

# LIFE HAPPENS

and when it does,  
you're protected by



for everyday spills & odors

## LIFETIME WARRANTIES:

Waterproof Backing  
Stain & Soil  
No Wrinkle  
No Edge Ravel  
No Delamination  
Tuft Bind

## 25-YEAR WARRANTIES:

Texture Retention  
Abrasive Wear  
Quality Assurance



Including  
pets!



Shaw  
FLOORS

Anso  
**CrushResister**  
high performance nylon



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## Stands Up to Life's Messes



The first residential carpet innovation of its kind, LifeGuard™ is a revolutionary protection system that covers the entire product, from face fiber to backing. Carpets featuring LifeGuard are treated with Shaw's patented R2X® Stain and Soil Resistance protection, the standard of excellence in the industry, while a thermoplastic backing provides a waterproof barrier that prevents liquids from soaking into the carpet padding and subfloor.



For warranty details,  
visit [shawfloors.com/lifehappens](http://shawfloors.com/lifehappens)

## WATERPROOF BACKING

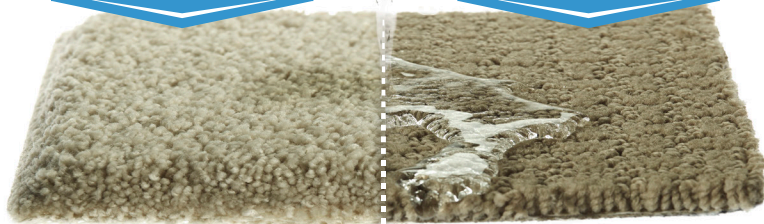
One of the biggest threats to any floor covering is excessive moisture. Liquid spills— and pet accidents— can be an everyday occurrence, and some spills can initially go unnoticed, especially on carpet, soaking through to the backing, padding, and even the subfloor. Certain liquids, such as a pet urine, can cause unpleasant odors and are extremely difficult to remove if not promptly cleaned. Conventional backings can also be damaged when exposed to prolonged moisture and caustic spills.

Some new carpet products promise protection against pet accidents, but they must be used with a pad that serves as a moisture barrier. Liquids still soak through the carpet backing and spread, leaving stains and potential odors.

LifeGuard's patented backing system, on the other hand, keeps these liquids from seeping into the backing, thus allowing easier cleanup and protection against odor-causing spills and pet accidents.

Competitor

LifeGuard



**PROTECTS**  
CUSHION & SUBFLOOR

## **FASTER DRYING TIME AFTER CLEANING**

Following the recommended hot-water extraction method of carpet cleaning, LifeGuard-backed products dry 3 times faster.

## **AN UNPRECEDENTED LEVEL OF PROTECTION**

Shaw's new collection of carpets featuring LifeGuard comprises the first residential styles to offer a waterproof barrier. Treated with Shaw's patented R2X<sup>®</sup> Stain and Soil Resistance System, the collection's styles already boast an exceptional level of liquid stain resistance, and the LifeGuard backing provides an unprecedented additional level of protection. LifeGuard also greatly reduces wicking of stains and offers homeowners the luxury of more time to discover and clean up spills. Carpets with LifeGuard are much easier to clean and maintain.



*The R2X<sup>®</sup> protection is also extremely effective in resisting soiling, much more so than topically treated carpets.*

## ODOR REDUCTION

Carpets featuring LifeGuard and R2X® combat household odors. Smells such as cigarette smoke and odors from pet urine stains, once removed, are quickly and effectively dissipated.

*LifeGuard styles dissipate the odors 6 times faster than many competitive carpets, eliminating odors in 30 minutes or less.*



## APPEARANCE RETENTION

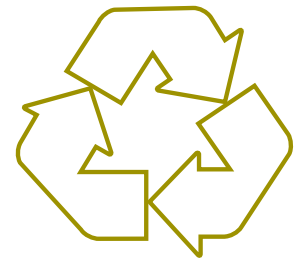
LifeGuard carpets with Anso® CrushResister High Performance Nylon are among the most durable luxury style available. They are resistant to fuzzing 4 times longer than comparable products, tufts are 5 times stronger to resist pulling out, loops are 2 times better at preventing edge ravel, and the carpet/backing is 10 times less likely to suffer delamination.



**Anso**  
**CrushResister**  
high performance nylon

## ENVIRONMENTALLY RESPONSIBLE

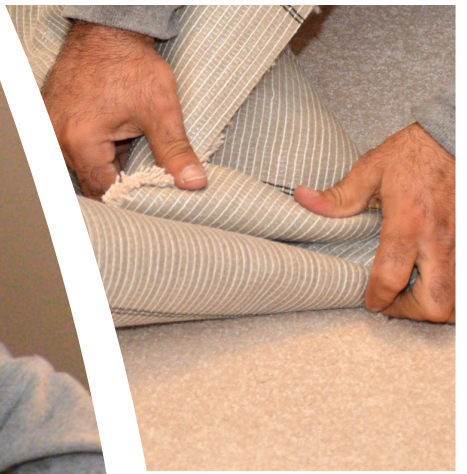
LifeGuard products are designed to be recyclable at the end of their lives.





## EASE OF INSTALLATION

Another LifeGuard advantage is ease of installation: The backing is flexible and makes carpet with LifeGuard especially easy to install on stairs. Its softness helps to protect painted baseboards and door casings.





# LAYERS ANATOMY

