Shaw’s Commitment to Recycling, Sustainability and Innovation

David Wilkerson
Corporate Director of Sustainability
Shaw Industries, Inc.
• World’s largest manufacturer of carpet and carpet fiber

• Wholly owned subsidiary of Berkshire-Hathaway, Inc.

• Headquartered in Dalton, GA

• Annual revenue exceeding $5.7 billion

• Over 22,000 associates worldwide
We Are More Than a Flooring Company

We are more than 20,000 individuals bound together by a common vision and united in our ability to make a positive impact on the world.
OUR VISION:
To create a better future for customers, associates, the company and the community
Cradle to Cradle℠ Philosophy

• Design with the total product lifecycle in mind using **safe** ingredients

• Waste nothing…simulating nature

• At the end of their useful lives, Cradle to Cradle products can be reclaimed, disassembled and remanufactured back into themselves or other products

• **Over and over again**
Shaw is the only carpet and hardwood flooring manufacturer in the world with Cradle to Cradle Silver certified products.

**CRADLE TO CRADLE™ CERTIFICATION**

Developed by McDonough Braungart Design Chemistry (MBDC)

**Components**

- Use raw materials that are **safe for humans and the environment**
- Design for **material reutilization**, such as recycling or composting
- Incorporate **renewable energy and always be energy efficient**
- Use **water efficiently** in all production processes
- Institute corporate strategies for **social responsibility**

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POST-CONSUMER FLOORING

END OF LIFE CARPET → TO CARPET, ENERGY & OTHER INDUSTRY

Almost 1 billion lbs of end-of-life carpet converted since 2006

More than $50 MILLION invested since 2015
WE WANT IT BACK

THE INDUSTRY’S FIRST FULLY SUSTAINABLE, PVC-FREE CARPET TILE BACKING SYSTEM

- Cradle to Cradle Certified™ Silver
- Performance superior to that of traditional PVC tile backing with 8x greater tear strength, 5x greater tensile strength and 2x greater delamination strength
- Contains recycled content
- Lifetime commercial warranty covering edge ravel, zipper, delamination and moisture degradation
TURNING WASTE INTO A RESOURCE

OTHER INDUSTRIES’ WASTE

POST-CONSUMER & POST-INDUSTRIAL RECYCLED CONTENT

3 billion plastic bottles converted to carpet fiber annually
Recycled content made up almost 10% of Shaw’s input materials in 2016

More than $50 MILLION invested since 2015
Joint venture with DAK Americas, LLC
Opened in Fayetteville, NC in July ‘10
This facility:

- Produces recycled PET flake from post-consumer PET bottles
- Has capacity to recycle 3 billion bottles per year
- Saves over 550,000 cubic yards of landfill space per year
- Saves 1.9 trillion BTUs of energy annually—equal to the energy required to power 20,000 U.S. homes per year
PET BOTTLE RECYCLING PROCESS

1. Recovery
2. Bales
3. Sorting
4. Granulation
5. Carpet
6. BCF Yarn
7. Clear Flake
8. Green Flake
9. Outside sales
10. Flake Washing

PET BOTTLE RECYCLING PROCESS
Shaw’s Circular Economy Model

**Annual recycling of 100 MILLION POUNDS of carpet through recycling portfolio**

**66% OF THE SALES of Shaw manufactured products are Cradle to Cradle Certified™**

**4,500 DAILY Customer deliveries**

**MILLIONS of families, shoppers, workers, and patients step on new Shaw flooring each year**

**RECLAIM**
Reclamation partners covering most MAJOR U.S. METRO AREAS

**DISTRIBUTE**

**BRAND/MARKET**

**MANUFACTURE**
54 MANUFACTURING FACILITIES
Producing polymer, fiber, yarn, carpet & hard surface

**USE**

**RECYCLE**

**MARKET INPUT**

**CARPET TO ENERGY**

**CARPET TO CARPET**

**CARPET TO OTHER MARKETS**

**ENERGY & WATER**

**POST-CONSUMER & POST-INDUSTRIAL RECYCLED CONTENT**

**VIRGIN RAW MATERIALS**
Thank You!

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