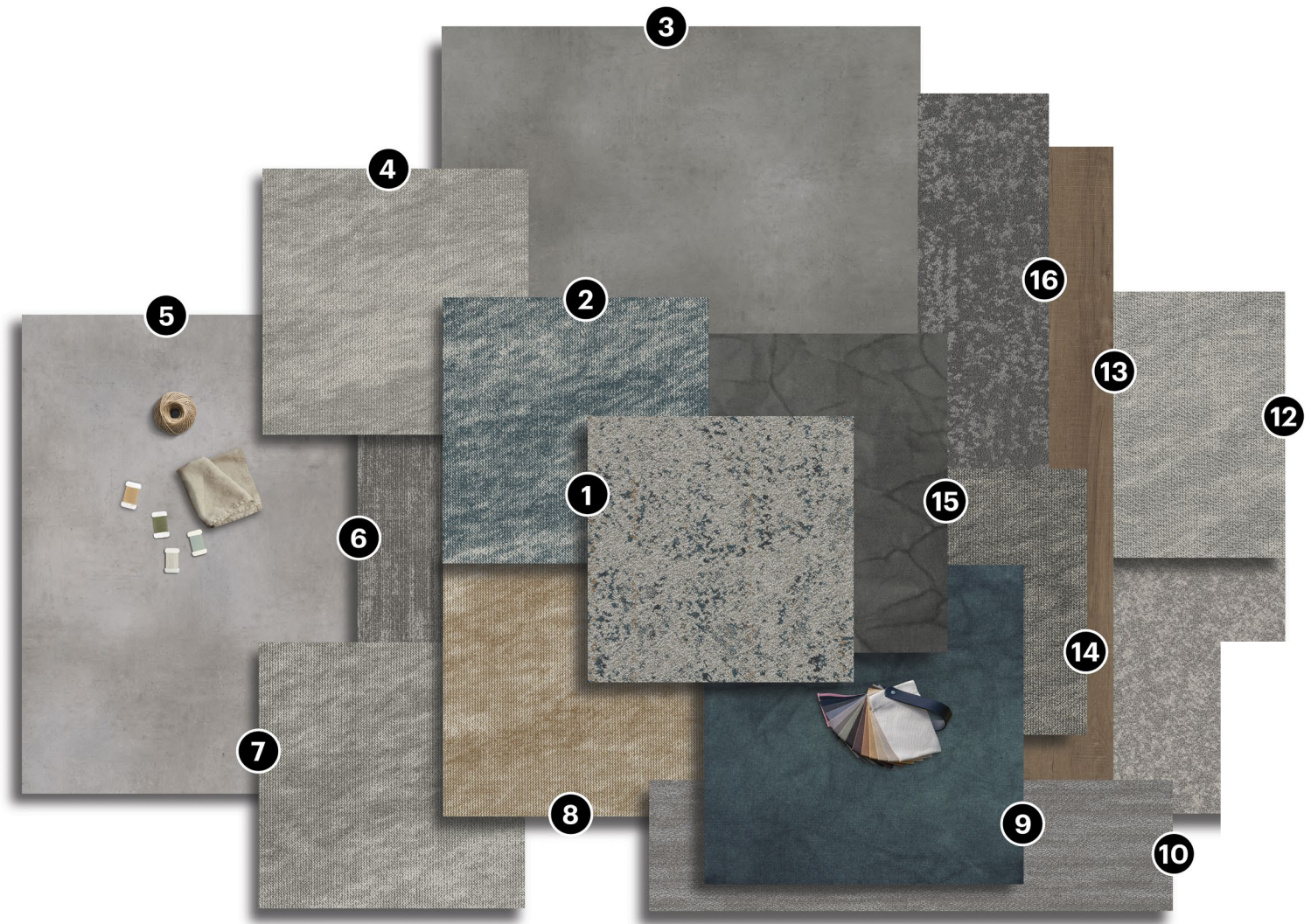
- 1 **Understated** Refined-Butterscotch
- 2 **Nordic** Fir
- 3 **Interlaced** Pearl
- 4 **Function** Pebble
- 5 **Dye Lab** Woad
- 6 **Interlaced** Slate Blue
- 7 **Dye Lab** Osage Orange
- 8 **Interlaced** Silk
- 9 **Flow** Molten
- 10 **Poised** Optimistic
- 11 **Textile** Muslin
- 12 **Nordic** Driftwood
- 13 **Fragment** Brushed Gold
- 14 **Fragment** Midnight Brushed Gold
- 15 **Pixel Square** Arctic
- 16 **Interlaced** Stone

Warmth and refinement of versatile yellow effortlessly harmonises with soft hues while standing strong alongside bold tones. A standalone statement colour or an accent, it enhances and inspires grey and blue tones, adding depth and elegance.



UNDERSTATED ● IN CLASSIC-SLATE BLUE

## Muted Pastel Palette



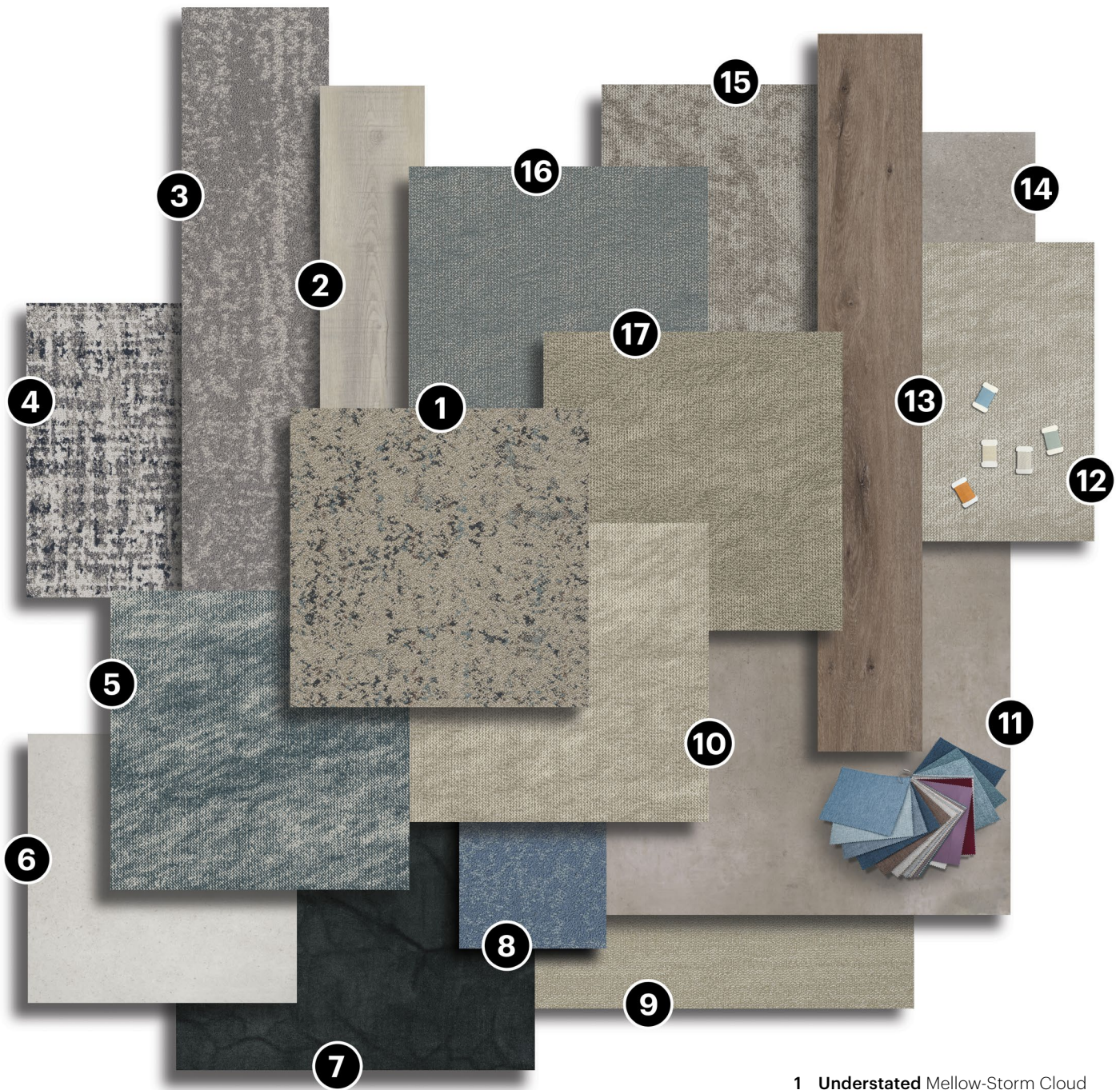
Effortless elegance and quiet luxury of muted blue and refined greys. Softened by warm grey undertones, it offers a balance to transcending trends with its versatile, earthy depth inviting alternative to bolder blues.

- 1 **Understated** Classic-Slate Blue
- 2 **Interlaced** Slate Blue
- 3 **Flow** Streamline
- 4 **Interlaced** Pearl
- 5 **Flow** Smooth
- 6 **Support** Interaction
- 7 **Interlaced** Seal
- 8 **Interlaced** Medallion
- 9 **Dye Lab** Woad
- 10 **Beam** Jute
- 11 **Landing** Desert
- 12 **Interlaced** Silk
- 13 **Nordic** Golden
- 14 **Interlaced** Stone
- 15 **Dye Lab** Henna
- 16 **Endless** Wild



UNDERSTATED ● IN MELLOW-STORM CLOUD

## Mellow Storm Palette



- 1 **Understated** Mellow-Storm Cloud
- 2 **Nordic** Fir
- 3 **Endless** Optimistic
- 4 **Textile** Denim
- 5 **Interlaced** Slate Blue
- 6 **Function** Silica
- 7 **Dye Lab** Iron
- 8 **Endless** Flora
- 9 **Roam** Cotswold
- 10 **Interlaced** Linen
- 11 **Flow** Sandstone
- 12 **Interlaced** Oatmeal
- 13 **Nordic** Radiant
- 14 **Function** Pebble
- 15 **Positive** Bubbly
- 16 **Interlaced** Storm Cloud
- 17 **Interlaced** Oyster

Moody fusion of blue and grey. A perfect balance of warmth and depth, its earthy elegance transcends seasonal trends, creating timeless sophistication.



UNDERSTATED ● IN REFINED-POWDER PINK

# Backing Options

## EcoWorx S®

- high performance polyolefin plastomer backing

100%

close loop recyclable backing solution

EcoSolution Q100™

100%

recycled content nylon fibre, optimised for low carbon and carbon neutral

Embodied Carbon (EPD Calculation A1-A3)

4.91 kg CO<sub>2</sub> e/m<sup>2</sup>

EcoWorx S® carpet tile weighs

50%

less than bitumen-backed carpet tile

## ComfortWorx®

- High performance acoustic and underfoot comfort carpet tile backing

90%

Matrix pad made from 90% recycled PET bottles.

EcoSolution Q100™

100%

recycled content nylon fibre, optimised for low carbon and carbon neutral

Embodied Carbon (EPD Calculation A1-A3)

5.10 kg CO<sub>2</sub> e/m<sup>2</sup>

ComfortWorx® carpet tile delivers

65%

Improvement in sound absorption performance compared to other hard backed carpet tiles or hard surfaces





UNDERSTATED ● IN MELLOW-MEDALLION

# Works with WELL™ – Leading the Way in Healthy Flooring

Everyone deserves to live their best, healthiest life. WELL marks our commitment to people-first places.

Our EcoWorx® and EcoWorx® S carpet tiles were the first flooring products in the world to earn the Works with WELL™ mark – demonstrating our commitment to creating spaces that support human health and well-being.

**The Works with WELL™ mark, developed by the International WELL Building Institute (IWBI), identifies products that align with WELL strategies to advance human health and wellness in the built environment. This recognition ensures that our flooring solutions contribute to better indoor air quality, material health and overall well-being.**

Learn more at [www.wellcertified.com](http://www.wellcertified.com)



**1.**

EcoWorx S®  
carpet tile

Closing  
the loop



**3.**

Re-extruded  
EcoWorx S®  
and EcoWorx®  
Resilient pellets

**2.**

Process in progress

## LRV & L\*: Light Reflectance Values

### Light Reflectance Values and L\*

LRV is a measurement that indicates how much light a surface reflects and how much it absorbs.

Understanding the Light Reflectance Values of surfaces enables interior lighting levels to be optimised and colours to be contrasted.

Designers can use the L\* value for determining lighting levels or the LRV (Y) value to compare the carpet tile colours to edgings and other surface finishes.

Other style LRV's can be found on the Shaw Contract website.

	Colour name	Colour number	LRV	L*
<b>Understated</b> Colours available	refined-butterscotch	47210	30.7	62.27
	pure-mineral	47327	42.0	70.90
	classic-sage	47375	21.9	53.96
	pure-sky	47411	40.5	69.81
	classic-slate blue	47447	21.5	53.54
	mellow-storm cloud	47485	24.7	56.75
	mellow-medallion	47668	22.0	54.01
	classic-dusty apricot	47675	21.7	53.73
	pure-bisque	47676	39.7	69.25
	refined-walnut	47760	30.9	62.39
	refined-powder pink	47800	31.9	62.28
	mellow-rose	47870	20.1	51.93

# Specifications

Access fully-detailed product specification information in seconds by scanning the QR code of individual style.

	EcoWorx S®	ComfortWorx®
Style number:	5T647	C047W
Style name:	Understated	Understated
Collection:	Creative Connections	Creative Connections
Product type:	Carpet tile	Carpet tile

Construction	Data + Performance	
Type of manufacture	Tufted 1/10"   39.4 per 10cm	Tufted 1/10"   39.4 per 10cm
Aspect	Multi-level pattern loop	Multi-level pattern loop
Dye method	100% solution dyed	100% solution dyed
Dimensions	50 x 50 cm   20 tiles (5 m²) per box	50 x 50 cm   12 tiles (3 m²) per box
Primary backing	PET non-woven	PET non-woven
Secondary backing	EcoWorx S® Tile   Polyolefin Plastomer	ComfortWorx® Tile   Matrix Pad layer. Contains 90% recycled content.
Pile fibre composition	EcoSolution Q100™   Polyamide 6 Contains 100% recycled content	EcoSolution Q100™   Polyamide 6 Contains 100% recycled content
Total thickness	7.0 mm	11.1 mm
Effective pile thickness	2.3 mm	2.8 mm
Total mass	2984 g/m²	4152 g/m²
Nominal total pile mass	764 g/m²	764 g/m²
Effective pile mass	291 g/m²	322 g/m²
Pile density	0.126 g/cm³	0.113 g/cm³
Embodied Carbon (EPD Calculation A1-A3)	4.36 kg CO₂ e/m²	4.79 kg CO₂ e/m²
Recommended installation method	Monolithic, Quarter-turn, Ashlar, Brick, Random	Monolithic, Quarter-turn, Ashlar, Brick, Random



Carbon Neutral  
Low Embodied Carbon

PRODUCTION  
CLOSED LOOP  
RECYCLING  
RECYCLE/REUSE

re[TURN]®

Made in the UK

INDOOR AIR COMFORT  
eurofins  
GOLD  
CERTIFIED PRODUCT

WORKS WITH WELL

CERTIFIED  
cradle to cradle  
SILVER

For detailed warranty information and the most accurate information on the recycle content please visit [shawcontract.com](https://shawcontract.com)

### Recommended installation methods

Monolithic

Quarter-turn

Ashlar

Brick

Random

EcoWorx S™ 26dB 0.15 aw  
ComfortWorx® 37dB 0.30 aw

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Specifications are subject to nominal manufacturing variances. Material supply and/or manufacturing processes may necessitate specification changes without notice. Visit [shawcontract.com](https://shawcontract.com) for more information. For detailed warranty information and the most accurate information on the recycle content please visit [shawcontract.com](https://shawcontract.com)

22  
EU.DOP/2895/CPR/1222/0323/EST  
OOSTERHOUT SHOWROOM VAARTWEG 10,  
4905 BL NETHERLANDS (NLD)  
Notified Body 2895

22  
UK.DOP/0338/CPR/1222/0323/EST  
SHAW EUROPE LIMITED, BLACKADDIE ROAD  
SANQUHAR DG4 6DB, UNITED KINGDOM  
Approved Body 0338

E1  
HCHO  
G1+1  
OS  
EN14041:2004/AC:2006  
For use as an indoor floor covering as specified by the manufacturer



People Together, Planet Forever is our **promise**.  
Neutral is not enough is our **call to action**.

We are one planet. We cannot afford to be neutral. We must make changes and take action together. *Together, we are Design Optimists.*

## MATERIAL HEALTH

*Together*, we design and manufacture products to optimise human environments.



### Cradle to Cradle Certified®

Our products are verified as being safe, circular and responsibly made. Over 90% of products are Cradle to Cradle Certified®.



### Indoor Air Quality

People spend 90% of their time indoors, making these environments critical to our wellbeing. These products are GREENGUARD Certified, meeting the California Department of Public Health (CDPH) indoor air quality standards for low-emitting products.



### Product Transparency

Creative Connections collections have a Health Product Disclosure (HPD), which is a transparent disclosure of product content and associated health information.

## CARBON IMPACT

*Together*, we are a positive force in the global effort to collectively fight climate change.



### Carbon Neutral Manufacturing

Our manufacturing facility in Scotland runs entirely on electricity from renewable sources.



### Low Embodied Carbon

EcoSolution Q100™ is a high-performance nylon fibre made from 100% recycled content. Flooring products like EcoWorx® and EcoWorx S®, made with EcoSolution Q100™ fibre, reduce carbon impact by 42% compared to traditional carpet tiles.

## CIRCULAR ECONOMY

*Together*, we practice a closed-loop approach to sustainability.

re[TURN]®

### We Want it Back

At the end of its useful life, we will reclaim and recycle EcoWorx®, EcoWorx S® and EcoWorx™ Resilient styles to make more EcoWorx products. Since 2006, we have reclaimed and recycled nearly 500 million kilograms of post-consumer flooring, reducing landfill waste.

## DIVERSITY, EQUITY & INCLUSION

*Together*, we nurture an environment where every voice and perspective can be heard, with equal value placed on seen and unseen experiences.



### Supplier Diversity Programme

Community | Supply chain | People

- Signatory of UN Global Compact upholding and protecting human rights, labour, environment and anti-corruption standards.
- World GBC Health & Wellbeing Framework supporter



## ShawContract®

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Chicago +1 312 467 1331 | Hong Kong +852 2623 0371 | Latin America (Miami) +1 305 827 5912 | Los Angeles +1 800 233 1614 | Melbourne +61 3 9939 8543  
Mexico City +55 5010 7600 | Nantong +86 400 800 7429 | New York +1 212 953 7429 | San Francisco +1 415 955 1920 | Santiago +562 2431 5000 x 550  
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