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18x36 clearly has international appeal. Does Shaw Contract Group see it as a truly global product, or is it aimed at particular markets?

'18x36 – and all of Shaw Contract Group's tile products, actually – are ideal for international markets,' Reesie enthuses. 'Carpet tile is much easier to ship abroad. All of our tile products use EcoWorx backing, which is completely recyclable. We support international recycling of our products by guaranteeing that we'll recycle them at no charge, anywhere in the world. 18x36 is selling really well outside of the US, where Shaw Contract Group is

headquartered, with large installations in Canada and South America.

'Designers are selecting the collection for larger scale projects, such as convention centres, but the product is ideal for offices, schools, and retail. The subtlety of patterning is conducive to small office environments as well by using one colour, which can then be expanded to larger spaces with additional colour and patterns. 18x36 is flexible enough to be installed in almost any environment.

'18x36 was introduced at NeoCon World's Trade Fair in 2010 and received a Best of NeoCon Award. It has been one of our more successful product launches in recent years, along the lines of the launch of Silk in 2006. The uniqueness of the product allows us to talk to new customers and is really opening doors for our sales team.

18x36 certainly has a cool factor. The collection reinforces Shaw Contract Group's commitment to design leadership and innovation within the commercial flooring industry.

Finally, are there more products evolved from the 18x36 concept in the pipeline? 'We continually strive to offer our customers innovative and new products that push the design envelope,' Marcy concludes. 'The initial success of the 18x36 launch will potentially drive the creation of additional products. If customers continue to be excited about this tile size, we want to meet and exceed their product expectations. The design flexibility of 18x36 offers exciting installation methods that aren't available from our normal square tiles. It simply offers another layer of design for the designer's toolbox.' ●