

SHAW HF UNIVERSITY

Training developed to educate Shaw Home Foundations customer employees and enable them to best leverage Shaw and Shaw HF products. The courses included in the *Shaw HF University* include the following:

COURSE 1: Introduction to Shaw Industries (coming soon)

Introduction - Who we are

Lesson - Shaw Green Edge

Lesson - Full Flooring Provider (Carpet, Tile, Hardwood, Laminate, Rugs)

COURSE 2: Shaw Advantages – Carpet

Introduction – What is your lifestyle and carpet needs? How to upgrade through using the Shaw advantages.

Lesson – Full Disclosure Selling

Lesson – Carpet Construction

Lesson – Carpet Characteristics

Lesson – Carpet Durability Ratings

Lesson – R2X

Lesson – SoftBac Platinum

Lesson – Carpet & Hard surface Combinations

COURSE 3: ANSO nylon

Introduction – What is it?

Lesson – Carpet to Carpet. The N6 story

Lesson – Evergreen Recycling facility

Lesson – CrossBond Technology

Lesson – Anso Brand: Anso Caress Nylon

Lesson – Anso Brand: Anso Crush Resister nylon



COURSE 4: Epic Hardwood

Introduction – Have we invented a new wood?

Lesson – Solid vs. engineered wood vs. Epic

Lesson – The Shaw Green Edge Initiative (Explaining Envirocore, green story)

Lesson – Advantages of Epic

Lesson – Installation advantages

Lesson – Styling: Species, wider widths, longer lengths, micro bevel

COURSE 5: Shaw Advantages – Hard Surface (In Development)

Introduction – Shaw is a full service provider for your Hard Surface needs – Tile, Wood and Laminate

Lesson – Full Disclosure selling – Tile, Wood, and Laminate

Lesson – Shaw Differentiators

Durashield – aluminum oxide finish for wood

Silent Step - Underlayment for Laminate

Lesson - Trends – Tile, Wood and Laminate