



SHAW Renames Synthetic Collection

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In an issue of heavy misuse of the expression “wool”, in which Shaw Inc. (USA) has named and promoted their carpet collection made 100% by synthetic nylon with the name “WOOL”, IWTO could successfully intervene.

As a result of action taken by IWTO, Shaw has now announced in a press release the immediate withdrawal of the expression “wool” for their collection.

See the press release below:

Shaw Renames Commercial Carpet Inspired by Wool

Dalton, GA, Sept. 9, 2009--Shaw Contract Group premiered a product called “Wool” at NeoCon and received Best of NeoCon Gold Awards for tile and broadloom.

The collection is inspired by the look and feel of natural, hand-spun wool but is constructed of nylon.

In order to avoid confusion in the marketplace, Shaw Contract Group is renaming the collection “Couture, inspired by wool.”

The name change conveys the fact that the product draws inspiration from the wool fiber but is in fact, a synthetic nylon product.

IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.

IWTO - International Wool Textile Organisation
Rue de l'Industrie 4 - 1000 Brussels - Belgium

Tel: +32 2 505 4010 Fax: +32 2 503 4785

info@iwto.org - www.iwto.org