

Shaw backtracks on 'wool' brand

DALTON – Carpet specialist Shaw Contract Group has changed the name of its synthetic flooring collection 'Wool' after falling foul of the International Wool Textile Organisation (IWTO).

Shaw premiered "Wool" at the NeoCon exhibition and received Best of NeoCon Gold Awards for tile and broadloom. However, although the collection is inspired by the look and feel of natural, hand-spun wool it is actually 100% nylon.

After intervention by the wool industry body, Shaw agreed to rename the product "Couture, inspired by wool" to avoid confusion both for consumers and across the industry.

Web: www.iwto.org