



**DIRTY SCIENCE.  
CLEAN RESULTS.**

Stains are officially history.

We've made it nearly impossible for any liquid or soil to penetrate our R2X carpets. If you clean up a spill promptly, your rate of removal is virtually 100%. To back up our claim, the patented R2X application\* carries 7- and 10-year soil and stain resistance warranties.



For the rooms you live in most.

Ask your retailer for the Shaw booklet "Carpet Care and Maintenance," or call the Shaw Information Center at 1-800-441-SHAW (7429).

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R2X™

STAIN & SOIL  
REPELLENT  
SYSTEM

Created For The  
Rooms You  
*Really* Live In.



**Shaw**  
Where Great Floors Begin

## R2X™ is resistance times two.

Exclusive to Shaw carpets, R2X application yields total fiber coverage. This technology is the first of its kind. The yarn is treated from top to bottom—instead of just the surface—so any absorption from the base is minimized. You won't find a better carpet stain repellent on the market.

## R2X™ and polypropylene fiber.



Typically Treated  
Polypropylene/Nylon Tip-shear  
Style - Soiled



R2X Treated  
Polypropylene/Nylon Tip-shear  
Style - Identically Soiled

Carpets treated with Shaw's exclusive R2X process are clearly superior in appearance to comparable untreated or topically treated polypropylene products.

Polypropylene is often criticized for its propensity for soiling, and topical treatments have been the conventional response, with little success. In addition to its remarkable success with nylon products, Shaw's patented R2X process now offers a breakthrough in soil and stain resistance technology for polypropylene and polypropylene/nylon carpet.

U.S. Patent Nos. 5851595, 5520962

CELINA BRANTON,  
Liquid Stains Research



MIKE HIBBS,  
Ground-In Soil/Stains

In the name of a revolutionary carpet stain repellent, the Shaw R&D team made quite a mess. We ground in grapes. Dropped greasy pizza. Tracked mud and all kinds of filth across our carpets. It wasn't a pretty sight, but it helped us develop R2X™, a breakthrough in soil and stain resistance technology.



R2X stands up better than  
leading stain repellents.



The increased repellency of R2X™ keeps liquid stains on the face of the carpet where they can be easily removed. Stains do not penetrate to the back of the carpet and do not wick back up to the surface after initial cleaning.