



LOW EMBODIED CARBON | CARBON NEUTRAL



# Dye Lab

ShawContract®

# A New Palette Takes Root



Shaw Contract revisited the iconic **Dye Lab** collection with newly curated colorways. **Dye Lab** tile draws inspiration from natural dyes and mimics the color shifts rendered in naturally dyed textiles, creating an elegant and unpredictable visual.

**Dye Lab** brings lush intimacy or expansive boldness to the spaces where we work, rest and come together.

COVER: **DYE LAB (5T041)** IN FUSTIC WOOD (41316) | INSTALLED MONOLITHIC  
RIGHT: **DYE LAB (5T041)** IN SANDALWOOD (41665) | INSTALLED MONOLITHIC  
(Upper Left) Painting by Blayne Beacham Macaulay



## Experiment in Color

*Dye Lab's* palette draws inspiration from nature, a color journey of experiments with natural dyes including madder root, Osage orange, sandalwood and Saxon. Keeping the most beloved colors from the original *Dye Lab* collection and adding a variety of new shades, an updated palette unfolded with intense, saturated hues, softer washes and a wider range of neutral tones.



THE DESIGN TEAM EXPERIMENTED WITH HUNDREDS OF COLOR TESTS TO BUILD THE COLOR PALETTE FOR THE DYE LAB COLLECTION.





"To create the visual for Dye Lab we confronted our process and challenged manufacturing to forget everything they thought they knew about how a piece-dyed product was made. We altered the status quo and created a product that is truly unique."

- Ashley Olson, Design Manager, Workplace Studio



## Challenge the Process

We challenged the traditional piece dye process and developed an innovative approach that mimics ancient wash and dye techniques of folding and bundling fabric. The result of **Dye Lab's** manufacturing process yields an unprecedented depth to the color with artful, random nuances, progressing from light to saturated— an irregular beauty, harmonious with the natural world.



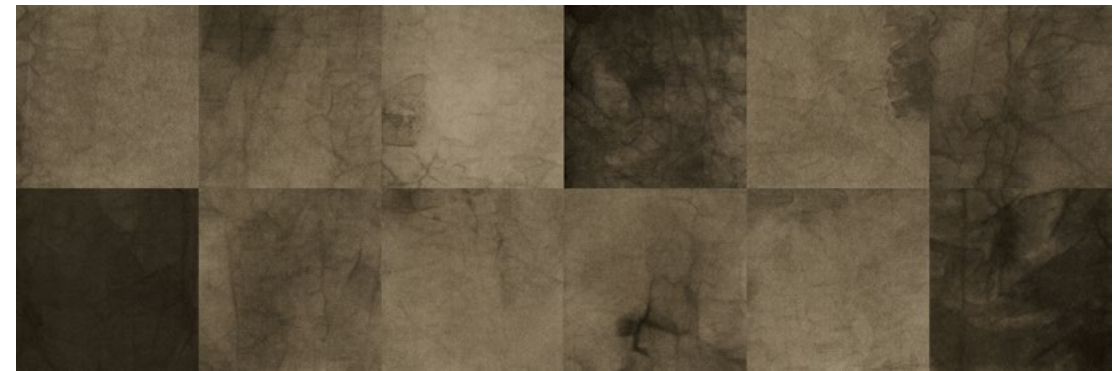


## Irregular Beauty

Each color in the *Dye Lab* collection has many variations and ranges from light to medium to dark, from subtle to rich. Every tile is unique in its shade and marbling.



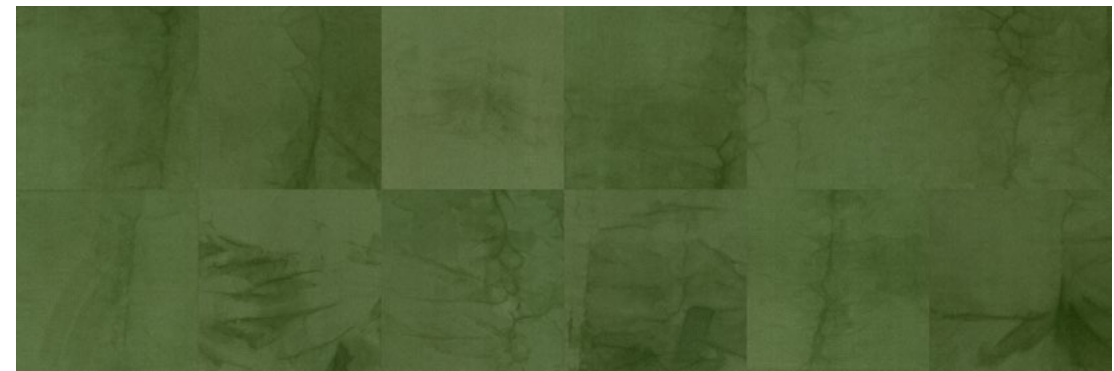
The collection contains hundreds of mutable variations, subtle ranges of luxe color and texture, so that no two carpet tiles are ever the same.



### Black Tea

A timeless classic, steeped black tea creates intense saturation changes, varying in shade from light to deep taupe.

BLACK TEA (41516)



### Fustic Saxon

When the yellow dye of fustic wood shavings combines with Saxon, the colors shift from chartreuse to bright greens.

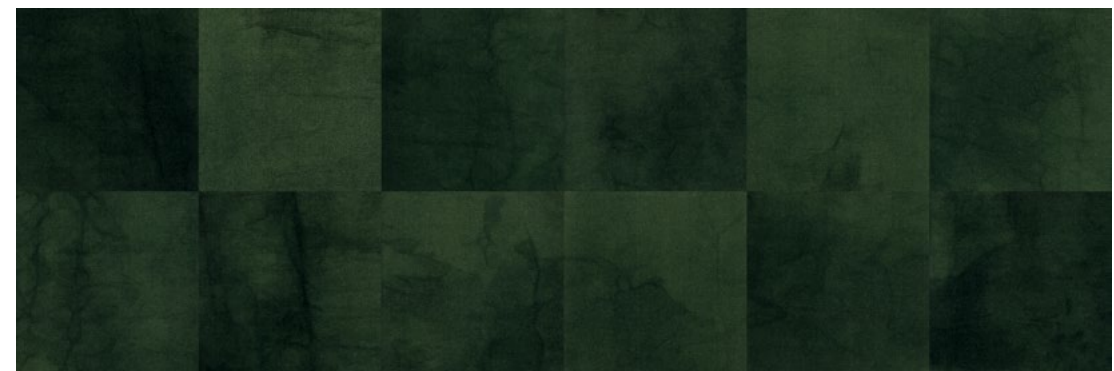
FUSTIC SAXON (41396)



### Mint

The fresh leaves of the mint plant yield subtle, delicate dyes ranging from pale yellow-greens to soft, cool sage tones.

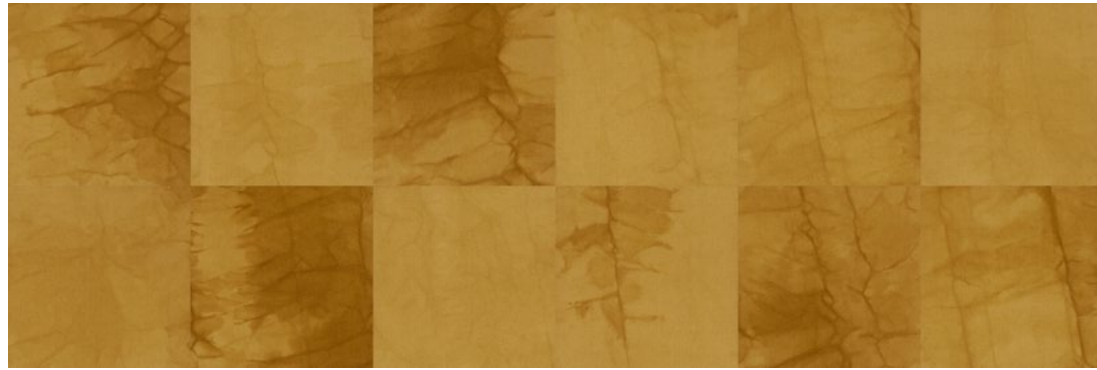
MINT (41395)



### Fustic Wood

The heartwood of this tropical tree, which is related to the mulberry, produces bright, clear yellow and brilliant green hues.

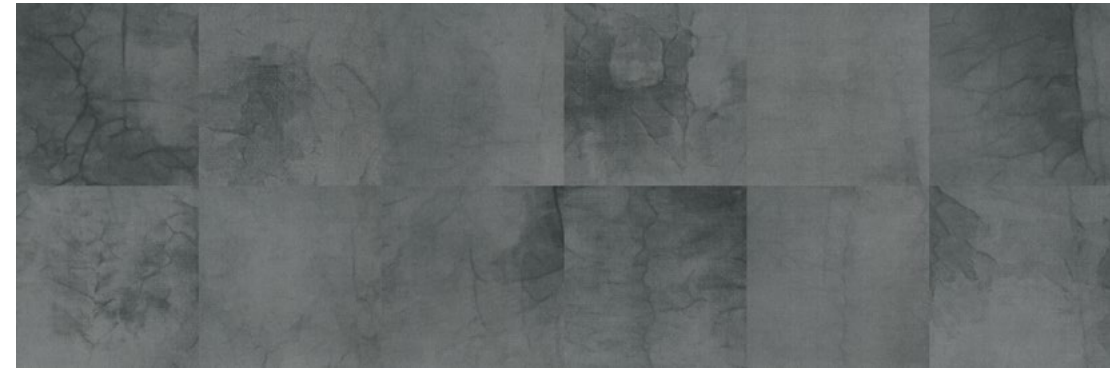
FUSTIC WOOD (41316)



### Osage Orange

Wood shavings from the Osage orange, a tree native of Arkansas, Oklahoma and Texas, produce a range of vibrant yellows to olive greens.

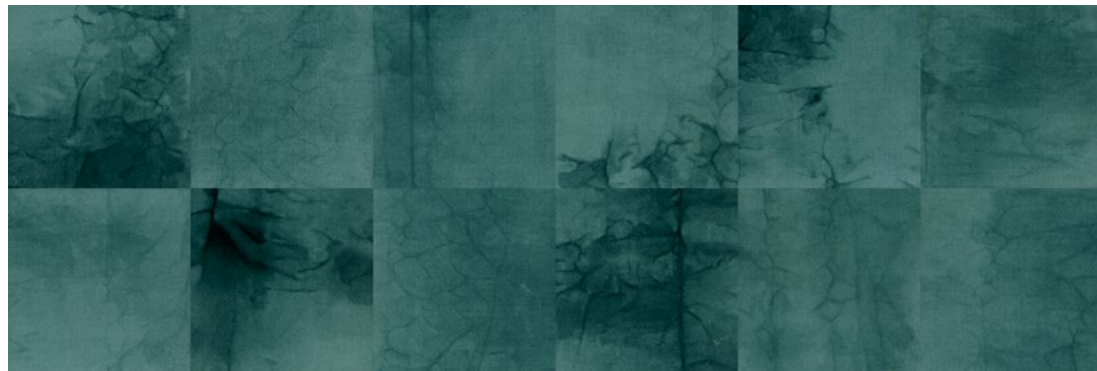
OSAGE ORANGE (41202)



### Black Walnut

The green fruit husks and bark of the black walnut tree produces warm, deep taupes to light greys.

BLACK WALNUT (41402)



### Knotweed

The leaves of dyer's knotweed, a variation of Japanese indigo, produce soft teals and deep blues.

KNOTWEED (41491)



### Saxon

Saxon blue, a derivative of indigo, produces a greener shade than traditional vatted indigo. It is a source for teal, aqua, cornflower, periwinkle, lilac and medium value purple.

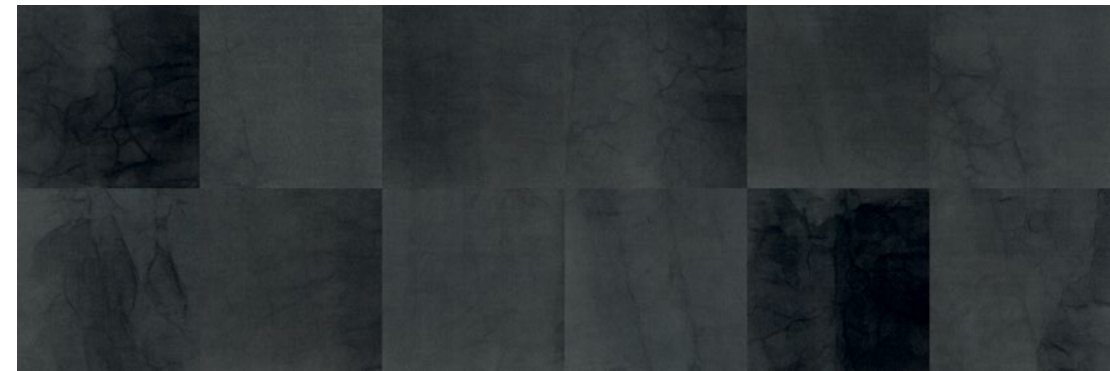
SAXON (41462)



### Woad

Woad, a yellow flowering plant, yields a blue dye ranging from low-saturated teal to deep indigo blue-green.

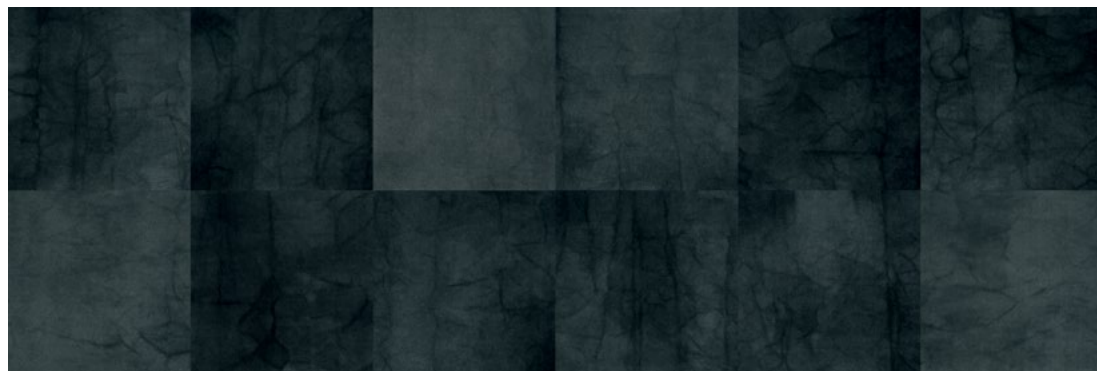
WOAD (41497)



### Iron

This metallic element vastly shifts dye shades, creating a wide range of black, charcoal and grey.

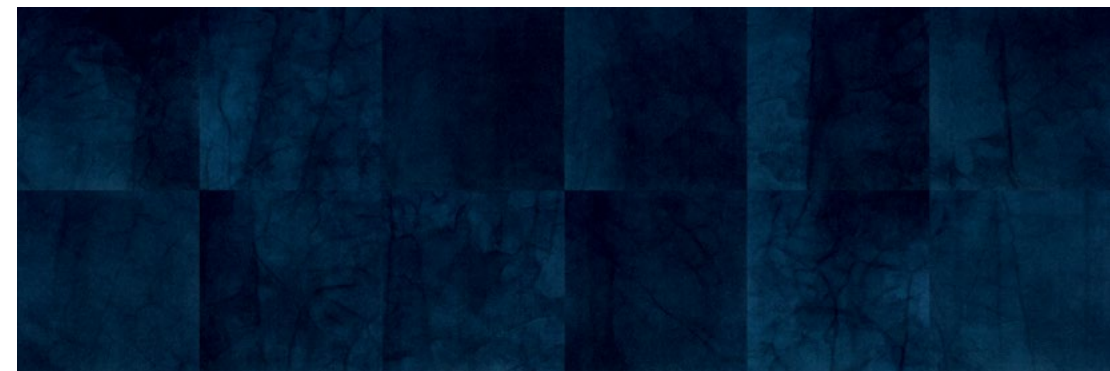
IRON (41580)



### Cornflower

The intense blue blooms from the cornflower can be cultivated from the garden to create a medium to dark stormy blue.

CORNFLOWER (41480)



### Indigo

Indigo is the only natural dye that yields a true blue. Yellow extracted in the dye bath undergoes a chemical change, turning blue with oxygen. Colors range from saturated blue to midnight.

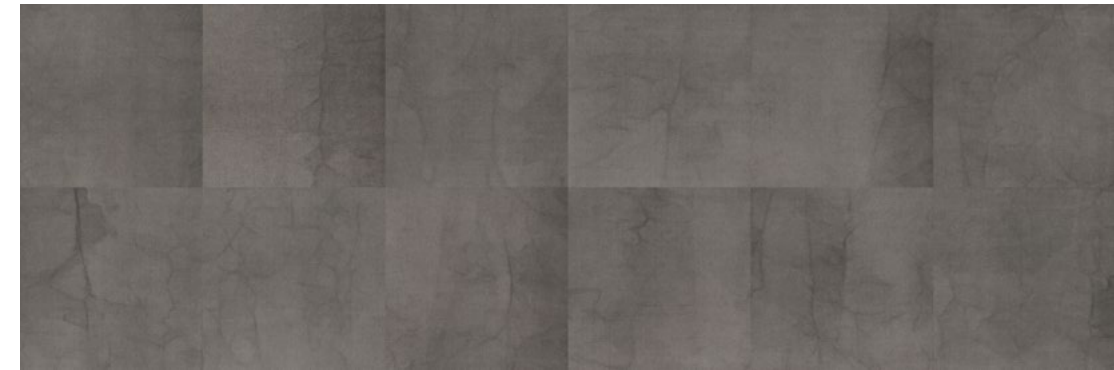
INDIGO (41496)



### Elderberry

The ripe berries of the elderberry shrub create soft, muted dyes ranging from dusty rose and lavender to deep blue-violet tones.

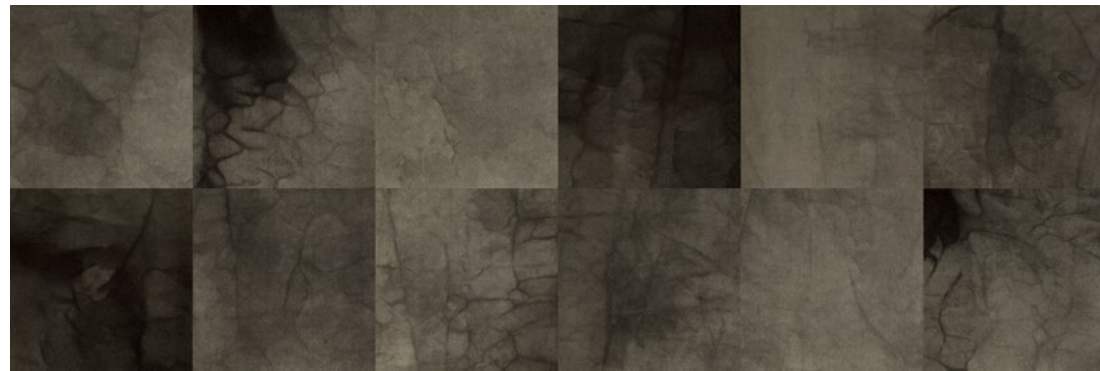
ELDERBERRY (41905)



### Henna

Henna is obtained from the leaves of the henna plant and is often used as a cosmetic stain and for temporary tattoos. It yields beiges and warm greys.

HENNA (41535)



### Sumac

From root to blooms, every part of the sumac garden plant can be used to create dye. Its leaves produce intense shades of warm grey.

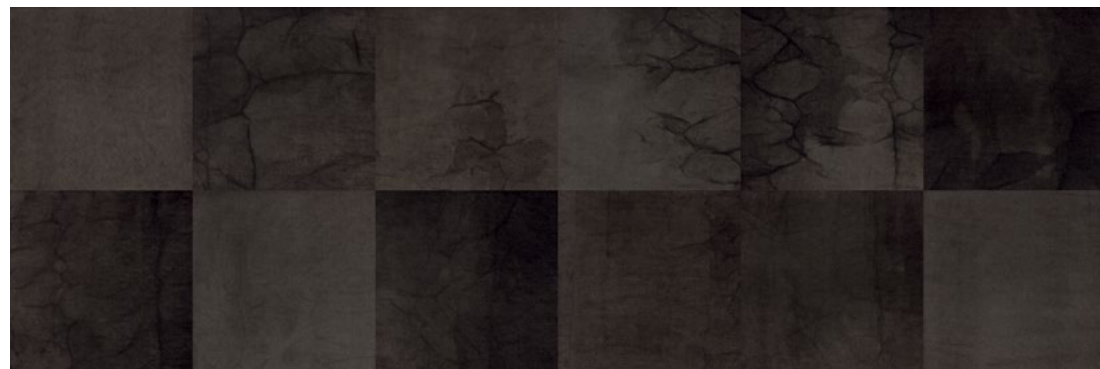
SUMAC (41504)



### Sandalwood

A native tree to India and Indonesia, sandalwood yields dyes ranging from pink and salmon to orange and brown shades.

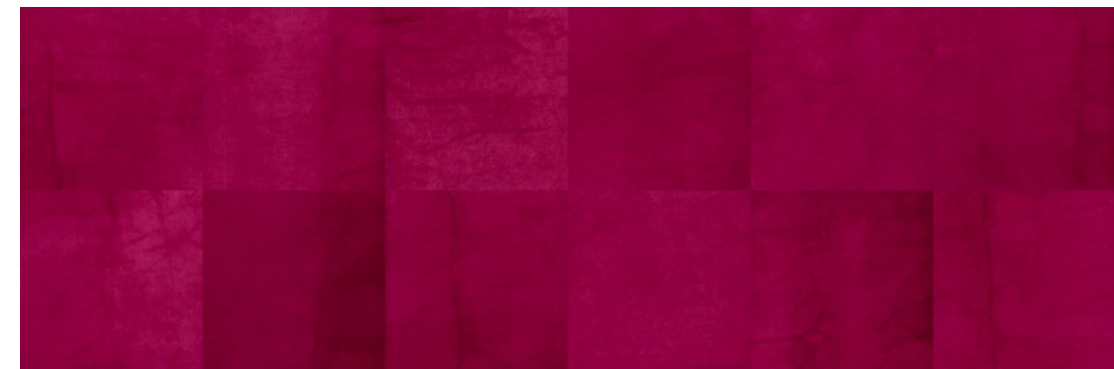
SANDALWOOD (41665)



### Logwood

Yields rich charcoals and deep earthy browns, echoing centuries-old traditions in textile coloring.

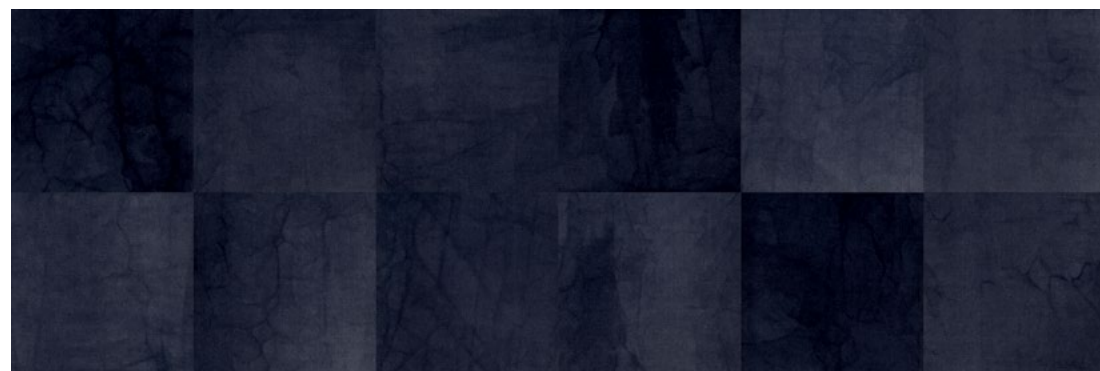
LOGWOOD (41505)



### Beet

This popular superfood is a sustainable natural dye that creates soft to vibrant pinks and purples.

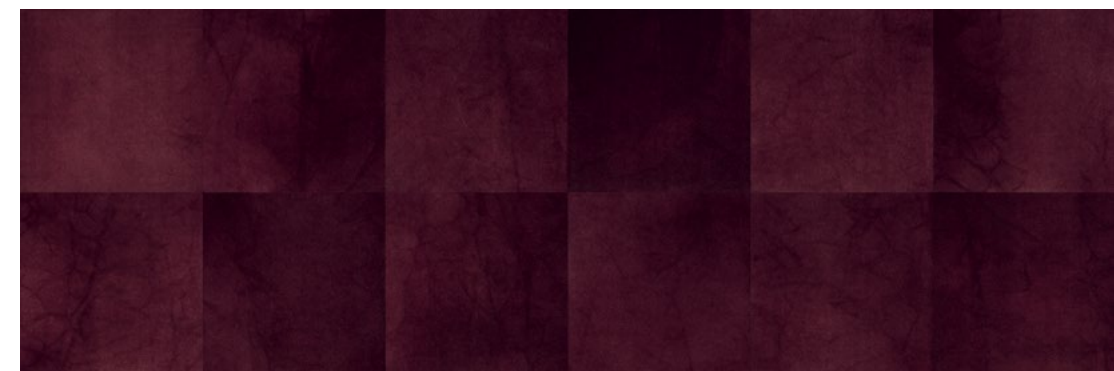
BEET (41890)



### Iris

Wild Iris petals create colors ranging from deep purples and greens to muted turquoise.

IRIS (41965)



### Lac

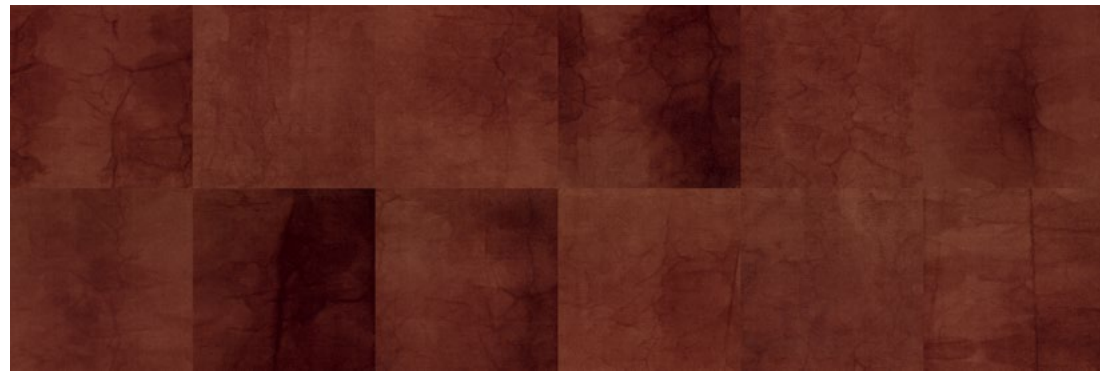
The use of lac dye dates to ancient times. The insect produces a plum purple hue that subtly shifts to deeper shades.

LAC (41762)



**Madder Root**  
Madder plants make one of the most light-fast natural dyes, and madder roots have been used for thousands of years to create shades of orange, brick and fiery red.

MADDER ROOT (41864)



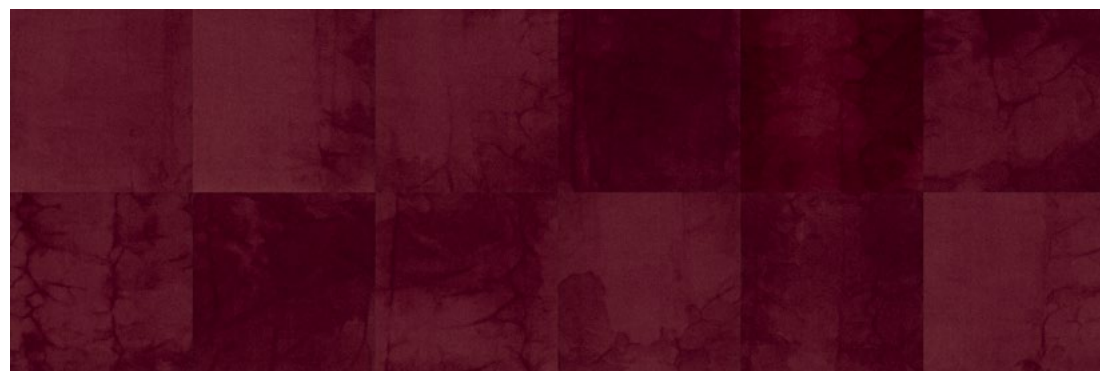
**Rust**  
Iron-rich rust, when used as a dye or mordant, produces earthy tones ranging from warm terracotta and burnt orange to deep, weathered reddish-browns.

RUST (41865)



**Cochineal**  
Cochineal is an insect from which the crimson-dye carmine is derived. The intense red creates surprisingly subtle saturation changes.

COCHINEAL (41880)



**Brazil Wood**  
This large hardwood tree of Old World tropics yields a rich red dye.

BRAZIL WOOD (41855)



**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. We are design optimists.**

## MATERIAL HEALTH

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



### Cradle to Cradle Certified® Silver

*Dye Lab* carpet tile styles are third-party verified as being safe, circular, and responsibly made.



### Indoor Air Quality

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



### Product Transparency

*Dye Lab* carpet tile styles have a Health Product Disclosure (HPD), which is a transparent disclosure of product content and associated health information.

### Declare. LBC Red List Approved

*Dye Lab* carpet tile styles are Living Building Challenge (LBC) Red List Approved. Proprietary ingredients are not disclosed on the Declare label; however, all raw materials have been third-party confirmed as being compliant with LBC Red List.

## CARBON IMPACT

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



### More than 50% Reduced Carbon Footprint

As a result of Shaw's investment to help reduce our energy and greenhouse gas impact, we have cut our scope 1 & 2 emissions by more than half since our 2010 baseline.



### Low Embodied Carbon

*Dye Lab* carpet tile styles have a third-party verified Environmental Product Declaration (EPD).



### EcoSolution Q100® Reduces Carbon Impact

EcoSolution Q100® is a high performance 100% recycled content nylon fiber\*. *Dye Lab* carpet tile styles are made with EcoSolution Q100® and have a low carbon footprint as reflected in the EC3 tool.

\*Allocated from pre-consumer sources.



### Carbon Neutral

*Dye Lab* carpet tile styles are carbon neutral and manufactured in a carbon neutral manufacturing facility.

## CIRCULAR ECONOMY

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



### We Want it Back

At the end of its useful life, we'll reclaim and recycle *Dye Lab* carpet tile styles to make more EcoWorx® carpet products through our Environmental Guarantee. Since 2006, Shaw has reclaimed and recycled nearly 1 billion pounds of post-consumer flooring reducing landfill waste.

## DIVERSITY & INCLUSION

*Together,* we nurture an environment where every voice and perspective can be seen & heard.



### Supplier Diversity Program

We promote supplier participation that is reflective of Shaw Industries' diverse customer base and local community. We believe having a strong network of partners is strategic for bringing more innovation to our businesses and opening new markets for growth.

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This product is manufactured and sold for floorcovering use only. To meet warranty requirements, approved adhesives must be used for glue-down application as outlined in the Shaw Contract installation instructions. Installation and maintenance instructions can be found on [shawcontract.com](http://shawcontract.com). Specifications are subject to nominal manufacturing variances. Material supply and/or manufacturing processes may necessitate specification changes without notice. Not for use in commercial wet areas due to slip and fall concerns.

**ShawContract®**