

Anything Goes!
by ShawMark.



**Warranty
Information**

shawmark.com



A History of Exceptional Performance

Anything Goes! has earned a reputation as the best-performing carpet in the industry, and the products have undergone a series of “torture tests” to demonstrate their incredible appearance retention capability. Anything Goes! was designed as a product that would give consumers a carpet that would be unlike anything available, and we’ve put Anything Goes! carpet into locations in which the foot traffic exceeds what the average home would endure in decades of wear.

Anything Goes!®

A New Generation of Excellence

Anything Goes!® was originally developed more than thirty years ago to address the number one complaint concerning carpet performance - matting and crushing. While that problem still exists with many products, ShawMark's Anything Goes! carpets have proven their worth through years of rigid testing, both in the laboratory and by way of real-world "torture tests" in some of the most demanding settings imaginable. Since its inception, more than 40 million yards of Anything Goes! carpet have been sold - that's roughly 22,000 miles, or enough to carpet the distance between New York City and Melbourne, Australia - and back!

Today, two collections of Anything Goes! are available - Anything Goes! Green and Anything Goes! Elite. The new Anything Goes! Green styles are constructed of Anso® nylon, and Anything Goes! Elite products are crafted of STAINMASTER® nylon; both collections are made to the same exacting standards. Both collections also feature a variety of the most stylish carpet visuals, including freizes, textures, loops, patterns, and saxonies.

Torture Tested

Hershey's Chocolate World, Hershey, PA - 880,685 tourists

Knoxville World's Fair, Knoxville, TN - 2,249,000 visitors

Grand Central Station, New York, NY - 350,000 commuters

Hong Kong Subway Station, Hong Kong - 500,000 subway riders

Hartsfield-Atlanta International Airport, Atlanta, GA - 500,000 travelers

Walt Disney World's® Epcot Center®, Orlando, FL - 500,000 cast members

Tennessee Aquarium, Chattanooga, TN - 500,000 visitors

Ultimate Traffic Test, Dalton, GA - 5,000,000 lbs

Remarkably, in every torture test Anything Goes! has stood up to the punishment and retained its tight twist and original appearance. ShawMark's Anything Goes! no mat/no crush warranty is the only warranty of its kind that does not exclude stairs and hallways and is transferable.

Although few carpets would suffer any comparable punishment to the torture test, the projects allow the company to demonstrate the incomparable appearance retention of Anything Goes! products.

The Anything Goes! Warranties

Anything Goes! Styles feature exceptional warranties, reflecting the very best quality and providing outstanding protection.

Anything Goes! No Mat/No Crush Warranty

Anything Goes! carpets were originally developed more than thirty years ago to address the major complaint about carpet performance: matting and crushing. Before the advent of stain resistance technology, Anything Goes! carpets were demonstrating their appearance retention capability and satisfying thousands of consumers across the country.

The objective of making such a high-performance carpet was simple: to keep carpet beautiful. Most carpets are extremely resistant to wear; there is no appreciable fiber loss, even after years of use. But matting and crushing over time can cause the yarn tufts to lose their resiliency and fresh appearance, causing the carpet to "ugly out." With Anything Goes!, the carpet you see today will retain its beauty for years to come.

What Makes Anything Goes! And the No Mat/No Crush Warranty Different

There are two types of performance warranties: texture retention and no mat/no crush. The no mat/no crush warranty is less common, because the requirements for carpet performance are more stringent.

In many texture retention warranties, there is no minimum durability rating, and the warranty only covers "significant" loss of texture. Moreover, texture retention warranties often require the use of an approved pad; for example, a pad of 7/16 thickness or less with a minimum of 6-pound density may be stipulated. Matting and crushing, defined as the tufts coming untwisted or the pile becoming crushed, is excluded from texture retention warranties.

The Anything Goes! warranty against matting and crushing promises that the carpet "will not mat or crush from foot traffic." The no mat/no crush warranty is clearly more definitive, with no specification regarding the degree of matting and crushing. In order to qualify for the Anything Goes! no mat/no crush warranty, these carpets are subjected to testing that is equivalent to twice the punishment endured by most styles tested for texture retention, and a minimum durability rating is required, certifying the carpet is suitable for high-traffic areas. There are also no pad requirements.



Anything Goes! Styles will feature the following warranties:

- * Limited 20-Year Anything Goes! No Mat/No Crush Warranty
 - Includes stairs and hallways
 - Transferable if you sell your home
 - No exclusionary fine print regarding performance
 - No carpet cushion specification or requirement
 - Covers replacement carpet for 20 years, labor cost for 10 years
- * Limited Lifetime Stain and Soil Resistance Warranties, including Pet Urine Stain Warranty
- * Limited 20-Year Texture Retention Warranty
- * Limited 20-Year Abrasive Wear Warranty
- * Limited 20-Year Quality Assurance Warranty
- * Limited 20-Year SoftBac® Platinum No-Wrinkle Guarantee
- * Extended 60-Day Customer Satisfaction Guarantee

ShawMark Anything Goes! Warranties

Anything Goes! Limited 20-Year No Mat/No Crush Warranty

Who is covered

This warranty protects you, the original purchaser; if you have purchased an Anything Goes! carpet for your own residential use in an owner-occupied residence.

What is covered

This warranty is our promise to you that, for 20 years from the date of installation, your Anything Goes! carpet, given regular care and proper maintenance, will not mat or crush from foot traffic as a result of the yarn tufts losing their twist and unraveling. This warranty includes installation on stairs and in hallways.

What ShawMark will do

Within ten years after the date of installation, if your Anything Goes! carpet shows matting and crushing from foot traffic as a result of the yarn tufts losing their twist, and the carpet's appearance cannot be restored, we will replace the Anything Goes! carpet at our expense with new Anything Goes! carpet of the same color and quality. The replacement applies to the area where the crushing has occurred and the carpet's appearance cannot be restored. The replacement will include both carpet and labor.

After ten years, but within twenty years, from the date of installation, if your Anything Goes! carpet shows matting and crushing from foot traffic as a result of the yarn tufts losing their twist, and the carpet's appearance cannot be restored, we will replace the Anything Goes! carpet with new Anything Goes! carpet of the same color and quality. The replacement applies to the area where the crushing has occurred and the carpet's

appearance cannot be restored. The replacement will be for the carpet only and does not include both labor and pad.

Anything Goes! Limited Lifetime Stain Warranty

Who is covered

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

What is covered

ShawMark warrants that your Anything Goes! 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 for as long as you own your carpet. Anything Goes! carpets are treated with Shaw's R2x® or Stainmaster stain and soil resistance for enhanced protection.

Exclusions

This Limited Residential 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

ShawMark warrants that your Anything Goes! carpet will resist staining caused by pet urine stains. Stain resistance means the ability of your carpet pile to resist (i.e., minimize or withstand) permanent stains for as long as you own your carpet.

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.

Cleaning of the affected area should begin immediately upon discovery. The more time that elapses before removal, the more difficult a stain will be to remove.

PLEASE NOTE: NO CARPET IS ABSOLUTELY STAIN PROOF.

While carpet covered under this warranty is protected with stain release agents, some staining may still occur, especially over time and in high-traffic areas. This carpet is warranted to provide additional stain resistant properties to your carpet when compared to conventional nylon carpet. This protection will increase your ability to clean up stains, not prevent stains. Depending on the type of substance causing the stain, removal may require substantial repeated cleanings, and some stains may not be removable.

ShawMark may, at its sole option, elect to have the affected area of the carpet cleaned professionally.

Further exclusions

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 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. Failure to follow recommended carpet care and cleaning instructions described in the Shaw Industries booklet, "Carpet Care and Maintenance", may result in damage to your carpet that will not be covered by your warranty.

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.

The coverage period

This warranty coverage runs from the date your carpet is installed to as long as you own it.

Anything Goes! Limited Lifetime Soil Warranty

Who is covered

This warranty protects you, the original purchaser, if you have purchased an Anything Goes! carpet made for your own residential use in an owner-occupied residence.

What is covered

ShawMark warrants that Anything Goes! carpets will resist soiling by most common household soil. If you properly maintain your carpet, soil will clean up more thoroughly, and less residue will remain on your carpet. This warranty coverage runs from the date your carpet is installed for as long as you own it.

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. Keep in mind, light-colored carpets will show soiling more than darker colors and will require more frequent maintenance to retain their appearance.

Exclusions

See Further Exclusions under the "Anything Goes! Limited Lifetime Stain Warranty" for details.

The coverage period

This warranty coverage runs from the date your carpet is installed for as long as you own it.

Anything Goes! Limited 20-Year Texture Retention Warranty

Who is covered

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

What is covered

ShawMark warrants that this carpet will not exhibit significant loss of texture from foot traffic for a period of twenty (20) years when used in an owner-occupied residence in a proper indoor installation. Proper installation requires use of a 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 retailer 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. (See the Anything Goes! No Mat/No Crush Warranty for coverage of matting and crushing.)

The coverage period

This warranty coverage runs for twenty years from the date your carpet is installed.

Anything Goes! Limited 20-Year Abrasive Wear Warranty

Who is covered

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

What is covered

ShawMark warrants that the surface pile of your Anything Goes! 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 a 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 retailer 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.

The coverage period

This warranty coverage runs for twenty years from the date your carpet is installed.

Anything Goes! Limited 20-Year Quality Assurance Warranty

Who is covered

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

What is covered

This warranty covers manufacturing defects that could occur in any ShawMark Anything Goes! 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 a 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 retailer 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. (See the Anything Goes! No Mat/No Crush Warranty for coverage of matting and crushing.)

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.

The coverage period

This warranty coverage runs for twenty years from the date your carpet is installed.

Anything Goes! Limited 20-Year SoftBac® Platinum No-Wrinkle Guarantee

Who is covered

This warranty protects you, the original purchaser, if you have purchased an Anything Goes! carpet backed with SoftBac® Platinum for your own residential use in an owner-occupied residence.

What is covered

Shaw Industries warrants that your SoftBac Platinum carpet will remain free of wrinkles after installation for a period of twenty (20) years.

Carpet must be correctly installed in a proper indoor installation following the Carpet & Rug Institute Installation Standard effective October 1, 2009. Consult your retailer for details.

Exclusions

Matting and crushing, or any change in appearance retention, 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. (See the Anything Goes! No Mat/ No Crush Warranty for coverage of matting and crushing.)

The coverage period

This warranty coverage runs for twenty years from the date your carpet is installed.

What ShawMark will do if your Anything Goes! carpet does not perform according to the warranties

If your Anything Goes! carpet does not perform according to our warranties, ShawMark will repair or replace any portion of your carpet that does not perform according to the respective warranty with comparable Anything Goes! carpet. ShawMark reserves the right to determine what comparable carpet is. Replacement will be at our cost, including reasonable labor for installation. We will cover only the actual cost of installing your carpet and no costs associated with customizing carpet (i.e., aesthetic inserts, sculpting, borders). Any charges for carpet disposal, new padding, or moving furniture, equipment, etc. are your responsibility. All Anything Goes! warranties are non-prorated.

Anything Goes! 60-Day Customer Satisfaction Warranty

ShawMark warrants that we will replace any of our Anything Goes! carpet styles within 60 days of the date of installation if you are not completely satisfied. The replacement will be of a ShawMark Anything Goes! carpet of comparable value, but must be of a different style or color. If you request a carpet of greater value, you may pay the difference in price; however, there will be no monetary payment by ShawMark if you choose a carpet of lesser value. All charges involved in replacing your carpet, including labor, will be your responsibility.

Your Anything Goes! carpet must not have been improperly installed, abused, or damaged. Installation must be in an owner-occupied residence; commercial use is excluded. Claims must be personally inspected by a ShawMark dealer. Prior to replacement, a claim report must be completed and submitted to ShawMark.

Claims under this warranty will not be considered for carpet sold as second quality, irregular, used, or mill end. Replacement under the 60-Day Customer Satisfaction Guarantee is limited to one replacement per original carpet purchase.

HOW TO MAKE A CLAIM

If you think there is a defect in your carpet that is covered by one of the ShawMark warranties, you must notify, in writing, the ShawMark retailer 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 retailer 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 carpet. If you need additional information, call the Shaw Information Center at 1-800-441-7429. Please identify yourself as a Shaw carpet owner.

SHAW GENERAL WARRANTY TERMS AND CONDITIONS

A. Limitations on Your ShawMark Warranties

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 floor covering retailer 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 Shaw's "Carpet Care and Maintenance Booklet". 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 ShawMark 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 Shaw stain warranties or similar warranties from fiber or chemical manufacturers.

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 ShawMark 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 ShawMark 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 ShawMark 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 ShawMark warranty, ShawMark will offer a substitute carpet of comparable quality.

Geographic locale

These warranties apply only in the United States and Canada.

Consequential or incidental damages

WE EXCLUDE AND WILL NOT PAY CONSEQUENTIAL OR INCIDENTAL DAMAGES UNDER THESE WARRANTIES. By this we mean any loss, expense, or damage other than to the carpet itself that may result from a defect in the carpet.

Implied warranties

NO IMPLIED WARRANTIES, INCLUDING WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE, EXTEND BEYOND TERMS OF THE WRITTEN SHAW WARRANTIES. By implied warranties we mean ones that the law presumes to have been given by the seller even though they aren't set out in writing.

PLEASE NOTE: Some states do not allow the exclusion or limitation of incidental or consequential damages, or limitations on how long an implied warranty lasts, so the above limitation or exclusion may not apply to you.

YOU HAVE LEGAL RIGHTS UNDER THIS WARRANTY.

These warranties give you specific legal rights, and you may also have other rights which vary from state to state. Except for these rights, the remedies provided under these warranties state the limit of Shaw.

B. Homeowner Obligations under the ShawMark Warranties

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

1. Keep proof of purchase in the form of a bill, invoice or statement from your ShawMark retailer, showing the price you paid for the carpet, excluding pad and labor.
2. Install your carpet according to the guidelines outlined in the Carpet & Rug Institute Installation Standard effective October 1, 2009.

NOTE: 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 and Rug Institute's Seal of Approval Program. These products are listed at www.carpet-rug.org. **Warning:** Non-approved cleaning products and topical treatments, such as silicone-based anti-soil 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. Located 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.

DO-IT-YOURSELF SYSTEMS

If you decide to rent a steam cleaning machine and do it yourself, remember recommended carpet cleaning equipment and cleaning products should have certification in the CRI Seal of Approval Programs (www.carpet-rug.org).





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Sustainability Through Innovation™

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