

sustain[HUMAN]ability®

Shaw's Approach to Sustainability: sustain[HUMAN]ability®

At Shaw, we're focused on what we call sustain[HUMAN]ability®—developing and promoting solutions that are designed for people AND the planet.

We know that the spaces where people work, play, learn, create and come together to solve our greatest challenges have a significant impact on human experience. In all of our products and processes, we ask ourselves, “how can we minimize our impact on the environment and maximize human potential?”

We are perpetually taking the next step forward, across every element of our sustainability strategy starting with the human element.



Through a Long-Standing Commitment to Cradle to Cradle® Principles

OVER 20 YEARS of dedication to Cradle to Cradle design principles reflect Shaw's commitment to sustainability.

ALMOST 90% of the products Shaw manufactured today are Cradle to Cradle Certified™.

Reclaimed and recycled almost **ONE BILLION POUNDS** of carpet since 2006.

Assessed more than **1.6 BILLION POUNDS** of raw material for material health in 2019.

NXTPLAY

Turf—The Next Frontier

In 2020, Shaw Sports Turf's NXTPlay Performance Pad became the first Shaw turf product (of any type) to be Cradle to Cradle Certified.™

The Cradle to Cradle Certified™ Bronze product is just another example of how Shaw Sports Turf continues to lead the synthetic turf industry in research and development. We are committed to bringing new innovations and solutions to the market while providing the next level in performance to customers. NXTPlay is just the latest in our commitment to creating 'more than a field.'

sustain[HUMAN]ability®

Cradle to Cradle Certified™ Overview

The Cradle to Cradle Certified™ Product Program provides an independent, third-party assessment of Shaw products' performance against rigorous standards in five key categories:



MATERIAL HEALTH

Ensures our products are made from ingredients deemed safe and healthy through the program's material health assessment.



PRODUCT CIRCULARITY

Assesses the percentage of rapidly renewable materials or recycled content used in our products. Assesses the percentage of materials within our products that can be safely reused, recycled or composted at the product's end of use.



CLEAN AIR & CLIMATE CHANGE

Helps to ensure products are manufactured using renewable energy and in such a way as to reduce or eliminate the impact of climate changing greenhouse gases due to the manufacturing of the product.



WATER & SOIL STEWARDSHIP

Addresses water quality and quantity and soil conservation where relevant. Ensures water is recognized as a valuable resource, watersheds are protected, and clean water is available to people and all other organisms.



SOCIAL FAIRNESS

Honors all people and natural systems affected by the manufacture of a product, with a focus on fair labor and human rights principles in our operations and our supply chain.

Achievement Levels

Based upon the third-party assessment, a product receives an achievement level of Basic, Bronze, Silver, Gold, or Platinum in each of the five categories. The overall product rating is derived from the lowest achievement level in any of those categories. Every two years, Shaw must demonstrate efforts to improve the product in these five categories in order to have the product certified for another two-year period.

BASIC
BRONZE
SILVER
GOLD
PLATINUM