

Flooring
made easy.







Welcome to EF Contract.

Yes, we're new. But we're also the most experienced and successful people in the flooring industry.

EF Contract launched in 2018 as part of the Engineered Floors LLC family of brands, the third largest carpet manufacturer in the United States and the fastest-growing flooring company in the world.

When you work with us, you become part of the Engineered Floors Multifamily, too—gaining access to technology, materials, and resources that others deemed impossible.

We're out to disrupt the flooring industry through beautiful design, technological innovation, an uncompromising commitment to quality, and relentless customer service.

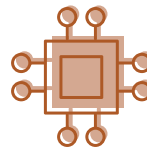
What makes us different:



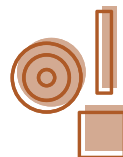
+ Procurement—Our size positions us to negotiate for more competitive pricing on supplies, including raw materials, meaning lower costs for our customers.



+ Resources—Some of the sharpest minds in the industry lead our design and operations teams to guide the development and delivery of our leading-edge flooring solutions.



+ Technology—We invest in and leverage the most efficient and advanced technology, such as our new state-of-the-art modular flooring center, to create sustainable, high quality products built to stand the test of time.



+ Product Selection—With a versatile combination of commercial flooring types, we provide innovative solutions based on the unique challenges, aesthetic and performance needs of your project.

A word about our founder.

Fifty years ago, Mr. Robert E. Shaw turned the flooring industry on its head when his company became the first carpet manufacturer to break into the Fortune 500. He guided the company to further growth as CEO until his retirement in 2006, but that's not the end of the story.

In 2008, during the teeth of the Recession, Mr. Shaw had a vision for a new flooring company. He saw a gap to fill in the industry for reliable service from technicians and professionals who were knowledgeable and easy to work with. Most importantly, he saw local unemployment rates rise above 25 percent. Mr. Shaw's vision was so compelling that he left retirement and invested in what he called 'disruptive methods'—innovative technology that changed the way carpet had 'always been done'—knowing that he was taking a risk yet believing it would pay off.

And it did. EF Contract was born from this vision. Today, the Engineered Floors family of brands employs more than 3,000 people across multiple facilities in northwest Georgia. It's the ideal size to provide flexible, fast production and shipping, without sacrificing critical resources or relentless customer service.

“The customer eventually decides who makes the best product. Most people right now, with the multiple choices they have, want to know they can get floor covering on time that's high quality. So your reputation goes a long way.”

- Bob Shaw,
Founder







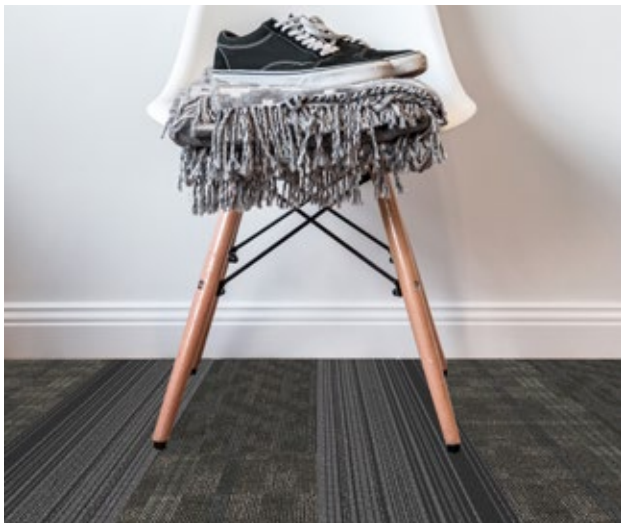




Design is everything.

We believe that well-styled products should not be expensive. That price point should not drive aesthetic. That excellent service should not be sacrificed for excellent product. Design professionals want to find amazing flooring along with price and performance. Flooring can make a real difference in people's lives — when it's beautiful, when it lasts.

That's why our products are inspired by you: offering patterns in colors that are versatile and useful, that bring spaces to life.





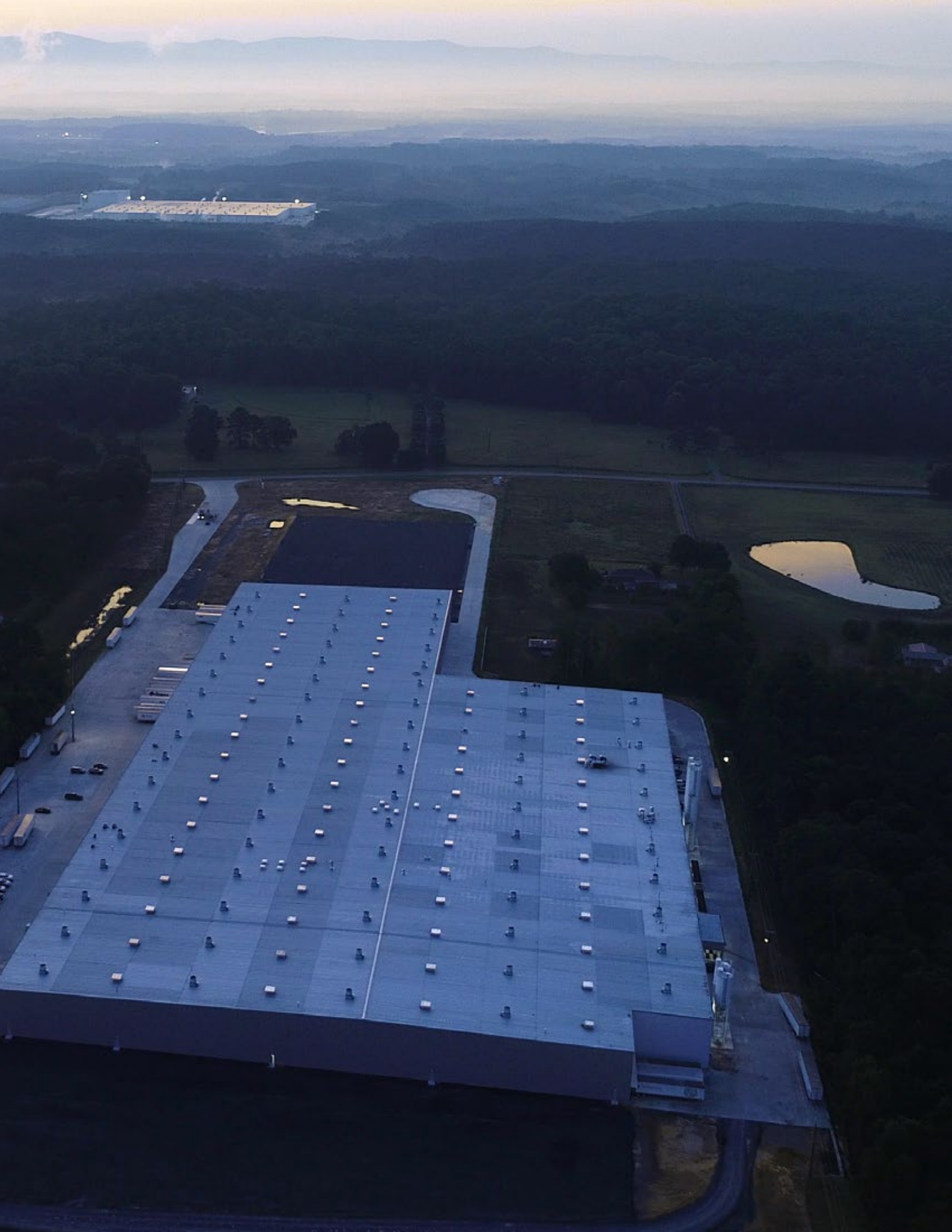
Industry- transforming technologies.

Modular Flooring Center

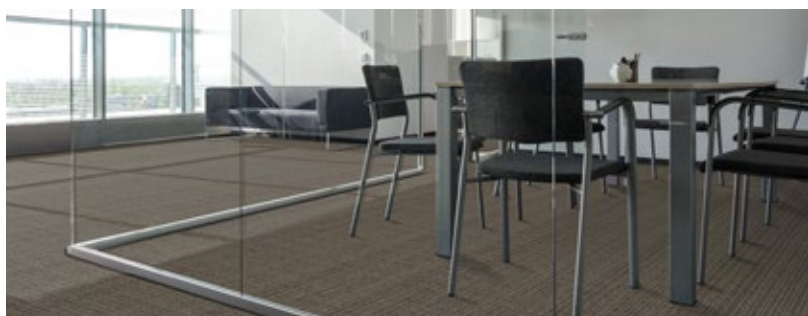
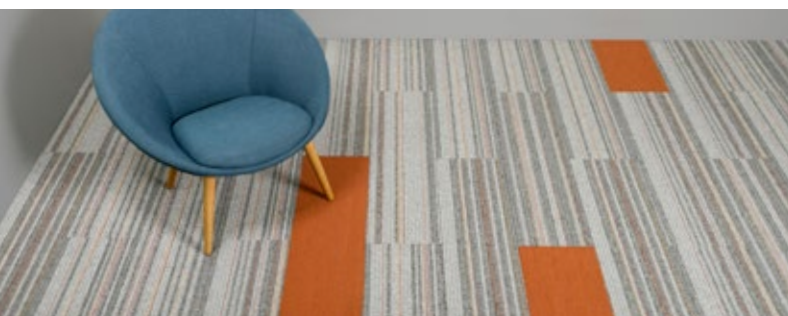
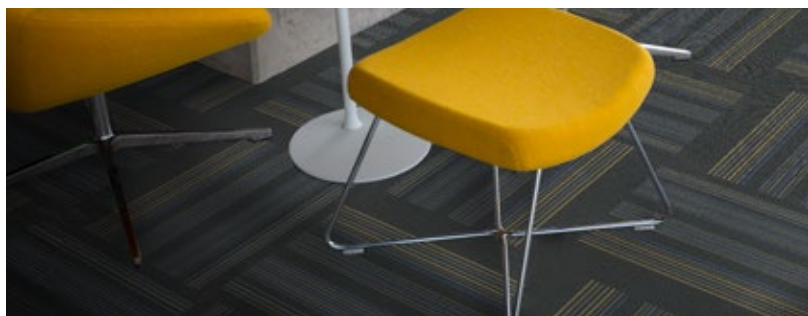
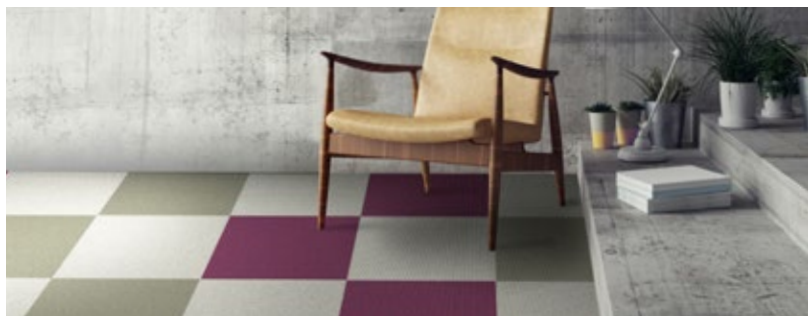
Our state-of-the-art Modular Flooring Center streamlines the production process by integrating all our operations under one roof. At over half a million square feet, our modular flooring center is among the largest and most technologically advanced in the world. Here, in the nation's carpet capital of Dalton GA, we're able to monitor and raise the industry standards for efficiency, precision, and quality control. We leverage cutting-edge manufacturing, without ever forgetting that a product is only as useful as it is well-suited to the space where it is installed.

"I've yet to find a truly disruptive technology that makes products more expensive."

- Bob Shaw,
Founder



Solutions for every space.



A comprehensive system of products designed to fit your needs and your purpose.

+ Modular Carpet—featuring our Nexus backing system, our modular carpet is a proven performer with millions of square yards installed in the busiest and most heavily trafficked buildings in the world. Offered in multiple dimensions, Nexus modular carpet also is available with an optional cushion backing.

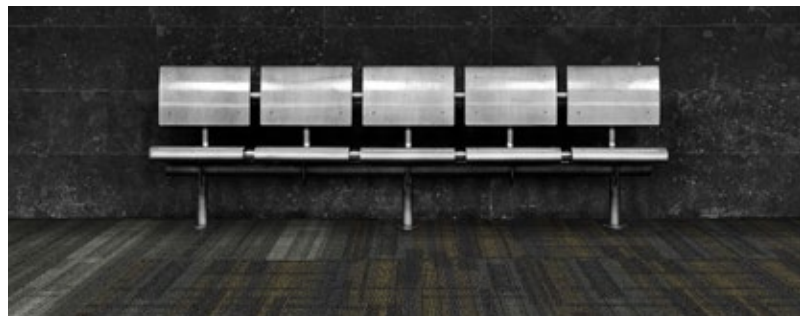
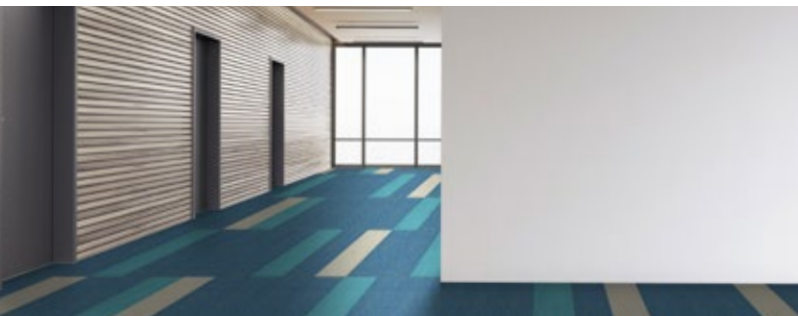
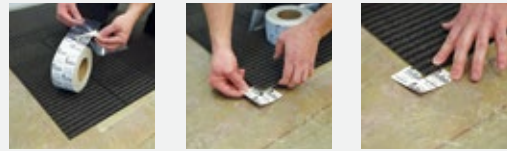
+ Broadloom—Traditional formats in amazing pattern and color choices.

+ Kinetex—An advanced textile composite flooring that combines the best of carpet with the long-wearing performance of hard-surface flooring.

+ LVT—Luxury vinyl tile made to withstand heavy foot traffic. We offer a broad selection in a variety of dimensions, suited for any high-use space.

+ TileTabs—our innovative installation system for modular carpet.

TileTabs are high-tack adhesive tabs that connect carpet tiles together. Cleaner and faster, TileTabs eliminate the need to use wet adhesives – and ship heavy glue buckets! Just peel, place and press.



Kinetex: the future in flooring.



+ Acoustics—With one of the highest Noise Reduction Coefficients and Impact Insulation Classifications of any commercial flooring product, Kinetex dramatically reduces both airborne and structure-borne noise.



+ Comfort—High density backing and a soft textile surface give Kinetex exceptional anti-fatigue properties and the potential to absorb energy, reducing repetitive foot stress and walking-related injuries.



+ Durability—With outstanding dimensional stability and crush resistance, Kinetex has been tested to withstand over 5 million foot traffic events. That's the same as if every person living in Chicago walked across the same floor—twice.



+ Health—Kinetex surpasses requirements for low VOC emissions and substantially minimizes airborne particles by sequestering common allergens, irritants, and dust.



+ Safety—Kinetex's unique construction creates one of the most slip-resistant flooring surfaces ever tested, wet or dry. Its low profile also provides minimal rolling resistance, potentially reducing injuries from pushing and pulling.



+ Sustainability—Kinetex has a 50 percent lower environmental impact compared to other commercial floorings. And with more than 55 percent recycled content, Kinetex is NSF/ANSI 140 Platinum certified – plus, it can be recycled as easily as an aluminum can, thanks to EF Contract's R4 Sample Return Program.



+ Maintenance—Kinetex cleans easily with vacuuming, encapsulation cleaning, or hot water extraction (in areas prone to heavy soiling). Resistant to bleach and other challenging staining agents, Kinetex retains less water than carpet and dries quickly.



+ Moisture Tolerance—Concrete, the most common subfloor, can release excessive moisture and destroy floor covering systems — unless costly precautions are taken before installation. Kinetex's breathable nature prevents flooring failures by allowing damaging moisture to pass through its backing, rather than trapping it underneath.



Kinetex textile composite flooring has a breathable nature that allows moisture to pass through its backing, rather than trapping it underneath. Our Kinetex installation comes with a lifetime warranty for floors with up to 100% RH—guaranteed. With mitigation for excessive slab moisture costing millions annually, Kinetex is the cost-effective choice for high-RH floors.

100% RH

Kinetex can be installed on floors with up to 100% RH.





Quality first. Quality always.



Confidence in Performance

Bob Shaw took risks so you don't have to. So you have the assurance of the best service in the business.

Our product is our reputation. And at EF Contract, it's our promise. The investments that we are making in manufacturing, design, and service capabilities are made so we can continue to deliver reliable carpet and hard-surface flooring that meet your needs.

Every product, every customer, every time.

Committed to the planet

As responsible stewards of the environment, EF Contract believes in using resources as efficiently and effectively as possible. We believe conservation is the core of sustainability, and therefore we prioritize conservation, source reduction, recycling, and reuse.

We commit to being an environmental leader in both the workplace and the community through:

- + SO-14001 certification excellence
- + R4 Sample Return Program, which diverts more than 60,000 pounds of waste from landfills each year
- + Continual improvement in key environmental objectives, such as water, energy, and recycling
- + Reduction of pollution
- + Pioneering alternative sourcing and innovative, source-reducing backings
- + And, of course, abiding by all relevant environmental regulations and requirements

Relentless customer service.

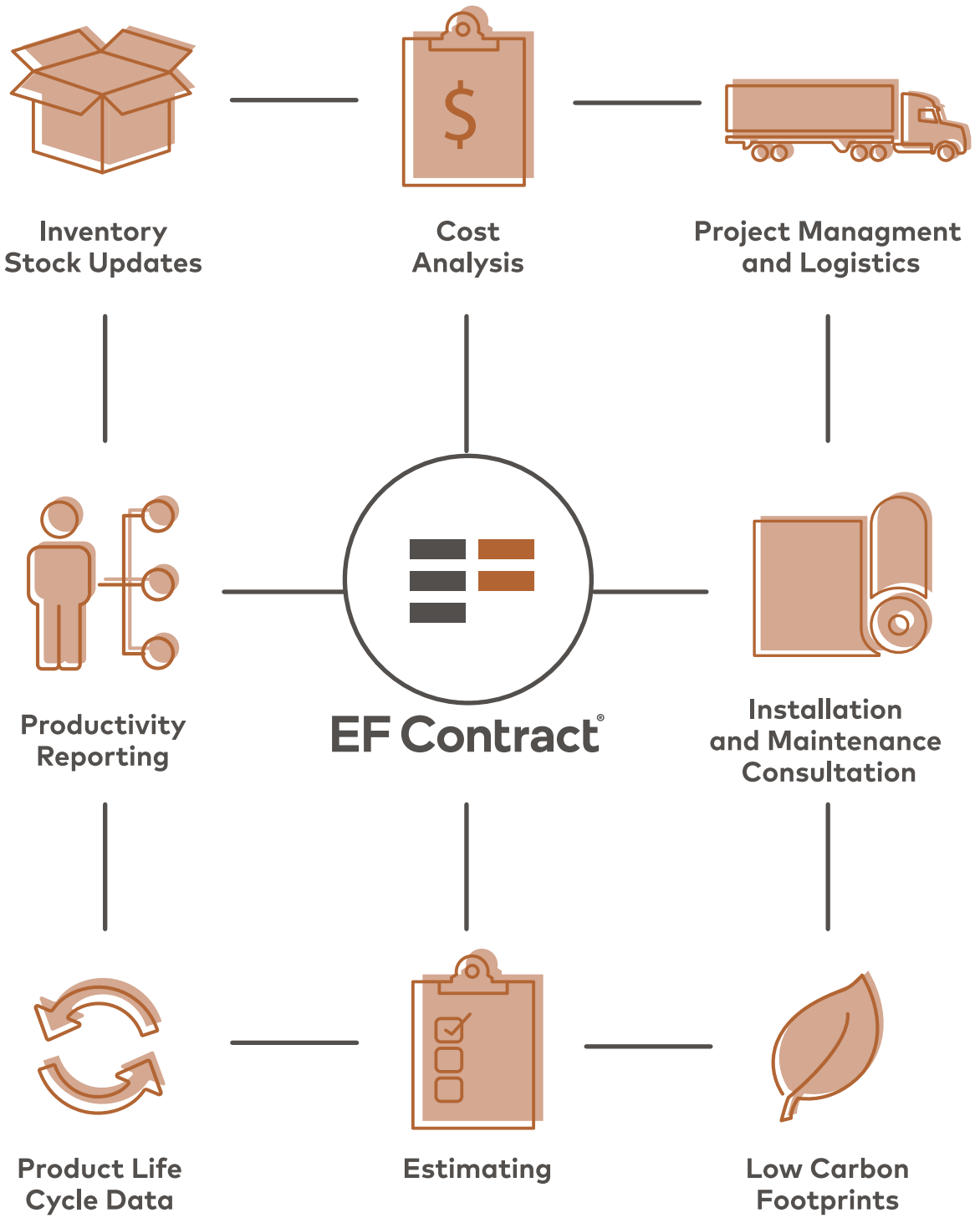
Bringing together the smartest people we know, to serve you

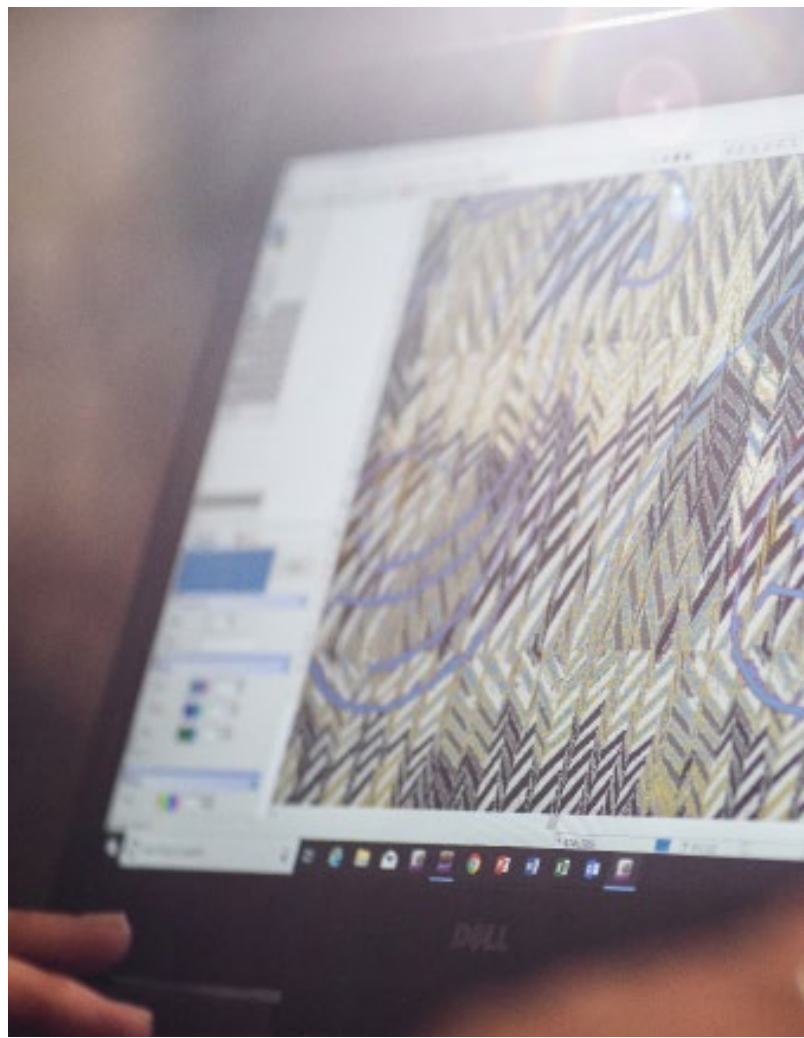
From pre-purchase planning to post-installation maintenance, we have experts to assist every step along the way. Our Global Accounts team proactively assists in planning, tracking, and documenting cost improvements, project management, and rollout of corporate standards programs. EF Contract Sales Professionals and Field Technicians provide on-site support for installation start-ups and maintenance programs.

Quick Ship Program

The finishing touch to any flooring project shouldn't be the stress of meeting your deadline. That's why we created our Quick Ship programs for our most popular styles and colors, for unexpected surprises and when you've got to have flooring immediately.







Custom designs made easy.



With decades of combined experience, our product designers and development technicians are experts at interpreting ideas and turning them into signature installations for all types of commercial spaces. From minor color modifications to existing running-line styles or working with design professionals or customers to create a completely unique suite of products, we can facilitate a smooth and fast process.



