



Engineered FLOORS®


Innovation Reinvented.



Founded in 2009

by Robert E. Shaw, Engineered Floors, LLC (EF) is a privately held carpet manufacturer based in Dalton, GA.

The company serves multiple channels with carpet and hard surfaces, including **retailers**, **new home constructions**, **multifamily housing**, and **commercial** customers.



We have one mission . . .

to make the best carpet possible.

The company operates four manufacturing facilities in North Georgia, including the **largest**, most modern carpet mill **in the world**.

The focus of EF has always been the production of high-quality flooring offered at a fair price. Regardless of the rise and fall of various types of flooring trends, the desire for the warmth and comfort of carpet will remain. In the foothills of North Georgia, where the modern carpet era began, EF operates four manufacturing facilities representing more than 4 million square feet under roof. In the future, EF will expand its product line and modernize acquired facilities to meet the needs and preferences of customers.

Engineered Floors Timeline

2009

OUR BEGINNING . . .

Calhoun, GA plant broke ground.

2010

PRODUCTION

Calhoun plant became operational.



2011

Dream Weaver® is acquired.
Enterprise Drive plant broke ground.





Engineered Floors Timeline

2012



PURECOLOR

Introduced the PureColor® brand to the market.

2013

EXPANSION

Broke ground on SAM plant, which will total 2.8 million sq. ft. when completed.

2014



Added Dwellings® as a builder brand.

Engineered Floors Timeline

2015

OUR BRANDS

Introduced the PureColor® family of brands.



2016

Launched Pentz® commercial, and acquired J+J Flooring.

2017

GROWTH

Acquired Beaulieu of America assets. Introduced PureBac®. Broke ground on the tile plant.





Engineered Floors Timeline



Engineered Floors® Hard Surfaces launched. Commercial tile plant became operational.

2018

twistX

Unveiled innovative yarn system, twistX®.

2019

INNOVATION

Introduced DW Select® featuring TwistX and ENSIGNIUM®, our new innovative digital print hard surface collection.

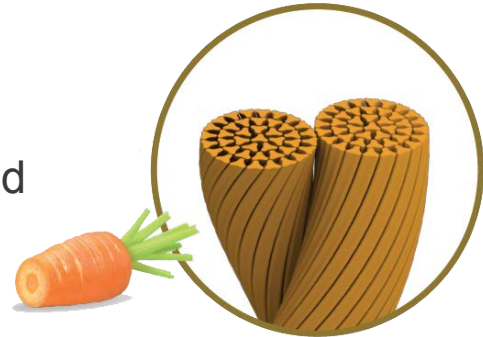
2020

Our Fiber Technology



PURECOLOR

PureColor® is our proprietary brand of solution-dyed fiber. Because it's solution-dyed, the color goes all the way through the fiber, like the color in a carrot, meaning the color won't fade, wear off, or stain.



Conventional Piece-Dyed Fiber

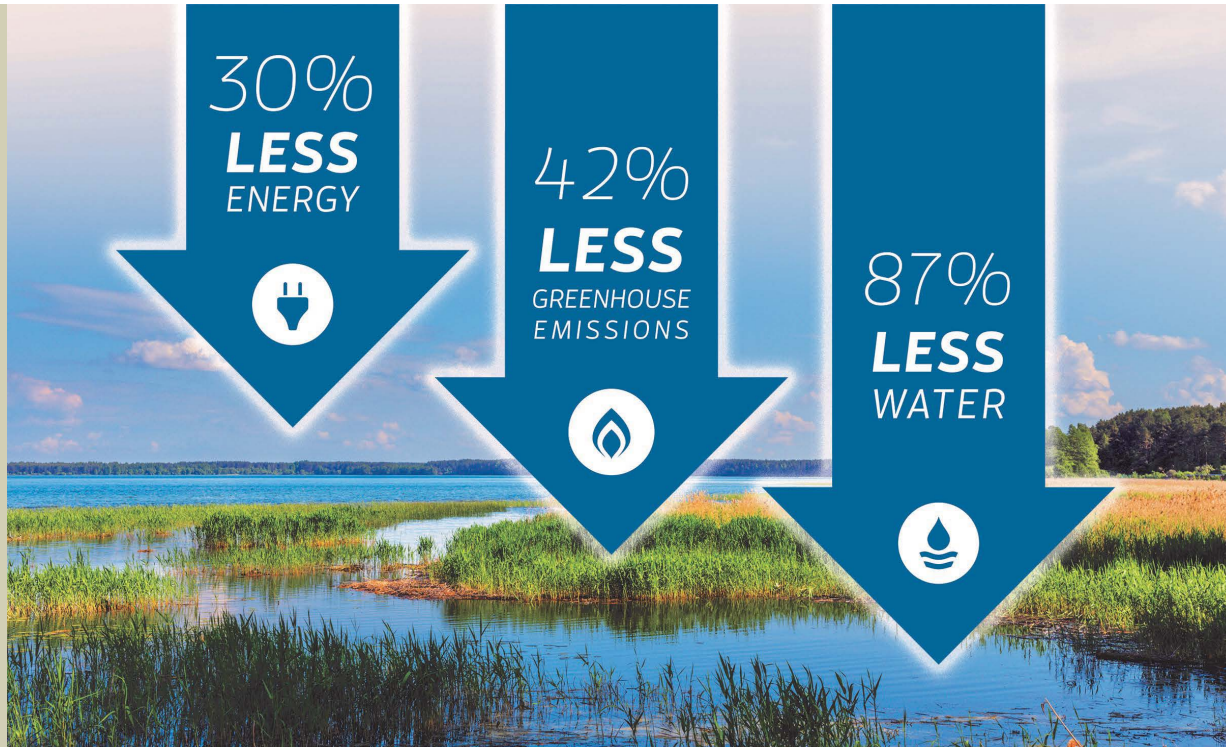
Much like a radish, most residential carpets are topically dyed, and the dye only penetrates the outside portion of the fibers.



Features & Benefits



Environmentally Friendly



The Making of
Our *Carpet*

ALL UNDER
ONE ROOF

Step

1

EXTRUSION

A polymer, in the form of a pellet (Nylon or Polyester), is melted down into a solution, it's drawn or “extruded” into long strands of a single-ply fiber.

The polymer and the fiber are inherently stain resistant!



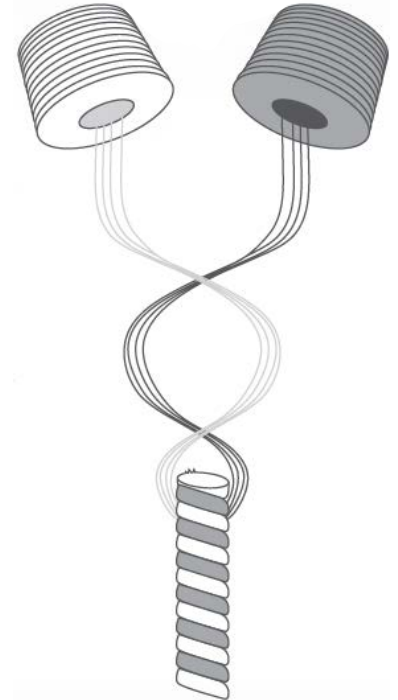
The Making of
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ALL UNDER
ONE ROOF

Step **2** *TWIST*

Two cones of single-ply fiber are “twisted” together to create a two-ply fiber (2 is better than 1).

This increases the strength and durability of the fiber.

This is also where we can create “Flecks” or “Tonal” looks by twisting various fiber colors together.



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Step

3

HEAT SETTING

The twisted yarn is sent to heat setting where we apply heat to lock the twist in place, increasing its durability and preventing the fibers from becoming untwisted.



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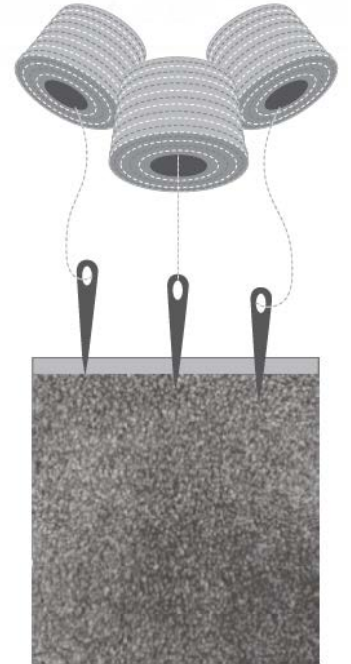
Step

4

TUFTING

The cones of twisted, heat set yarn are sent to tufting where it's "tufted" via needles into the primary backing.

This is also where you can adjust pile height, density, weight and also create patterns and loops.



The Making of
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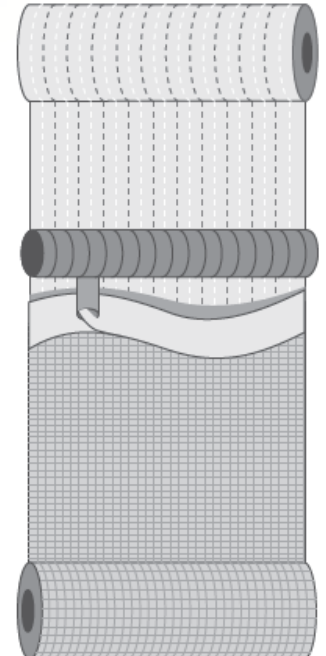
Step

5

COATING

This is the last step of the process, when our secondary backing system is attached to the tufted primary by using a thin, smoothed layer of latex between the two backing systems.

This is also where we add our soil protection chemistry (SoilShield®) to the carpet.



The Making of
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Step

6

DISTRIBUTION

The carpet is then inspected by quality control, wrapped, labeled, and placed on the shelf within our distribution center to be assigned and shipped.



Made in the U.S.A.

Check out our YouTube

We invite you to watch the Engineered Floors® 2019 Corporate Video through the hyperlink below, as well as a 360 interactive tour of the Engineered Floors® SAM Plant.

2019 Corporate Video:

<https://youtu.be/GGTZEyV7pes>

SAM Plant 360 Tour:

<https://youtu.be/aZ72s4GmJWU>





Engineered
FLOORS®