

The Performance Plus Selection Guide outlines the warranty coverage available through our three tiers of fine carpet products - **STANDARD**, **PERFORMANCE**, and **PINNACLE** - giving you assurance that the carpet you select will meet your home's lifestyle needs and its performance requirements.

STANDARD

5

Affordable, entry-level flooring solutions for the budget-minded homeowner.

Warranties

- 5-Year Quality Assurance

PERFORMANCE

10

Flooring choices with performance and fashion in mind. Shaw's Performance collection offers an expanded selection of carpets that will beautify a home while improving durability and ease of maintenance. New technological advancements provide for increased performance and enhanced warranties.

Warranties

- 10-Year Quality Assurance
- 10-Year Stain and Soil Resistance Warranties
- 10-Year Abrasive Wear Warranty
- 10-Year Texture Retention Warranty
- Warranties transferable
- Warranties non-prorated

PINNACLE

15

Bold and cutting-edge flooring fashions designed to reflect the homeowner's personalized style and taste. Pinnacle level carpets offer the most discerning homeowner a wide variety of luxurious and extremely fashionable flooring. Constructed with the highest quality, stain resistance, and durability standards. Shaw's Pinnacle carpet styles are backed by remarkable 15-Year stain/soil, texture retention, abrasive wear, and Quality Assurance Warranties.

Warranties

- 15-Year Quality Assurance
- 15-Year Stain and Soil Resistance Warranties
- 15-Year Abrasive Wear Warranty
- 15-Year Texture Retention Warranty
- Warranties transferable
- Warranties non-prorated



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COMPLETE WARRANTY INFORMATION FOR SHAW BUILDER FLOORING

Years of coverage for stain and soil warranties are defined as:

- 10 Years for Performance level products
- 15 Years for Pinnacle level products

SHAW INDUSTRIES LIMITED STAIN WARRANTY

Who is covered

This warranty protects you, the original purchaser, if you have purchased a Shaw Builder Flooring carpet for your own residential use in an owner-occupied residence.

What is covered

Shaw Industries warrants that your 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.

Exclusions

This Limited Residential 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.

Limited pet urine warranty

Shaw Industries warrants that your carpet will resist staining caused by pet urine stains better that comparable untreated carpet. Stain resistance means the ability of your carpet pile to resist (i.e., minimize or withstand).

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. However, wicking is not covered. If the carpet has color loss due to pet urine, the color loss is excluded.

SHAW INDUSTRIES LIMITED SOIL WARRANTY

Who is covered

This warranty protects you, the original purchaser, if you have purchased a Shaw Industries carpet for your own residential use in an owner-occupied residence.

What is covered

Shaw Industries warrants that carpets will resist soiling by most common household soil better than comparable untreated carpet. If you properly maintain your carpet, soil will clean up more thoroughly, and less residue will remain on your carpet. 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 soiling for as long as you own your carpet and without need for re-application. Keep in mind, light-colored carpets will show soiling more than darker colors and will require more frequent maintenance to retain their appearance.

Further exclusions for stain and soil warranties

This Limited Residential Warranty also specifically excludes: any carpet which has been treated after installation with any silicone-based anti-soil treatments; any carpet in any nonresidential use; any carpet installed on stairs; 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. This warranty is voided if you fail to follow recommended carpet care and cleaning instructions described in the Shaw Industries booklet entitled "Carpet Care and Maintenance." Treatment of the affected area should begin immediately upon discovery. The more time that elapses before treatment, the more difficult a stain will be to remove. Further assistance is available through the Shaw Industries Information Center, 1-800-441-7429.

Years of coverage for texture retention and abrasive wear warranties are defined as:

- 10 Years for Performance level products
- 15 Years for Pinnacle level products

SHAW INDUSTRIES LIMITED TEXTURE RETENTION WARRANTY

Who is covered

This warranty protects you, the original purchaser, if you have purchased a Shaw Builder Flooring carpet for your own residential use in an owner-occupied residence.

What is covered

Shaw Industries warrants that this carpet will not exhibit significant loss of texture from foot traffic when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of 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 flooring contractor for details.

Areas of exclusion

Carpet installed outdoors or in areas subject to other than ordinary shoe traffic is 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.)

SHAW INDUSTRIES LIMITED ABRASIVE WEAR WARRANTY

Who is covered

This warranty protects you, the original purchaser, if you have purchased a Shaw Industries carpet for your own residential use in an owner-occupied residence.

What is covered

Shaw Industries warrants that the surface pile of your carpet will not abrasively wear away by more than 10% in any area of the carpet when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of 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 flooring contractor for details. Abrasive wear means fiber loss, and not changes in appearance such as crushing or matting.

Areas of exclusion

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

Years of coverage for Quality Assurance warranties are defined as:

- 5 Year for Standard level products
- 10 Years for Performance level products
- 15 Years for Pinnacle level products

SHAW INDUSTRIES LIMITED QUALITY ASSURANCE WARRANTY

Who is covered

This warranty protects you, the original purchaser, if you have purchased a carpet made from Shaw Industries Builder Flooring for your own residential use in an owner-occupied residence.

What is covered

This warranty covers manufacturing defects that could occur in any Shaw Industries carpet. By manufacturing defect we mean any defect in material or workmanship.

Carpet must be correctly installed in a proper indoor installation. Proper installation requires use of 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 flooring contractor for details.

Exclusions

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 loss of twist from the tips of the pile tufts and entanglement of the fibers. Crushing is defined as the loss of pile thickness due to foot traffic only. Crushing caused by furniture, including impressions left by legs of furniture, is not covered by this warranty.

Shaw Industries 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.

NOTE: The coverage period for the Standard 5-Year Quality Assurance Warranty is pro-rated, and the following terms apply:

Shaw Industries will offer

If your carpet proves defective during: **credit equal to the cost of the carpet material only:**

the 1st year	100%
the 2nd year	80%
the 3rd year	60%
the 4th year	40%
the 5th year	20%

Warranty Service

If your Shaw Builder Flooring carpet does not perform according to our warranties, Shaw Industries will repair or replace any portion of your carpet that does not perform according to the terms of the respective warranty with comparable Builder Flooring carpet. Shaw reserves the right to determine what comparable carpet is.

Labor Charges

During the first year of coverage under these Shaw Builder Flooring warranties, Shaw Industries will arrange a credit to your flooring contractor for reasonable labor charges to repair or replace defective areas.

The warranties detailed in this brochure apply to carpet purchases made on or after January 1, 2010.

Shaw Industries 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 Industries.

Homeowner Obligations

What you must do

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

1. Keep proof of purchase in the form of a bill, invoice, or statement from your Shaw Builder Flooring flooring contractor, showing the price you paid for the carpet, excluding pad and labor.
2. Install your carpet according to the guidelines outlined in the Carpet and 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.

Shaw recommends only hot water extraction, utilizing carpet cleaning products, equipment, and systems certified through the Carpet & 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.

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.

LIMITATIONS ON YOUR SHAW WARRANTIES

Non-transferability

The Shaw Builder Flooring Standard warranty extends only to the original purchaser and is not transferable.

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 flooring contractor 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 the Shaw "Carpet Care and Maintenance" booklet, or available on line at www.shawbuilderflooring.com. We are not responsible for damage to your carpet caused by improper maintenance or inadequate care, which could void all or part of your warranty coverage.

Accidents, abuse, or abnormal wear

Your Shaw Builder Flooring 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 Performance and Pinnacle stain warranties.

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 maximum thickness of 7/16" and minimum 6-lb. density for optimum performance. Firmer, thinner pads generally perform better.

Problems with moisture

Your Shaw Builder Flooring warranties do not cover problems caused by wetting 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.

Changes in carpet color

Your Shaw Builder Flooring 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 Builder Flooring 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 Builder Flooring warranty, Shaw will offer a substitute carpet of comparable quality.

Geographic locale

These warranties apply only in the United States and Canada.

Please Note:

Shaw does not grant to any person or entity the authority to create for it any obligation or liability in connection with this product. Shaw shall not be liable to the consumer or any other person or entity for any incidental, special or consequential damages, arising out of breach of this limited warranty or any implied limited warranty (excluding merchantability). All implied warranties are hereby limited to the duration of this limited warranty. Some states do not allow the exclusion or limitation of implied warranties or the limitation of incidental or consequential damages, so the above limitations or exclusions may not apply to the purchaser. This warranty gives the purchaser specific legal rights, such rights may vary from State to State.

How to make a claim

If you think there is a defect in your carpet that is covered by one of the Shaw Builder Flooring warranties, you must notify, in writing, the flooring contractor who sold you the carpet. Include a copy of the invoice or receipt for the carpet and describe the problem as fully as possible. If you are unable to contact your flooring contractor or do not receive satisfaction, write:

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

Let us help

The Shaw Information Center provides information about proper installation and maintenance of your Shaw Builder Flooring carpet. If you need additional information, call the Shaw Information Center at 1-800-441-7429.

