

ShawMark®

Anything Goes!



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 almost 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 38 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 as the original carpets. 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

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! Green and Anything Goes! Elite Warranties

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

Anything Goes! Green styles carry the same unmatched warranty protection as other Anso® nylon products, with the addition of the unique Anything Goes! No Mat/No Crush Warranty, which is also a feature of Anything Goes! Elite styles.

Anything Goes! No Mat/No Crush Warranty

Anything Goes! carpets were originally developed almost thirty 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! Green 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.

Anything Goes! Elite 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 10-Year Soil and Stain Resistance Warranty
- * Limited 10-Year Texture Retention Warranty
- * Limited 15-Year Quality Assurance Warranty.
- * Extended 60-Day Customer Satisfaction Guarantee.
- * Limited 10-Year SoftBac® Platinum No-Wrinkle Guarantee

ShawMark Anything Goes! Green Warranties

Anything Goes! Green 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! Green 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! Green 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! Green 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! Green carpet at our expense with new Anything Goes! Green 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! Green 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! Green carpet with new Anything Goes! Green 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! Green Limited Lifetime Stain Warranty

Who is covered

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

What is covered

ShawMark warrants that your Anything Goes! Green 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! Green carpets are treated with Shaw's R2x® 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! Green 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 removeable.

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. This warranty is voided if you fail to follow recommended carpet care and cleaning instructions described in the Shaw Industries booklet, "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.

The coverage period

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

Anything Goes! Green Limited Lifetime Soil Warranty

Who is covered

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

What is covered

ShawMark warrants that Anything Goes! Green 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! Green 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! Green Limited 20-Year Texture Retention Warranty

Who is covered

This warranty protects you, the original purchaser, if you have purchased an Anything Goes! Green 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 with a thickness of 7/16" or less and minimum 6-lb. density, following the Carpet & Rug Institute Installation Standard effective October 1, 2009. 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.)

The coverage period

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

Anything Goes! Green Limited 20-Year Abrasive Wear Warranty

Who is covered

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

What is covered

ShawMark warrants that the surface pile of your Anything Goes! Green 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 with a thickness of 7/16" or less and minimum 6-lb. density, following the Carpet & Rug Institute Installation Standard effective October 1, 2009. 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! Green Limited 20-Year Quality Assurance Warranty

Who is covered

This warranty protects you, the original purchaser, if you have purchased an Anything Goes! Green 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! Green carpet. By manufacturing defect we mean

any defect in material or workmanship.

Carpet must be correctly installed in a proper indoor installation using a pad with a thickness of 7/16" or less and minimum 6-lb. density, 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 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.

The coverage period

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

Anything Goes! Green 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! Green 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.

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! Green carpet does not perform according to the warranties

If your Anything Goes! Green 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! Green 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! Green warranties are non-prorated.

Anything Goes! Green 60-Day Customer Satisfaction Warranty

ShawMark warrants that we will replace any of our Anything Goes! Green 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! Green 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! Green 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.

ShawMark Anything Goes! Elite Warranties

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

Who is covered

This warranty protects you, the original purchaser, if you have purchased an Anything Goes! Elite 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! Elite 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! Elite 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! Elite carpet at our expense with new Anything Goes! Elite 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! Elite 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! Elite carpet with new Anything Goes! Elite 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 carpet and pad.

Anything Goes! Elite Limited 10-Year Stain and Soil Resistance Warranty

Who is covered

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

What is covered

ShawMark warrants that the surface pile of your Anything Goes! Elite carpet will remain stain resistant to most household food and beverage substances for ten (10) years in an owner-occupied residence in a proper indoor installation. This Limited Residential Warranty specifically excludes stains from substances such as hot beverages, bleaches (including acne medication), caustic chemicals, insecticides, paints, plant food, iodine, very strong dyes, acids, feces, urine, and vomit.

Shaw Industries further warrants that the surface pile of your Anything Goes! Elite carpet will resist soiling by most common household soil better than comparable untreated nylon carpet for ten (10) years in an owner-occupied residence in a proper indoor installation. Proper maintenance and regular vacuuming will reduce soiling, and less residue will remain in the carpet. Note that light-colored carpets will show soiling more readily than darker colors and require more frequent maintenance to keep them looking their best.

What ShawMark will do if your carpet fails to perform

If your carpet shows signs of permanent staining from covered substances, or does not resist soiling more effectively than a comparable untreated carpet, within ten years of the date of original installation, ShawMark will arrange a credit equal to the cost of the carpet material only. The credit will apply only to the affected area or room. The credit will be issued to your retailer as a percentage of the replacement cost of new carpet of the same or comparable quality. The credit will be good only toward the purchase of new ShawMark carpet. There will be no cash payment.

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 removeable.

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. This warranty is voided if you fail to follow recommended carpet care and cleaning instructions described in the Shaw Industries booklet, "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.

Anything Goes! Elite Limited 10-Year Texture Retention Warranty

Who is covered

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

What is covered

ShawMark warrants that your Anything Goes! Elite carpet will not exhibit significant loss of texture from foot traffic for a period of ten (10) 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.

What ShawMark will do if your carpet fails to perform

If your Anything Goes! Elite carpet shows significant loss of texture from foot traffic within ten years of the date of the original installation as a result of yarn tufts losing their twist, and the carpet's appearance cannot be restored, ShawMark will arrange a credit equal to the cost of the carpet material only. The credit will apply only to the affected area or room. The credit will be issued to your retailer as a percentage of the replacement cost of new carpet of the same or comparable quality. The credit will be good only toward the purchase of ShawMark carpet. There will be no cash payment.

(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.)

The coverage period

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

Anything Goes! Elite Limited 15-Year Quality Assurance Warranty

Who is covered

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

What is covered

This warranty covers manufacturing defects that could occur in any carpet that is protected under the Anything Goes! Elite 15-Year Limited Quality Assurance Warranty. By manufacturing defect we mean any defect in material or workmanship.

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 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.

The coverage period

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

What ShawMark will do:

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	100%
the 3rd year	80%
the 4th year	75%
the 5th year	70%
the 6th year	65%
the 7th year	60%
the 8th year	55%
the 9th year	50%
the 10th year	45%
the 11th year	40%
the 12th year	35%
the 13th year	30%
the 14th year	20%
the 15th year	10%

The credit will apply only to the affected area or room. The credit will be issued to your retailer as a percentage of the replacement cost of new Anything Goes! Elite carpet of the same or comparable quality. The credit will be good only toward the purchase of new ShawMark carpet. There will be no cash payment.

Labor charges

During the first year of coverage under this warranty, ShawMark will arrange for a credit to your retailer for reasonable labor charges to repair or replace defective areas when any of the following specific manufacturing defects are involved: excessive fuzzing, carpet tufts pulling out, crocking, fading, or delamination.

ShawMark 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.

Pile distortion or roll crush is a temporary, correctable problem which is not considered a manufacturing defect.

Anything Goes! Elite Limited 10-Year SoftBac® Platinum No-Wrinkle Guarantee

Who is covered

This warranty protects you, the original purchaser, if you have purchased an

Anything Goes! Elite carpet backed with SoftBac® Platinum for your own residential use in an owner-occupied residence.

What is covered

ShawMark warrants that your SoftBac carpet will remain free of wrinkles after installation for a period of ten (10) 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.

The coverage period

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

What ShawMark will do

If your Anything Goes! Elite carpet shows wrinkling leading to a re-stretch of the affected area, ShawMark will pay the labor costs. If the carpet's appearance cannot be restored, ShawMark will arrange a credit equal to the cost of the carpet material only.

The credit will apply only to the affected area or room. The credit will be issued to your retailer toward the replacement cost of new carpet of the same or comparable quality. The credit will be good only toward the purchase of new ShawMark carpet. There will be no cash payment.

Anything Goes! Elite 60-Day Customer Satisfaction Warranty

ShawMark warrants that we will replace any of its Anything Goes! Elite 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! Elite 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! Elite 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

Non-transferability

The Anything Goes! Elite Limited 10-Year Stain and Soil Resistance Warranty, Limited 10-Year Texture Retention Warranty, Limited 15-Year Quality Assurance Warranty, and Limited 10-Year SoftBac Platinum No-Wrinkle Guarantee are extended only to the original purchaser and are 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 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 this 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.

A. Homeowner Obligations under the Shaw Warranties

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

1. Keep proof of purchase in the form of a bill, invoice, statement, or this completed warranty brochure from your Shaw 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 and maintain your carpet according to the recommendations described in the Shaw "Carpet Care and Maintenance" booklet.
3. Be able to show proof of cleaning by hot-water extraction (commonly called "steam" cleaning) by a professional cleaning service or do-it-yourself system, using equipment certified under the Carpet and Rug Institute's Seal of Approval program. Cleaning must be performed at least once every 24 months. Visit www.carpet-rug.org for a listing of approved products.

NOTE: Professional service must be performed by an IICRC (Institute of Inspection, Cleaning and Restoration Certification) certified firm*. You may contact the IICRC at 1-800-835-4624 for information. A bill, invoice, or statement showing cleaning service (or do-it-yourself equipment rental) with descriptions will serve as proof. A minimum of one cleaning every two years is required. Depending on the level of traffic, family size, soil conditions adjacent to the home, and other circumstances, more frequent cleaning may be advisable. Please refer to the cleaning recommendations contained in this booklet.

*IICRC has two classifications of certification for carpet cleaning professionals. First is the Certified Technician, who is an individual who has been trained and passed an exam for certification. The other is the Certified Firm designation, which is a company which has a business license, carries liability insurance, workman's compensation insurance, and employs Certified Technicians. Shaw Industries feels that our customers are better served and protected by IICRC Certified Firms.

Although steam cleaning is a homeowner obligation, it is also a procedure that will keep your carpet looking its best and extend its useful life. 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.





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