

Finding Focus

ShawContract[®]
hospitality



Finding Focus

Focus is that moment of calm amidst chaos, one that draws our energy to a place of action and optimism. The *Finding Focus* collection of **Custom Tile, Broadloom and Rugs** is designed for spaces that allow us respite from our busy, stressful lives. It invites us to seek simplicity, to recharge mind and body, and focus on simple joys and pleasures.

Designs originating from the poetic landscapes of Japanese gardens and from a deeper more internal search for the elusive balance between our left and right brain, come together in a collection that has a sense of peaceful purpose.

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MLCL

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CF66988 AND
SOUNDSCAPE (LVT 4063V) IN SILK 63121
LokSeam technology allows you to pair 32 oz
broadloom with LVT for a transitionless design.

Organic Poetry

A large-scale pattern will transform any space— from a lobby to a guest room, **ColorPoint** technology builds seamless, sweeping patterns with pinpoint accuracy, unmatched detail, and enhanced product durability. ColorPoint construction creates textured carpet using varied pile height capabilities for full custom patterns of any length that create effortless transitions from room to room.

“A man of calm is like a
shady tree. People who
need shelter come to it.”

Toba Beta

Focus on living well

Our yearning for focus has never been stronger. Our urge to preserve both our energy and the world around us, direct us to spaces that soothe and restore. A Zen garden is not designed as a place to toil so much as a place to bring serenity to our lives. Finding Focus follows this same introspective path.

Y12449
GUEST ROOM

CF66994
LIVING RUG

CR66989
DINING ROOM RUG

INCLUSIVE (CORETEC 4068V)
IN CHAMPAGNE 68705





CF66994 AND INCLUSIVE (CORETEC 4068V) IN CHAMPAGNE 68705

CF66994
6 ft × 6 ft 1.6 in | 1.83 m × 1.87 m



CJ491



5236D



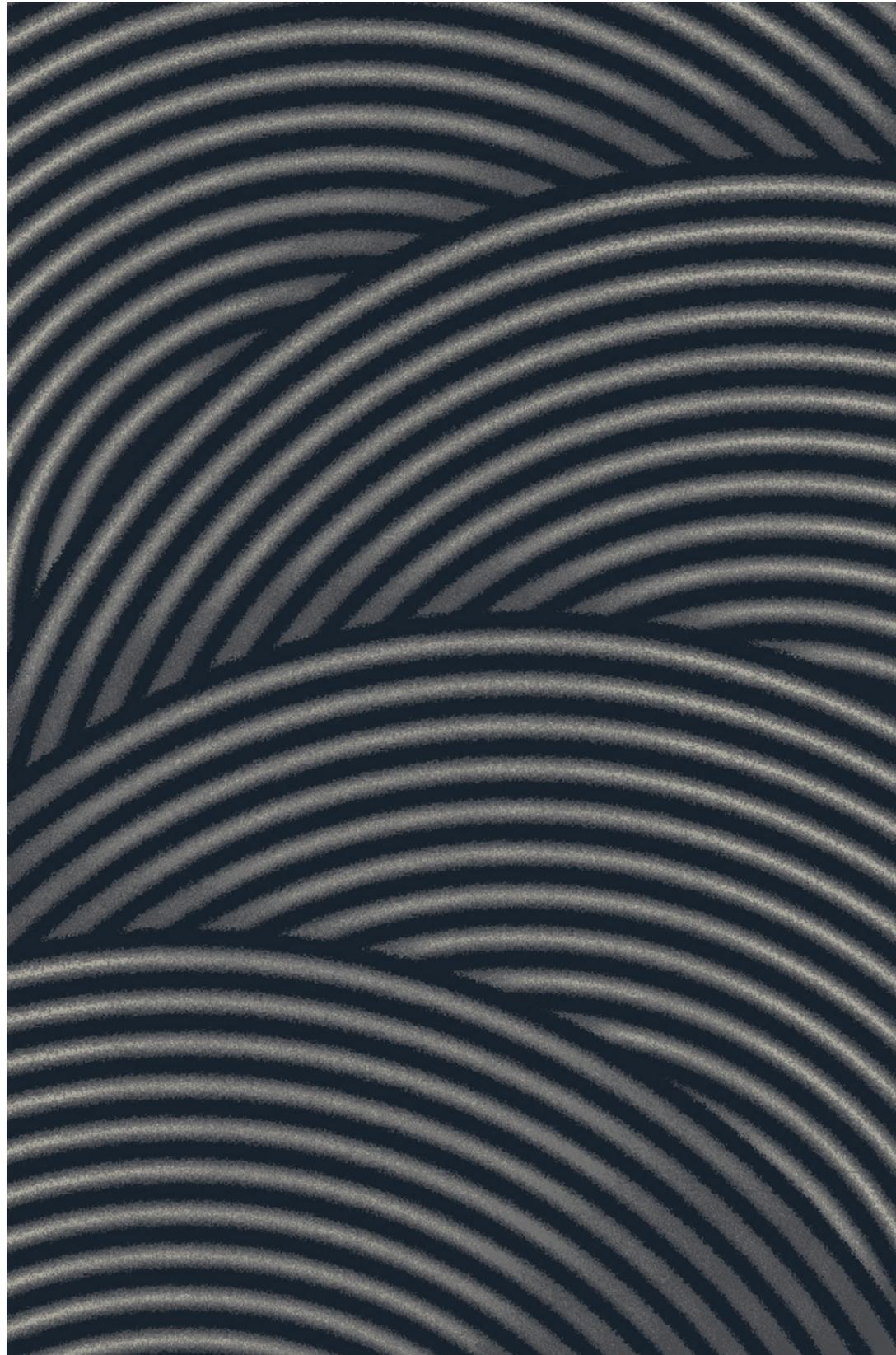
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5795D

CR66989

12 ft x 18 ft 1.6 in | 3.66 m x 5.53 m



CJ491



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5795D

CR66989 AND INCLUSIVE (CORETEC 4068V) IN CHAMPAGNE 68705



CF66992

6 ft × 6 ft 1.6 in | 1.83 m × 1.87 m

CN66991

6 ft × 12 ft | 1.83 m × 3.66 m



CJ491



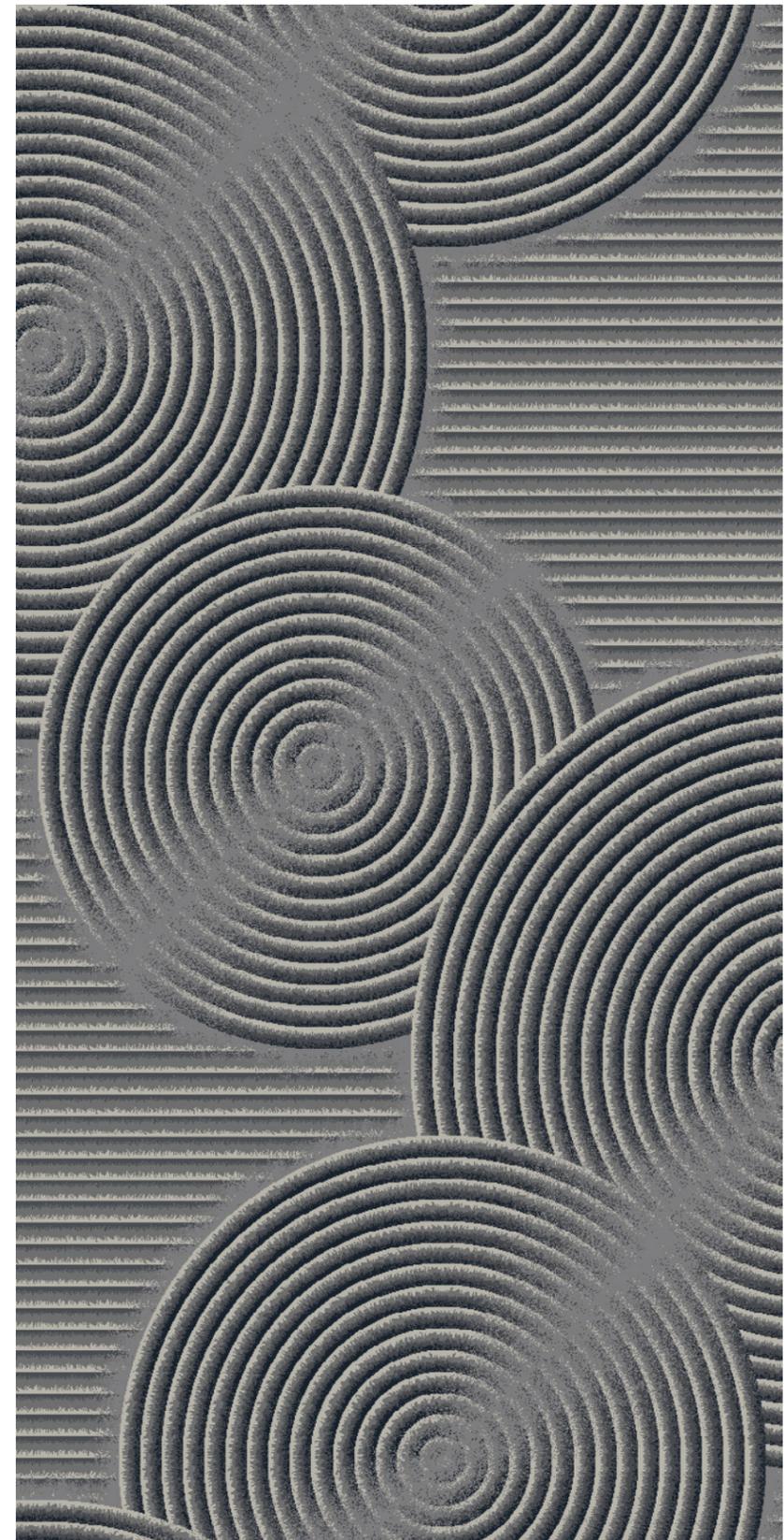
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CJ491



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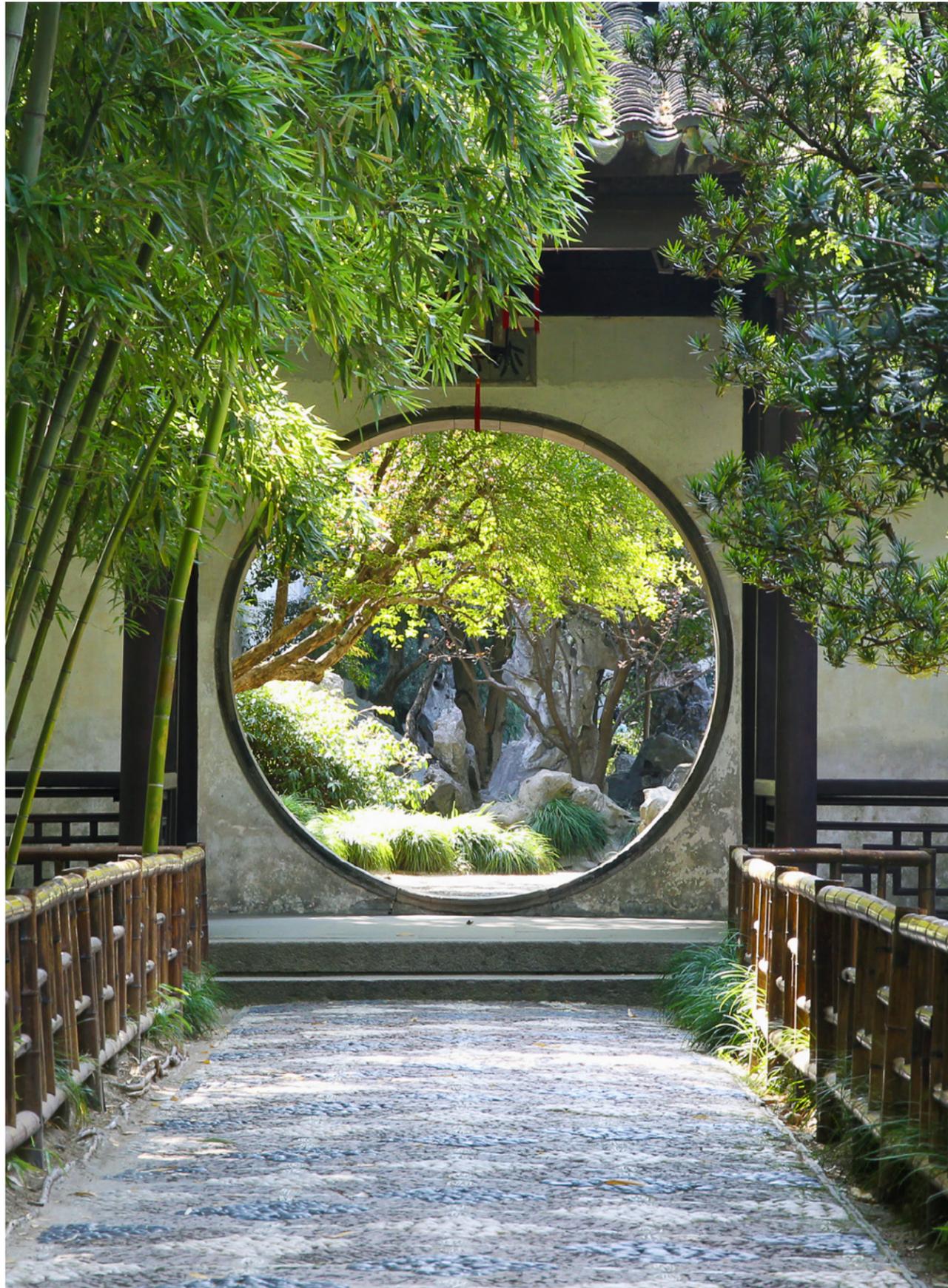
5500D



5795D

CR66915

12 ft x 12 ft | 3.66 m x 3.66 m



A

CJ491

B

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CF66918

6 ft × 6 ft 1.6 in | 1.83 m × 1.87 m

CF66921

4 ft × 3 ft 2.4 in | 1.22 m × 0.98 m



CJ491



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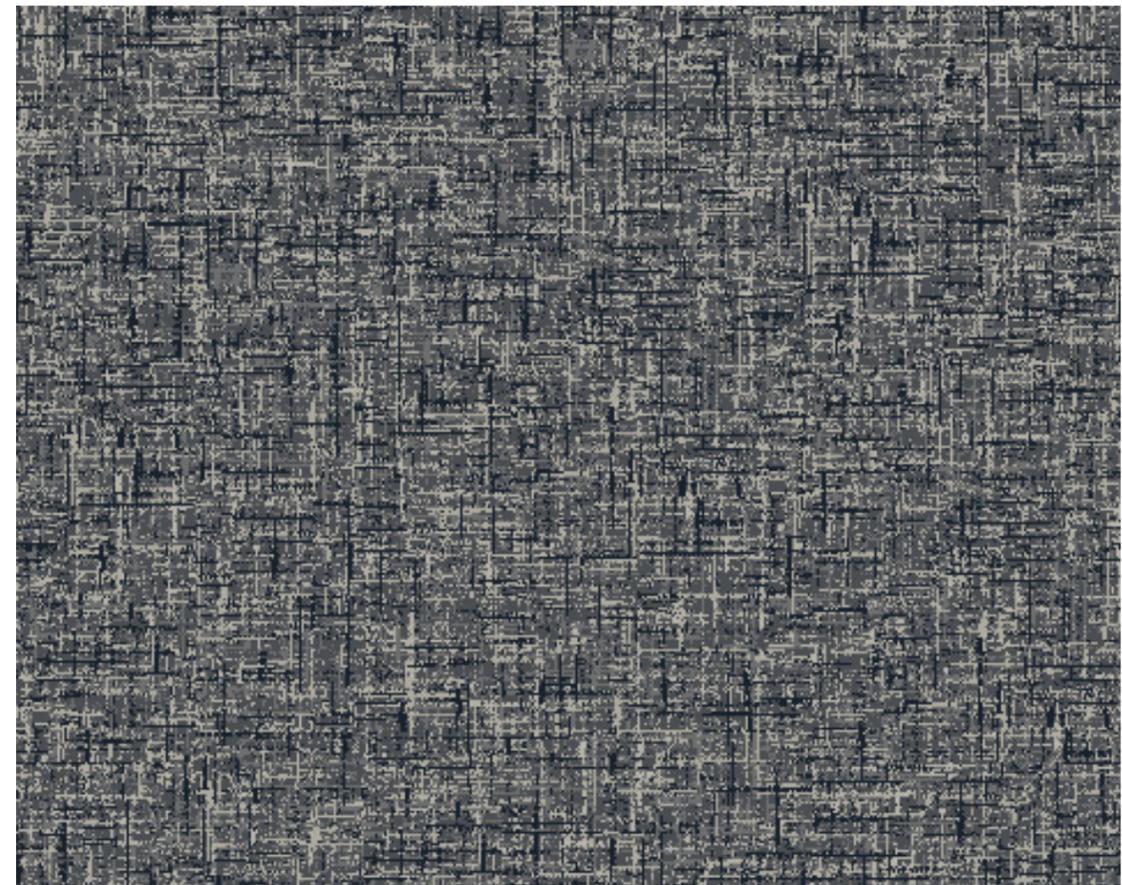
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“Choose to be optimistic.
It feels better.”

Dalai Lama



CJ491



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5500D



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CN66924

6 ft x 12 ft | 1.83 m x 3.66 m



CJ491



5236D



5500D



5795D



CN66924

CR66923

12 ft × 18 ft 1.6 in | 3.66 m × 5.53 m

CF66925

6 ft × 6 ft 1.6 in | 1.83 m × 1.87 m



A

CJ491



B

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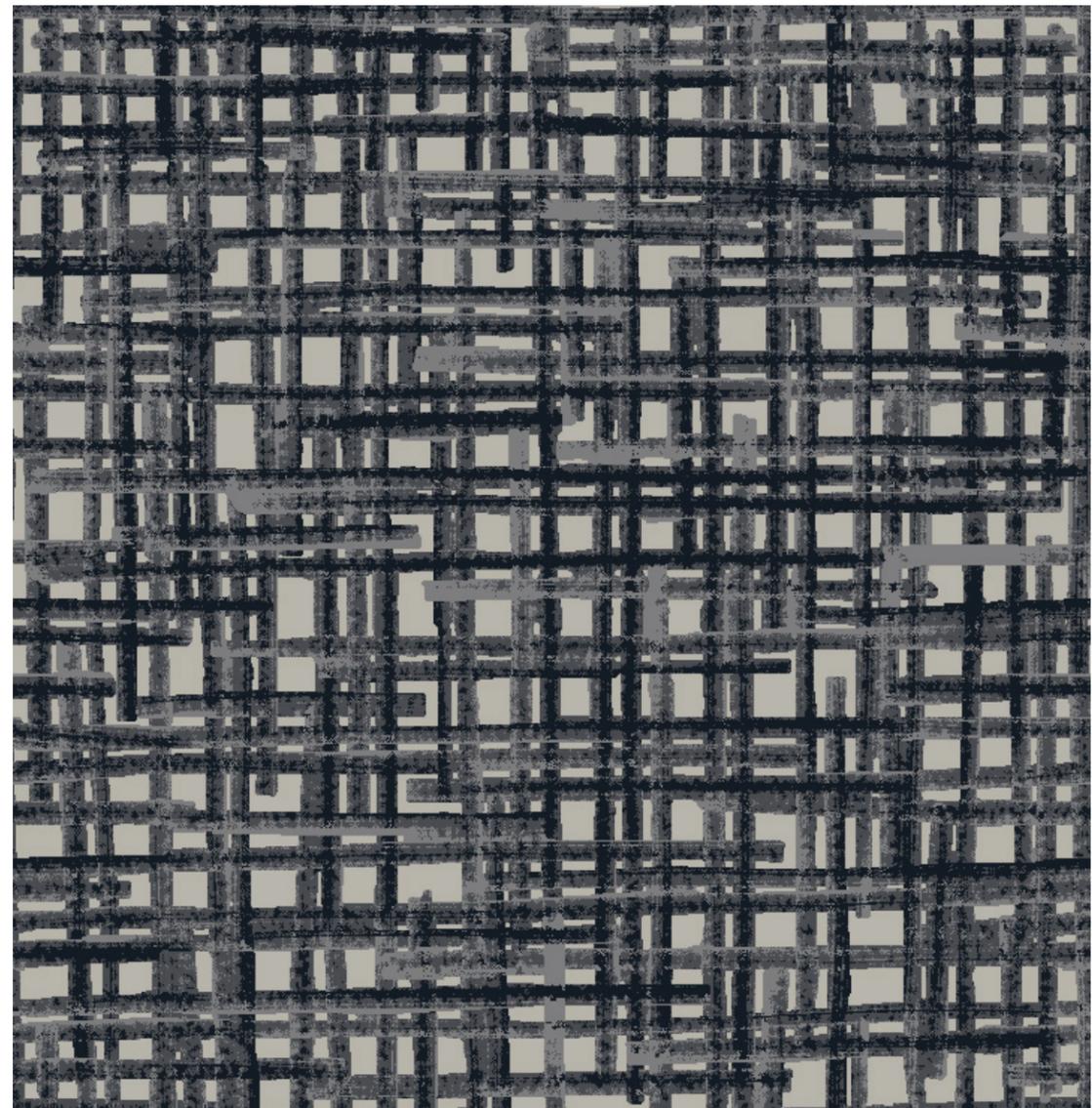
C

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D

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A

CJ491



B

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C

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D

5795D

CN66951

6 ft × 14 ft 11.2 in | 1.83 m × 4.55 m



A

CJ491

B

5236D

C

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D

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CR66950

12 ft × 18 ft 1.6 in | 3.66 m × 5.53 m



A

CJ491

B

5236D

C

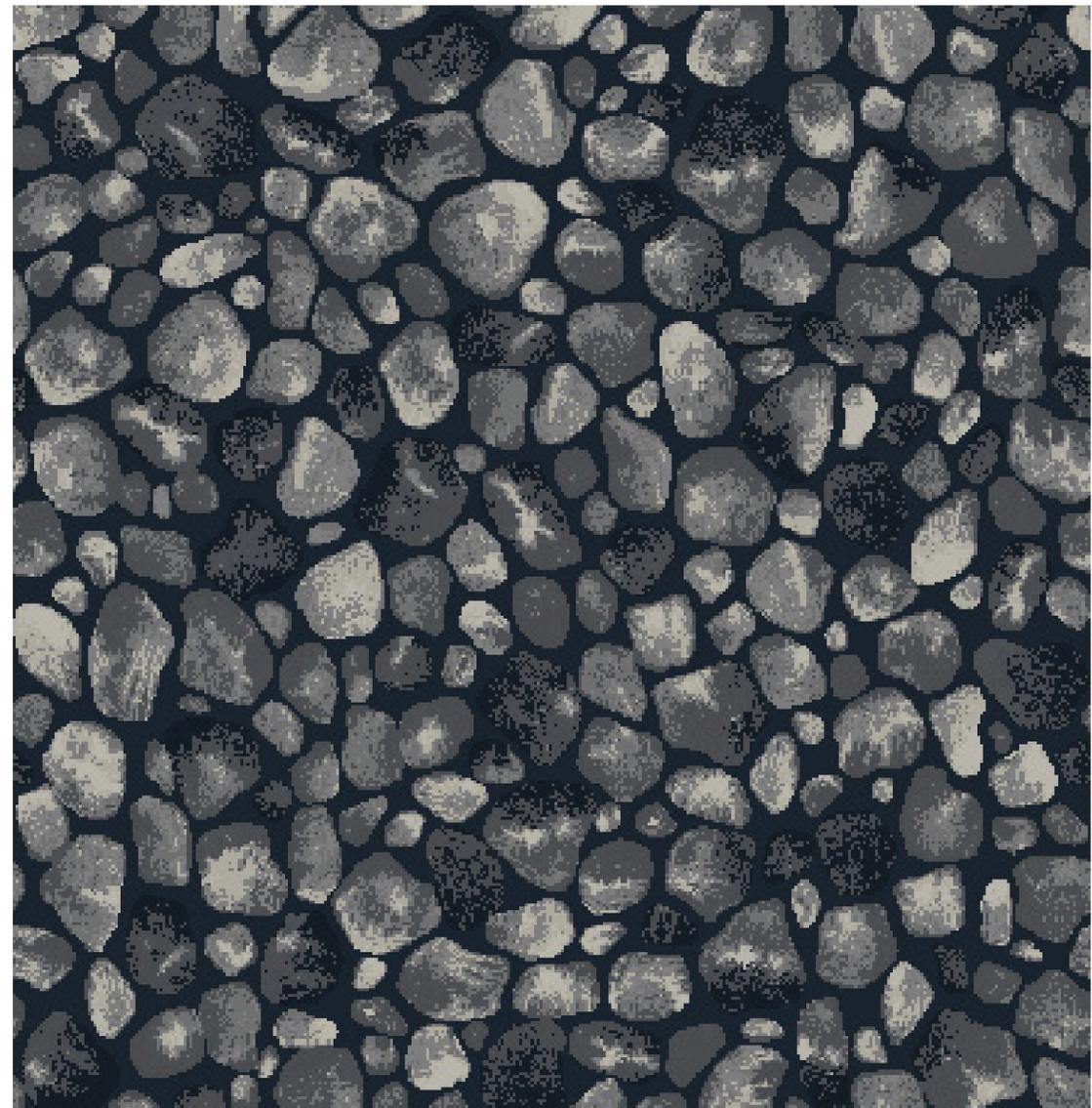
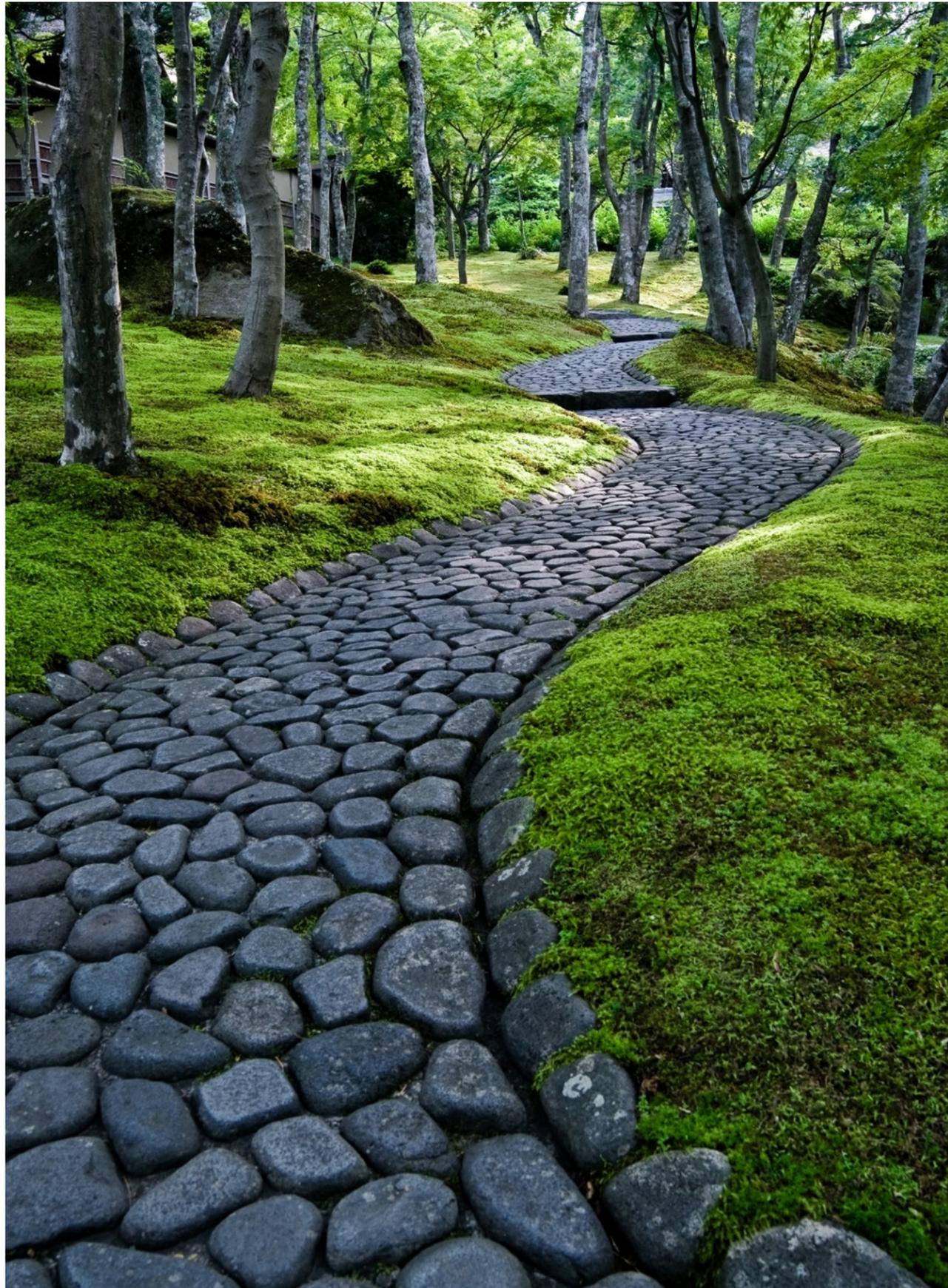
5500D

D

5795D

CF66952

6 ft × 6 ft 1.6 in | 1.83 m × 1.87 m



CJ491



5236D



5500D



5795D

CR66958

12 ft x 18 ft 1.6 in | 3.66 m x 5.53 m



CJ491



5236D



5500D



5795D



CN66959

6 ft x 12 ft | 1.83 m x 3.66 m

CF66988

6 ft x 9 ft 0.8 in | 1.83 m x 2.76 m



A

CJ491

B

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C

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D

5795D



A

CJ491

B

5236D

C

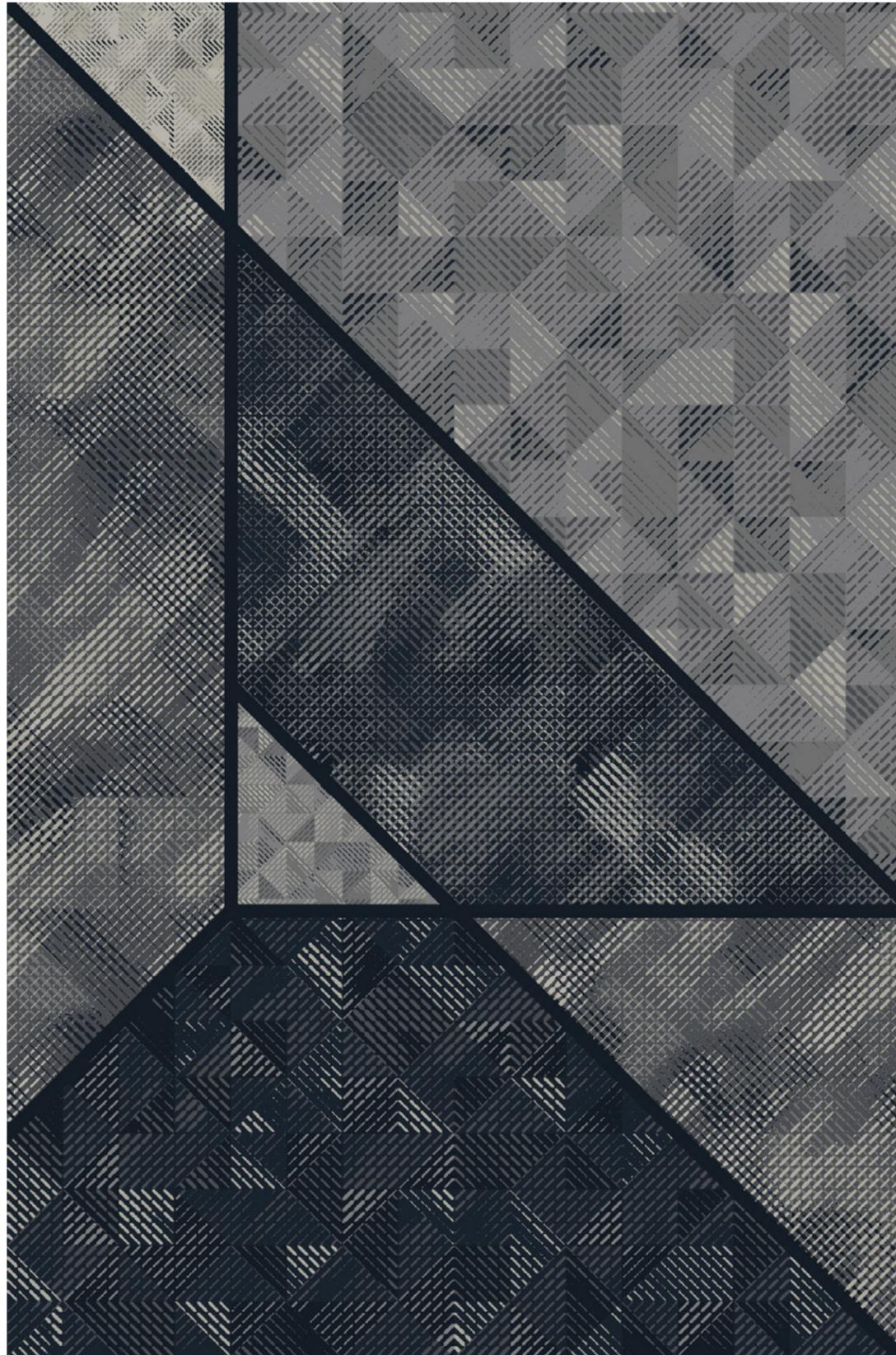
5500D

D

5795D

CR66996

12 ft × 18 ft 1.6 in | 3.66 m × 5.53 m



A

CJ491

B

5236D

C

5500D

D

5795D



An almost imperceptible shift as you go from broadloom to hard surface. Pairing inset rugs with LVT in a guestroom—before transitioning to carpet tile in hallways creates a gentle flow between textures.

LokSeam can be used with broadloom, carpet tile, LVT, and sheet, making it an invaluable tool for hospitality spaces.

CR66996 AND INCLUSIVE (CORETEC 4068V) IN INDUSTRIAL 68599

Time to refocus

Harmony and balance are purposefully threaded through the collection. Our designers were inspired by the artistry of Japanese woodcuts and the art of Sashiko, a mending technique used to enhance and strengthen older fabrics with elegant stitchwork. A sustainable approach to design from the past being fully re-imagined for today.

The innovative COREtec technology delivers performance that is waterproof, making it the perfect solution for all areas of the guest room.



CN66997
CORRIDOR

CR66996
RUG

INCLUSIVE (CORETEC 4068V)
IN INDUSTRIAL 68599
GUESTROOM

EXPRESSION (CORETEC 4069V)
IN CLAY 69504
BATHROOM

CF66998

6 ft × 6 ft 1.6 in | 1.83 m × 1.87 m

CN66997

6 ft × 12 ft | 1.83 m × 3.66 m



CJ491



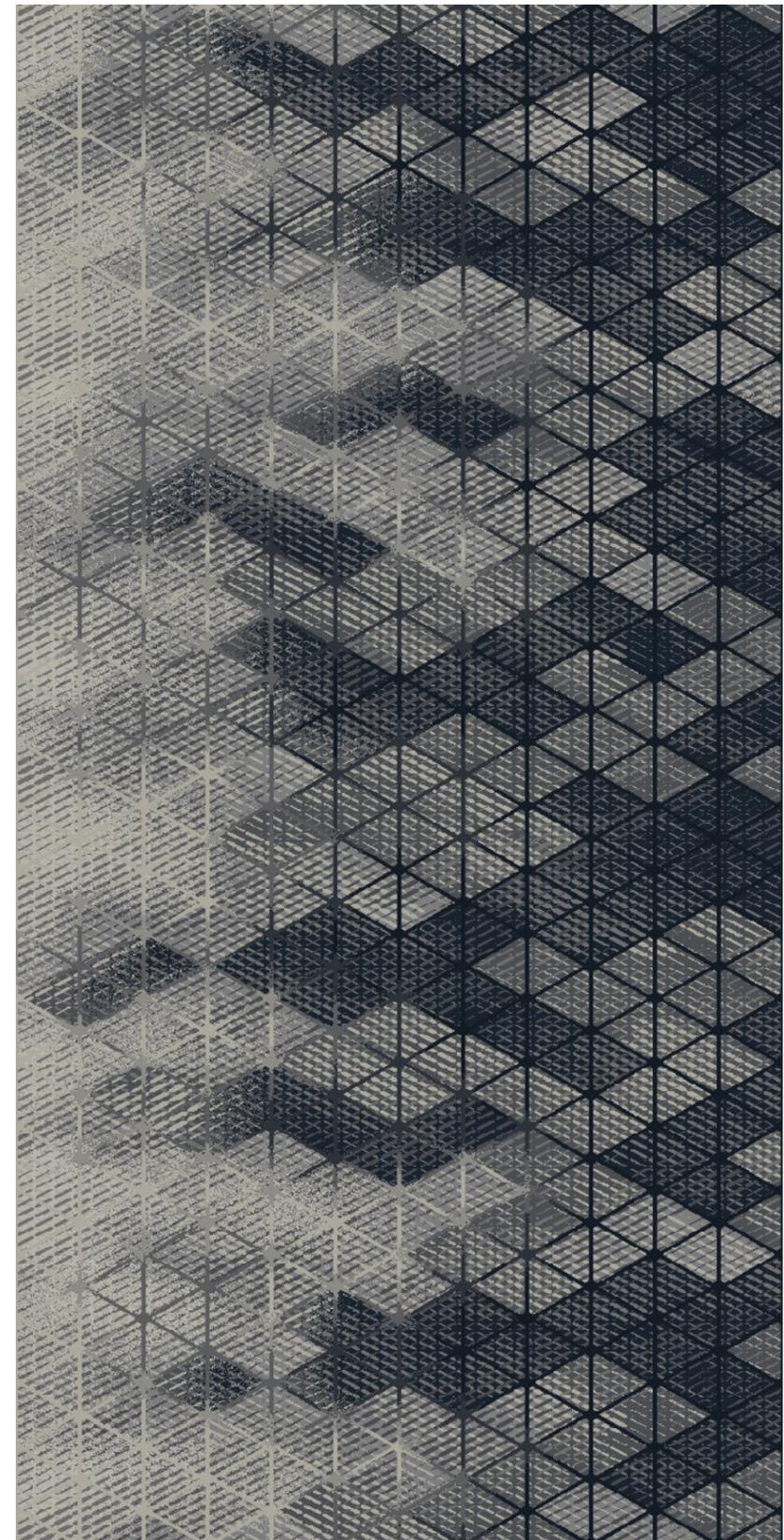
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CJ491



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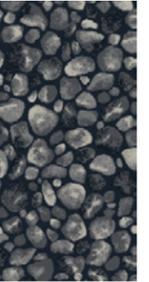
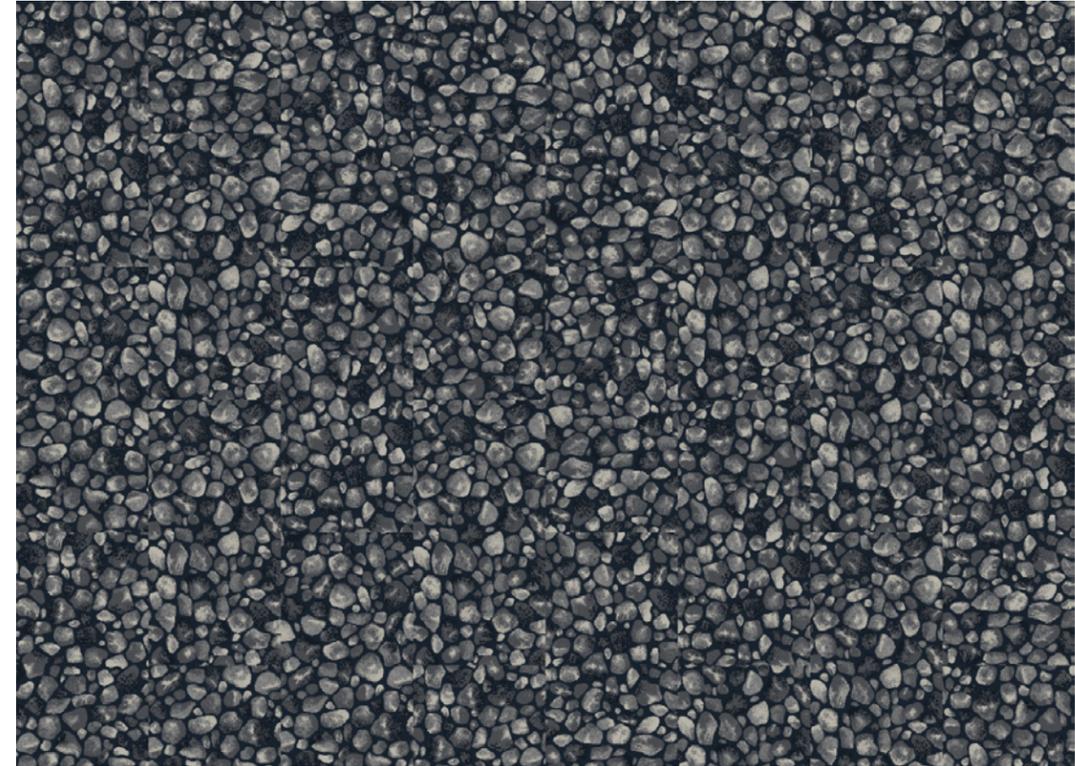


5795D



CT67846

18 in x 36 in | 45.72 cm x 91.44 cm | SHOWN IN ASHLAR



A

CJ491

B

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C

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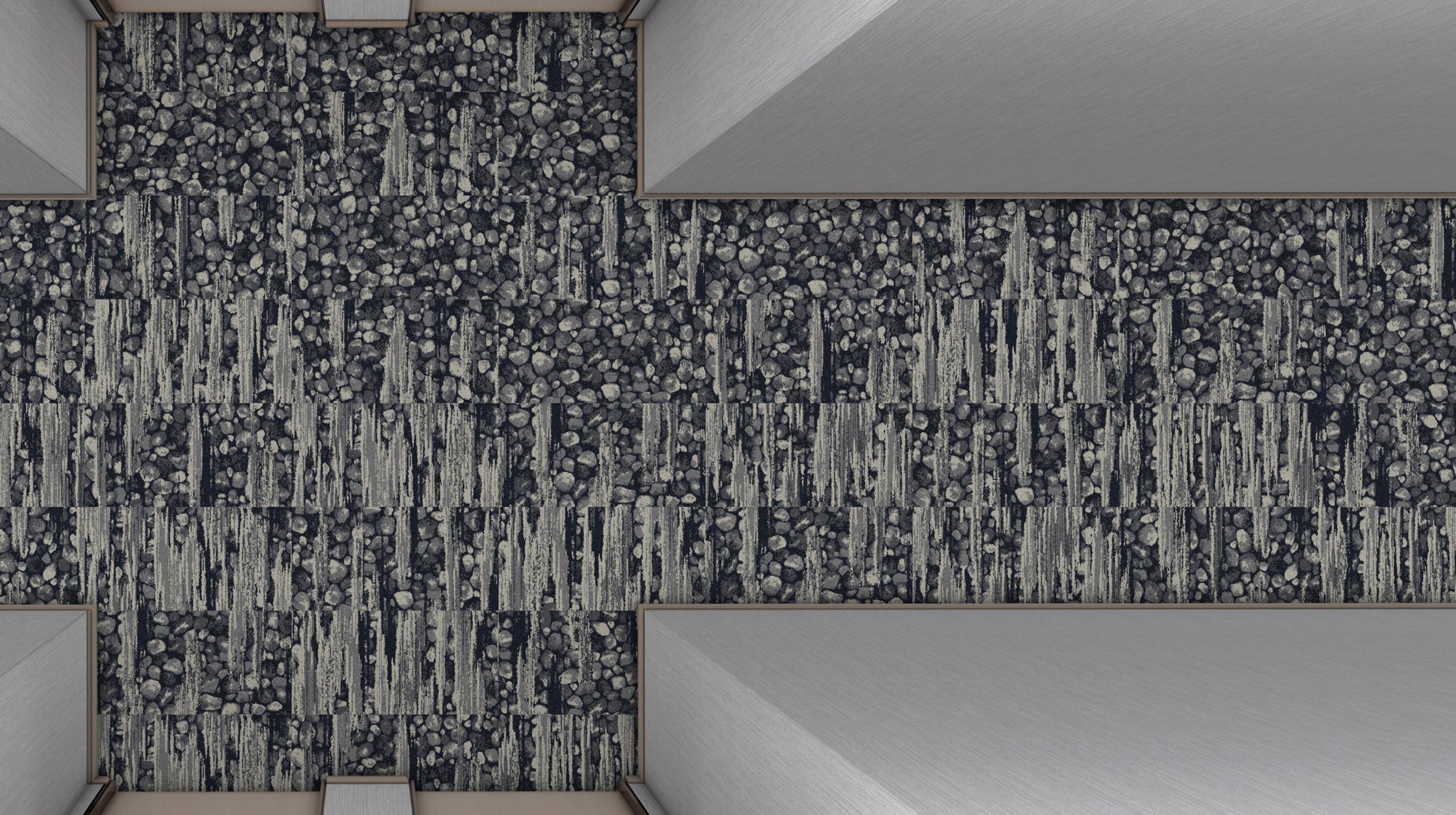
D

5795D

“Carpet tile allows you the flexibility to design moments of pause or pathways in a space. Whether focusing on subtle transitions or dynamic movement, use tile to define the guest experience.”

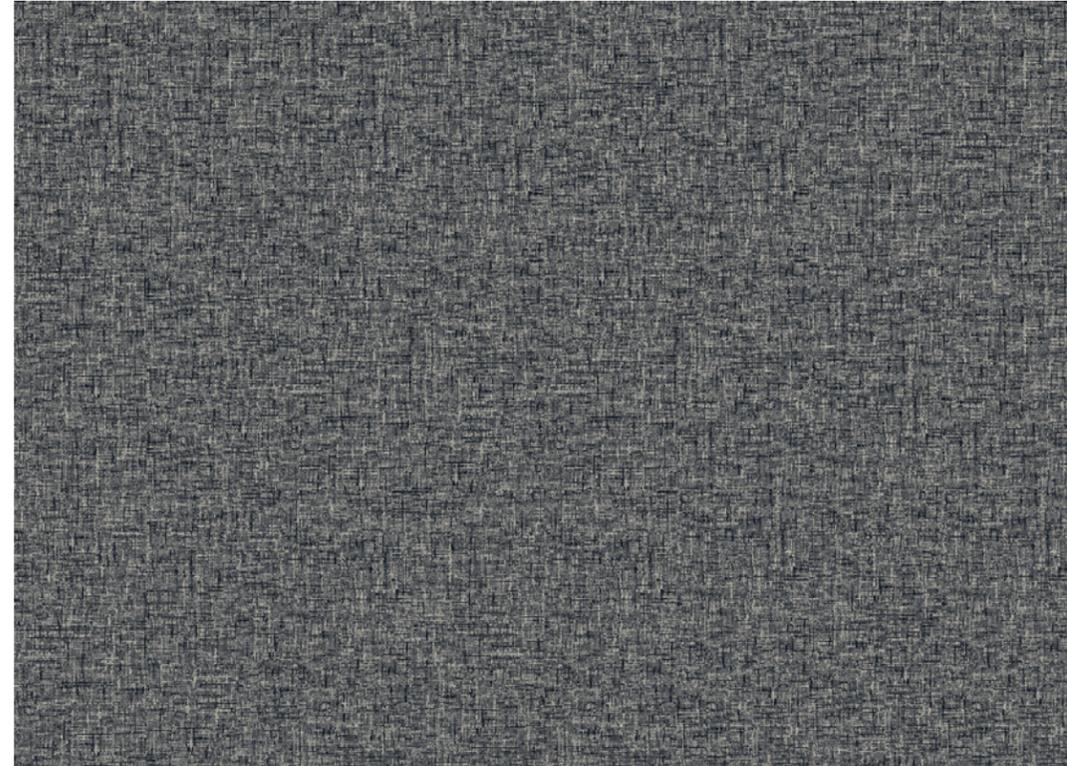
Susan Smilek

Design Director, Lifestyle Studio



CT67825

18 in x 36 in | 45.72 cm x 91.44 cm | SHOWN IN ASHLAR



A

CJ491

B

5236D

C

5500D

D

5795D

CT67847

18 in x 36 in | 45.72 cm x 91.44 cm | SHOWN IN ASHLAR



A

CJ491

B

5236D

C

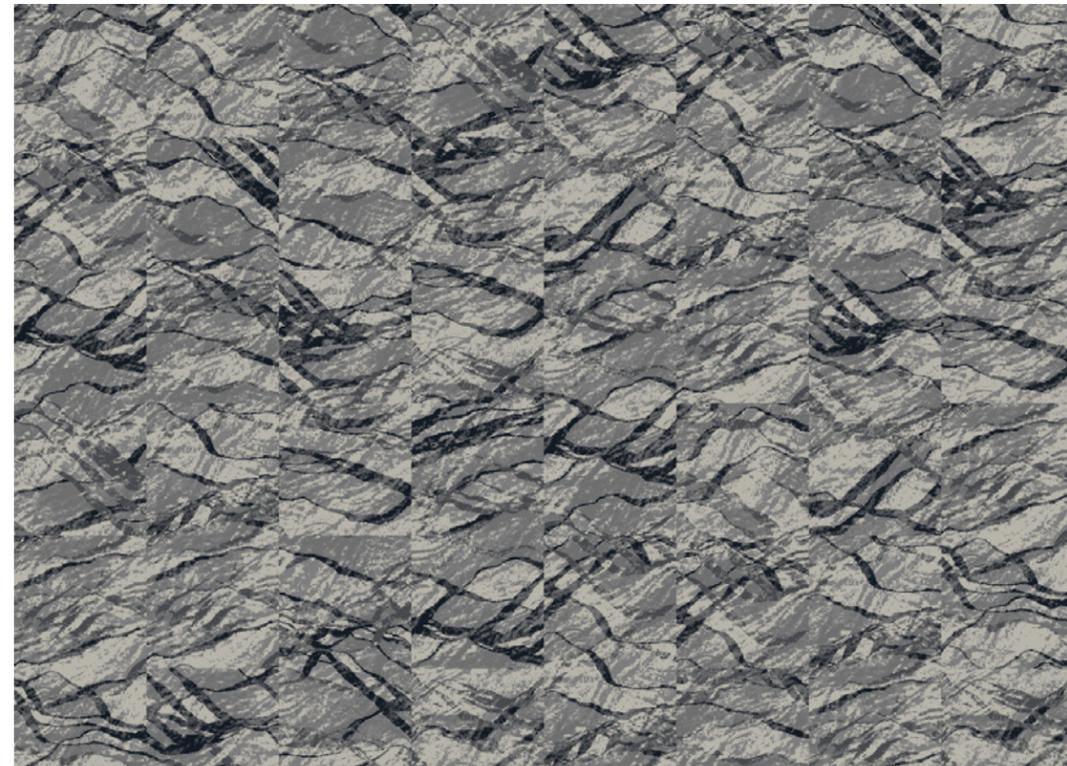
5500D

D

5795D

CT67826

18 in x 36 in | 45.72 cm x 91.44 cm | SHOWN IN ASHLAR



A

CJ491

B

5236D

C

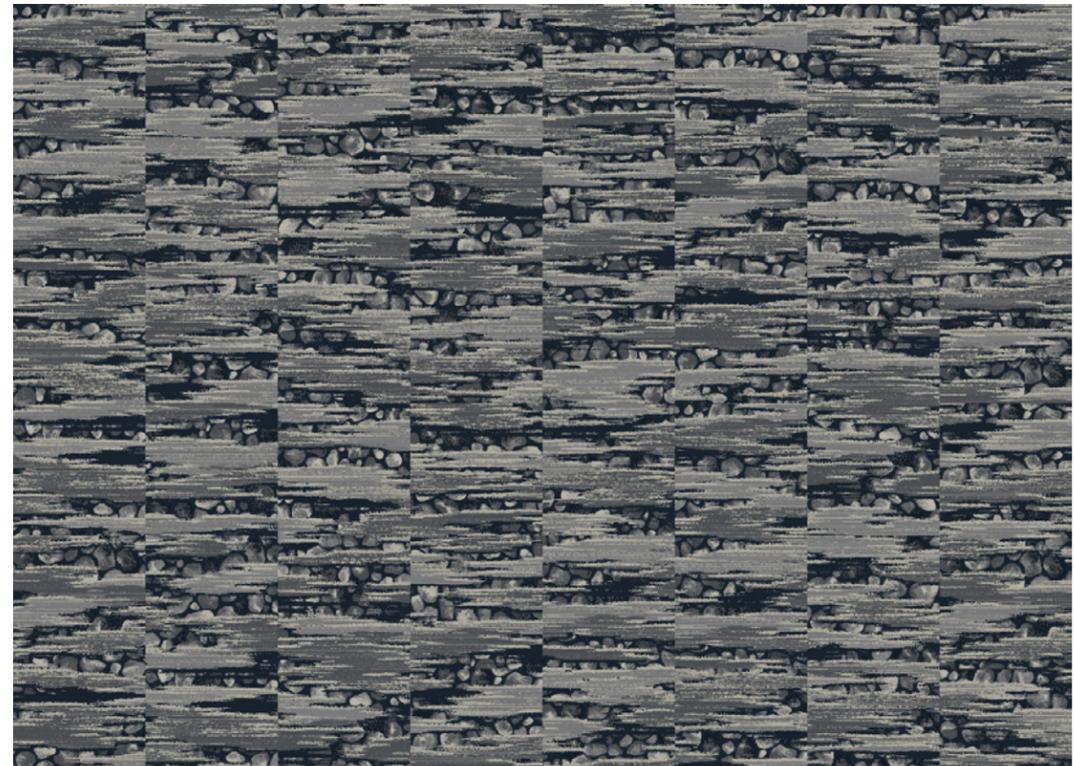
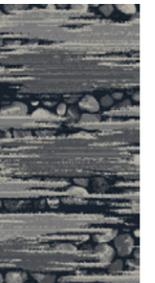
5500D

D

5795D

CT67848

18 in x 36 in | 45.72 cm x 91.44 cm | SHOWN IN ASHLAR



A

CJ491

B

5236D

C

5500D

D

5795D



Y12452 AND
SOUNDSCAPE (LVT 4063V) IN SILK 63121

Geometric Poetry

Multi-level cut loop broadloom created with stitch by stitch control, offers precise design capabilities and improved pattern clarity. The ability to tuft with both cut and loop gives a softer look and feel for textural and visual comfort. This construction also supports two-three color patterns for more budget-friendly spaces, such as guestrooms or certain public spaces.

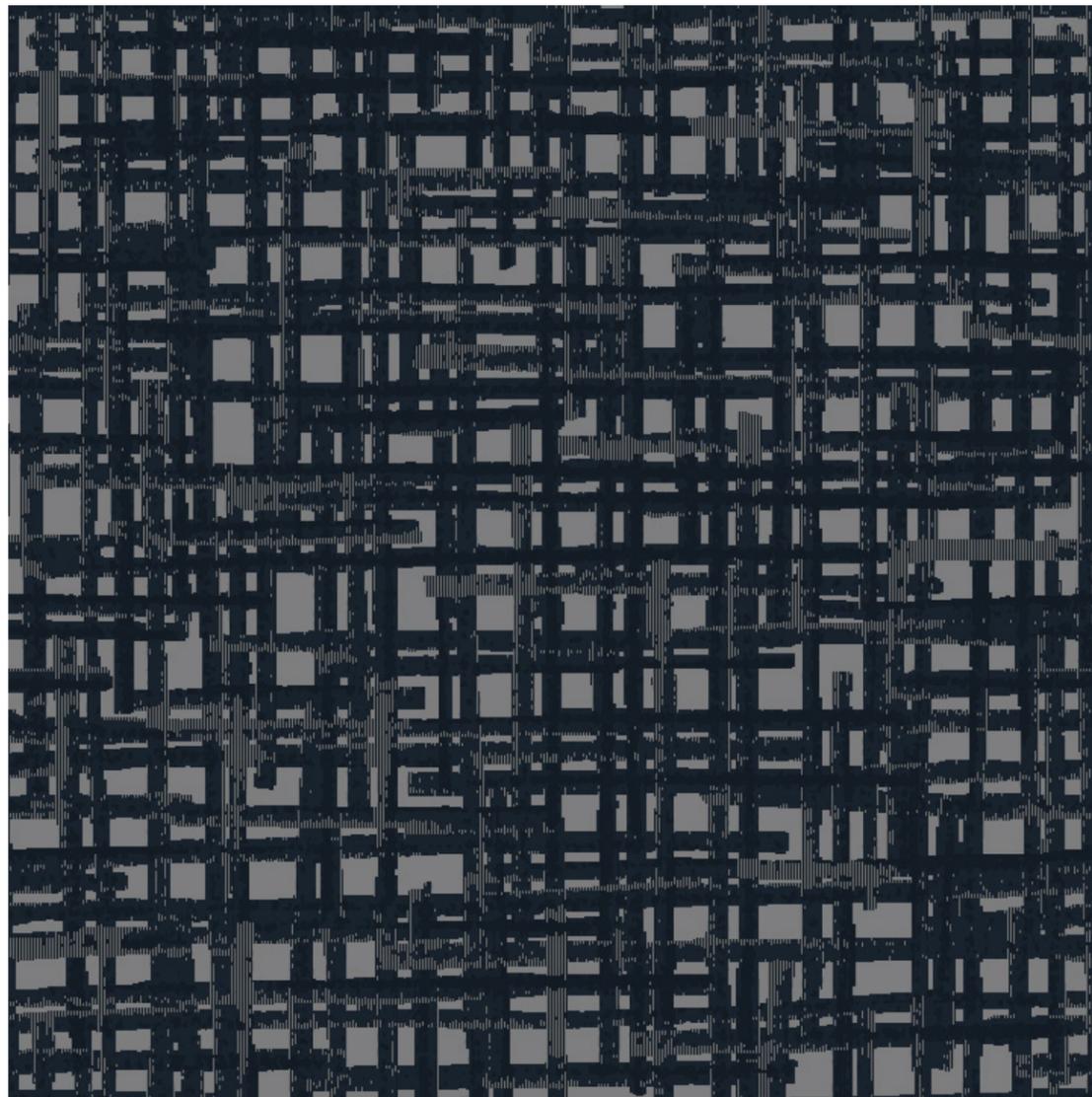
“Get the inside right. The
outside will fall into place.”

Eckhart Tolle

Y12447

6 ft x 6 ft | 1.83 m x 1.83 m

Y12447



CJ491



5500D

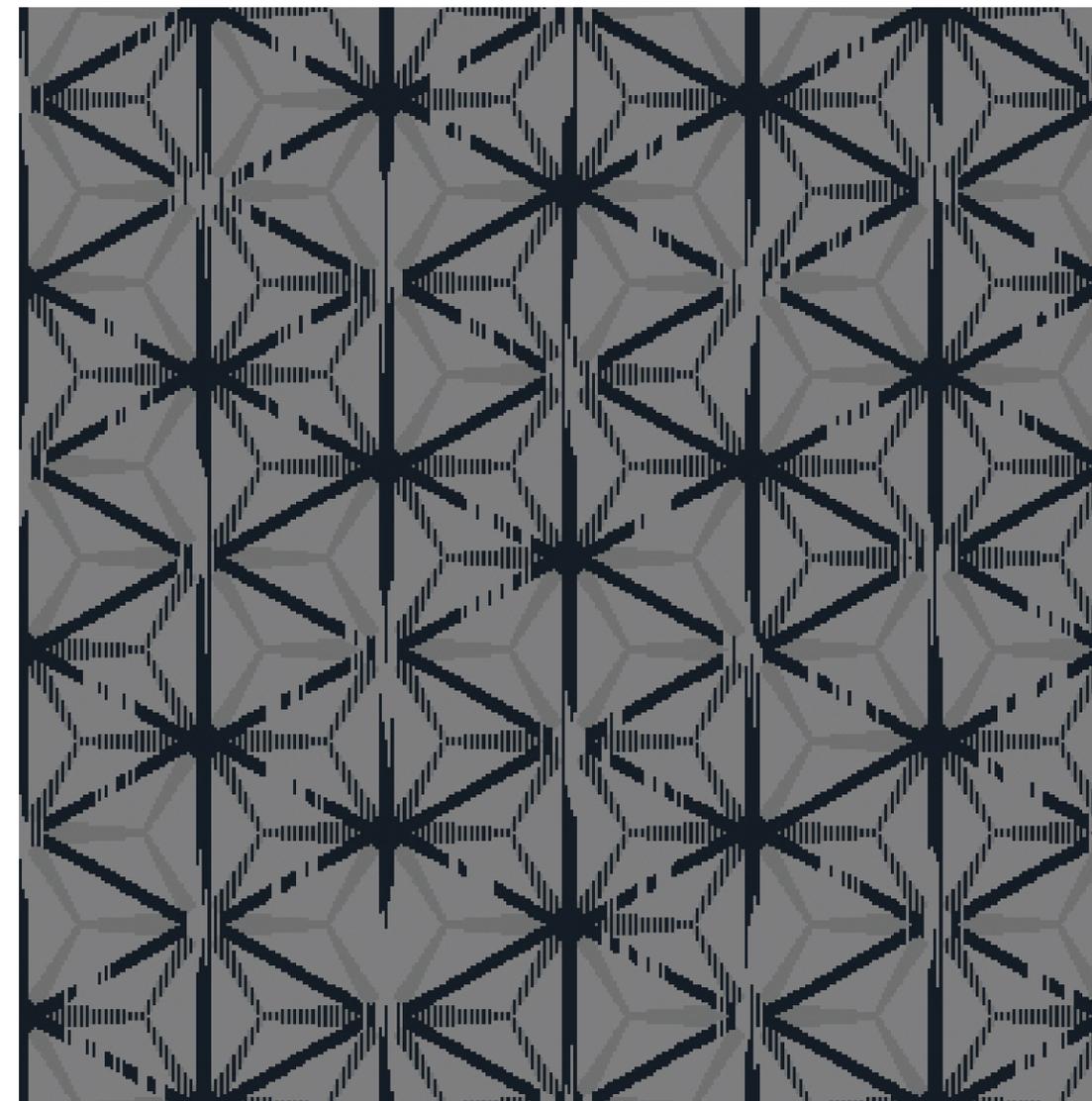




Y12448
3 ft x 3 ft | 0.91 m x 0.91 m

“Do not learn how to react.
Learn how to respond.”

Buddha



CJ491



5500D



Pause for focus

Our working lives are increasingly entwined with our home lives, making hospitality spaces now more than ever, places of respite and calm. With Staycations more popular than ever, Finding Focus creates an oasis of welcome and wellbeing, however close or far from home you may be.



CT67826
CORRIDOR

Y12452
RUG

INCLUSIVE (CORETEC 4068V)
IN CHAMPAGNE 68705
GUESTROOM

EXPRESSION (CORETEC 4069V)
IN CLAY 69504
BATHROOM

Y12449

3 ft x 3 ft | 0.91 m x 0.91 m



A

5500D

B

5795D



Y12449 AND INCLUSIVE (CORETEC 4068V) IN CHAMPAGNE 68705

Y12450

4 ft x 4 ft | 1.22 m x 1.22 m



A

CJ491

B

5500D



Y12451
3 ft × 3 ft | 0.91 m × 0.91 m



A

CJ491

B

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Y12451 AND SOUNDSCAPE (LVT 4063V) IN SILK 63121





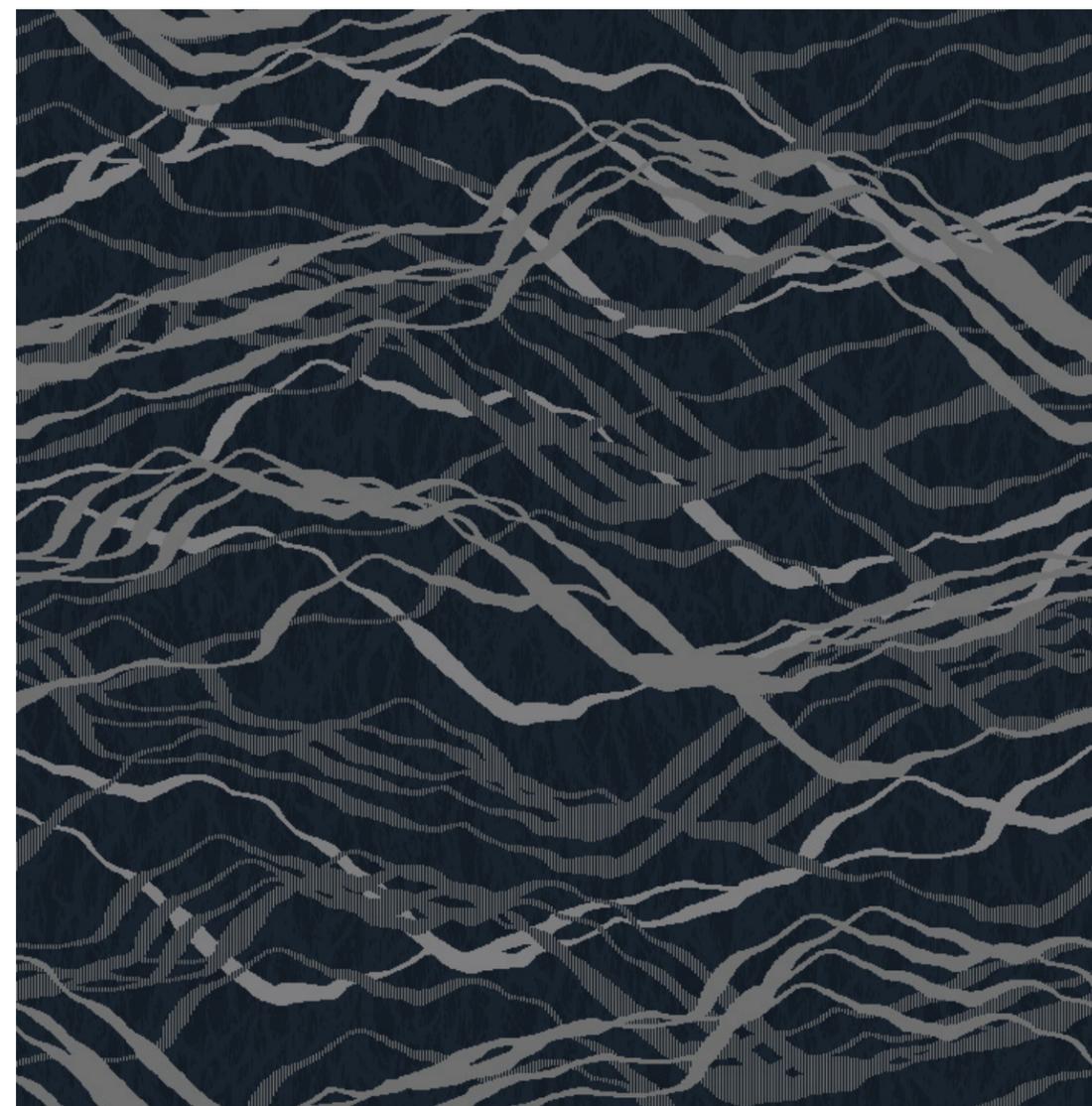
Y12452 AND INCLUSIVE (CORETEC 4068V) IN CHAMPAGNE 68705

Y12452

6 ft x 6 ft | 1.83 m x 1.83 m

Seamless transition helps zone and divide a space.

LokSeam creates a moisture-proof bond strong enough to withstand long-term heavy foot and roller traffic.



A

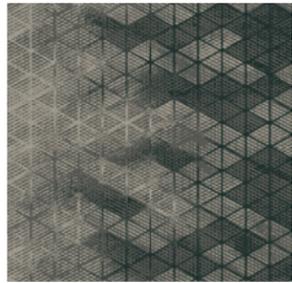
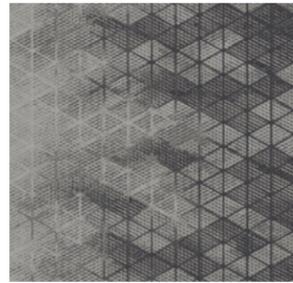
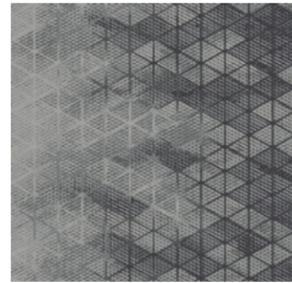
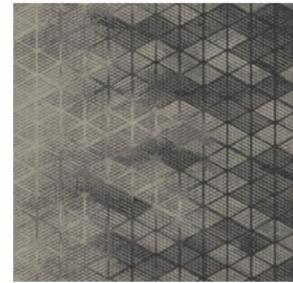
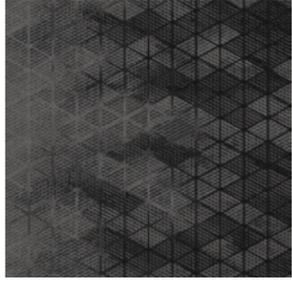
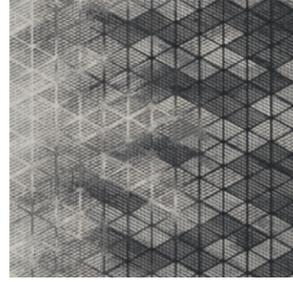
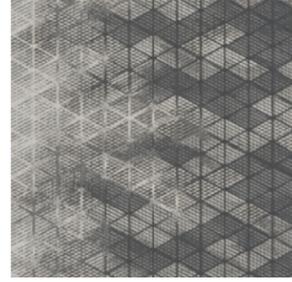
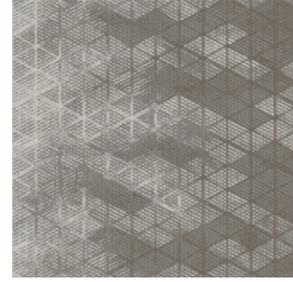
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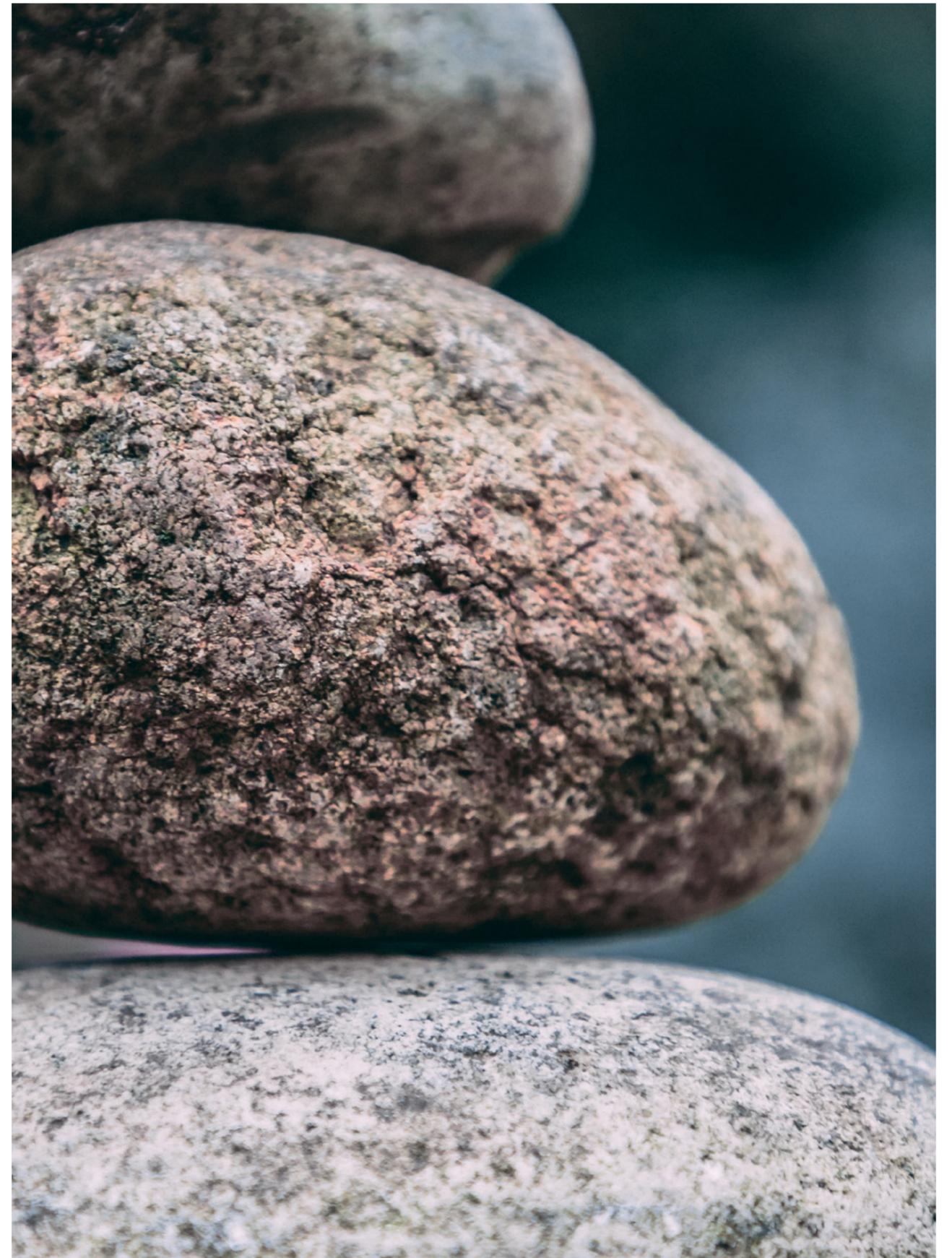
B

5500D

Color That Calms

The Zen inspired palette offers a soothing visual balm to the turbulence of everyday life. Dusk and dawn, the gentlest moments of the day are reflected in the deep hues and soft neutrals of the color palette.

<p>ZEN</p>  <p>A B C D</p> <p>5324D CB530 6180 C1618</p>	<p>MEDITATE</p>  <p>A B C D</p> <p>5850D CB522 CJ230 5501D</p>	<p>REFLECT</p>  <p>A B C D</p> <p>5850D 5510D 5248D 5501D</p>	<p>RETREAT</p>  <p>A B C D</p> <p>CF042 CB522 5944D C1618</p>
<p>GROUNDING</p>  <p>A B C D</p> <p>5223D 5433D 5505D CJ322</p>	<p>CLARITY</p>  <p>A B C D</p> <p>5656D 5598D 6156 6046</p>	<p>BALANCE</p>  <p>A B C D</p> <p>5598D CJ073 6156 6046</p>	<p>RENEWAL</p>  <p>A B C D</p> <p>5380D 5360D 5509D 6046</p>



SHOWROOM LOCATIONS

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“Never be in a hurry, do everything quietly and in a calm spirit. Do not lose your inner peace for anything whatsoever, even if your whole world seems upset.”

Francis de Sales

