

EMBARGOED TILL 18 MARCH 2010, 6.00PM – SGP

Singapore Green Labelling Scheme Gets a Boost: Singapore Environment Council and Shaw Industries Inc. Spearhead Outreach Programmes

Singapore, 18 March 2010 – Shaw Industries, Inc., the world’s largest manufacturer of carpet, is the first Singapore Green Label recipient to join the Singapore Environment Council (SEC) in launching a developmental programme aimed at establishing awareness-raising activities on sustainable building products for the real estate industry.

Shaw Industries Inc.’s commitment to the programme includes setting aside funds to facilitate education and outreach events jointly organized with SEC. Key to this initiative will be the strengthening of the linkages between the architecture & design (A&D) and the corporate end-user communities. It also creates a platform from which key stakeholder groups will have access to information regarding the Singapore Green Labelling Scheme (SGLS) and related to sustainable building materials for interior fit-outs and projects.

Shaw Industries Inc. is embarking on this programme in conjunction with the certification of its carpet products under SEC’s Singapore Green Labelling Scheme. These products include Shaw Industries’ Cradle-to-Cradle, 100% recyclable, PVC-free EcoWorx®, EcoLogix® and Eco Solution Q® products for carpet tile and broadloom applications in the commercial, hospitality, healthcare and retail sectors.

Commenting on this programme, Mr Howard Shaw, Executive Director of SEC, said, “The local property industry has bought in on the importance of environment sustainability in building design. SEC is happy to extend its outreach efforts to the Architects and Designers, who make the equally important decisions about which indoor materials to use for the many commercial buildings in Singapore.”

As a leader in the manufacture of sustainable flooring products, Shaw Industries Inc. prides itself in global initiatives aimed at reducing the environmental impact that carpet manufacturing brings. Speaking on the sidelines of the successful launch event held at CHIJMES on 18 March 2010, Mr Bill Chipman, Regional Vice President of Shaw Industries, Inc. said, “Shaw Industries Inc. is proud to be part of this joint initiative with SEC to establish best-in-class practices within the commercial real estate landscape. Our environmental leadership underscores our commitment to finding sustainable solutions through the innovative manufacture of flooring products that meet the requirements of the A&D and end-user communities.” (Annex 1 – Programme for launch event)

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About the Singapore Green Labelling Scheme

The Singapore Green Labelling Scheme (SGLS) was launched in May 1992, and is administered by the Singapore Environment Council. The scheme aims to help the public identify environment-friendly products that meet certain eco-standards specified by the scheme. The SGLS has been established to encourage eco-consumerism in Singapore and to raise awareness about, and meet the growing demand for 'greener' products in the market. In addition to certifying products already on the market, the scheme also hopes to encourage manufacturers to design and manufacture new products that meet the Green Label criteria, and meet the growing demand for eco-friendly products.



About the Singapore Environment Council

Established in 1995, the [Singapore Environment Council](#) (SEC) is an independently managed, non-government organisation that strives to nurture, facilitate and co-ordinate environmental causes in Singapore. SEC's work is founded on three pillars of action – firstly, partnership with the people, private and public sectors of Singaporean society, to nurture a culture aligned with sustainable development concepts. SEC also rewards environmental excellence through awards schemes and product endorsement programmes, such as the [Singapore Green Labelling Scheme](#). Third, the Council, together with partners, develops and implements training and learning programmes to build competencies within companies, thus keeping our business leaders ahead of the curve.

About the Shaw Green Edge

Sustainability through Innovation™ That's the Shaw Green Edge®

It's our commitment to create the most beautiful - and sustainable - flooring in the world and to help create a better planet for our customers, our people and our communities in the process.

Rooted in our drive to continually improve every aspect of our business, the Shaw Green Edge guides everything we do, every day - from maintaining the highest ethical standards to safeguarding the health and well-being of our people and communities, from conserving energy and water and recycling raw materials to designing cradle-to-cradle products that can be manufactured over and over again.

Because setting the standard for environmental excellence, social responsibility and product design is more than our responsibility. It's also good business. And it's our legacy. www.shawgreenedge.com



About Shaw Industries, Inc.

Shaw Industries Group, Inc., a subsidiary of Berkshire Hathaway, Inc., is the world's largest carpet manufacturer and a leading floor covering provider with more than \$4 billion in annual sales and approximately 26,000 associates. Headquartered in Dalton, Ga., the company manufactures and distributes carpeting, rugs, hardwood, laminate and ceramic tile for residential and commercial applications worldwide. A recognized leader in environmental stewardship, Shaw has implemented hundreds of sustainability initiatives and cradle-to-cradle design solutions, collectively termed the Shaw Green Edge. For more information, visit www.shawfloors.com.

For further information and interviews, please contact:

Mr Howard Shaw
Executive Director
Singapore Environment Council
Tel: 6337 6062
Mobile: 9636 0400
Email: howard@sec.org.sg

Ms Michele Sit
Communications Executive
Singapore Environment Council
Tel: 6337 6062
Mobile: 9794 6340
E-mail: michele@sec.org.sg

Mr Bill Chipman
Regional Vice President
Asia Pacific, Australasia & India
Shaw International Services, Inc.
Tel: 6733 1811
Mobile: 9666 0035
Email: bill.chipman@shawinc.com

Mr Eugene Tong
Global Accounts Manager
Asia Pacific and India
Shaw International Services, Inc.
Tel: 6733 1811
Mobile: 9877 3444
Email: eugene.tong@shawinc.com

Launch of SEC-Shaw Industries Inc. Developmental Programme on Sustainable Building Products

Programme

- 5.00 pm - Registration of guests and viewing/voting of flooring products
- 6.30 pm - Arrival of key representatives from Singapore Environment Council & Shaw Industries Inc.
- 7.00 pm - **Welcome address**
by Mr Bill Chipman, Regional Vice President, Shaw Industries Inc.
- 7.10 pm - **Speech on Singapore Green Labelling Scheme**
by Mr Howard Shaw, Executive Director, Singapore Environment Council
- 7.20 pm - **Speech on Shaw Industries Inc.'s leadership in the manufacture of innovative flooring products**
by Mr Tim Baucom, Vice President, Commercial Division, Shaw Industries Inc.
- 7.30 pm - Shaw Evergreen video presentation
- 7.40 pm - MOU-signing followed by cheque hand-over ceremony on stage
- 7.45 pm - Photo-taking on stage (SEC and SHAW teams) followed by **media interviews with Mr Howard Shaw and Mr Bill Chipman**
- 8.00 pm - Product viewing/voting continues and networking
- 8.30 pm - Lucky draw (conducted by sponsors SMJ Furnishing Pte Ltd)
- 9.00 pm - End of event