



mohawkflooring.com/smartstrand



<http://getmhk.mobi>

MOHAWK® SmartCushion

Enhance your carpet
warranty with SmartCushion™



Ask your retailer how your purchase of
Mohawk's SmartCushion can support
Susan G. Komen.™



MOHAWK INDUSTRIES
160 S INDUSTRIAL BLVD
CALHOUN, GA 30701

800-2-MOHAWK





SmartStrand[®] Forever Clean.[™]
The Most Durable, Easiest to Clean
Carpet on the Planet[™]

NOW FEATURING ALL PET PROTECTION & WARRANTY





SmartStrand[®]
FOREVER CLEAN[™]

The Most Durable, Easiest to Clean
Carpet on the Planet[™]

NEW—ALL PET PROTECTION & WARRANTY COVERING

Using the most advanced fiber innovation, SmartStrand Forever Clean carpets offer the highest level of beauty, comfort and performance available.

- Exceptional durability to preserve the style, beauty and appearance of your carpet
- The only carpet with permanent, built-in stain and soil protection that won't wear or wash off
- Nanoloc™ spill and soil shield for quick and easy cleanup
- 0% moisture absorption to reduce musty, dingy odors
- The only carpet featuring All Pet Protection and Warranty
- The only renewable carpet fiber, certified free of harmful substances, to preserve a healthy home and a beautiful planet
- Luxurious softness that you can sink your toes into

ALL PETS. ALL ACCIDENTS. ALL THE TIME.





GREAT STUFF

“My 5-year-old has taken to roller-skating on it and even that hasn’t damaged it. We never intended this to be a forever carpet; we just wanted it to last until our second child passed the toddler years...”

REVIEWED BY PKOVO



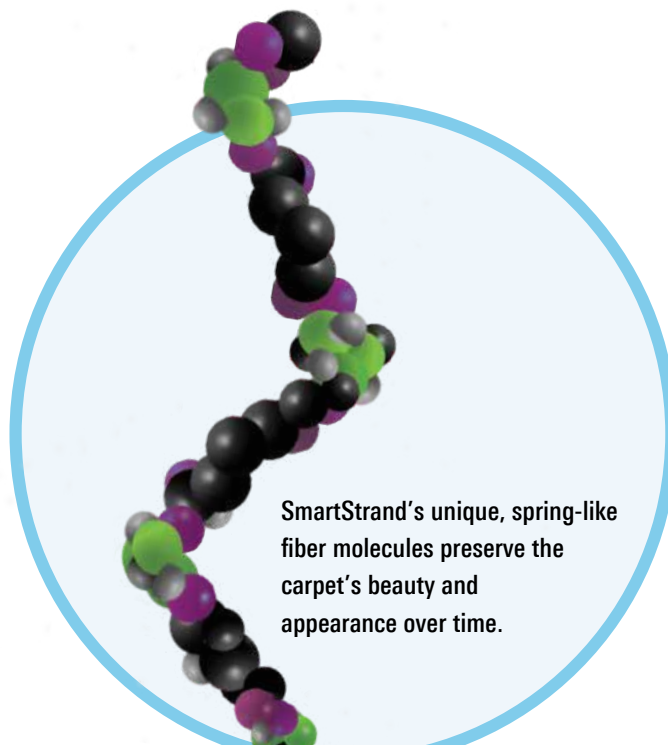
FOREVER DURABLE

Beauty in the Fiber's DNA

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind.

SmartStrand Forever Clean is made with an innovative fiber, engineered to resist matting and crushing. This unique trait is built into the fiber at the molecular level causing the fiber to bounce back, maintaining its beauty and appearance over time.

This performance boost gives SmartStrand Forever Clean a particular durability advantage when it comes to premium soft fibers, such as SmartStrand Silk. Amazingly, in comparison tests, SmartStrand Silk Forever Clean retained its beautiful appearance after 60,000 footsteps.* That extraordinary durability proved to be up to three times longer than comparable soft nylon carpets. So rest soft and easy with SmartStrand Silk Forever Clean, the world's most durable and softest carpet.



REMAINS BEAUTIFUL 3X LONGER THAN NYLON*

*Based on independent hexapod wear testing of SmartStrand Silk with comparable soft nylon carpets.

FOREVER CLEAN

Exclusive Carpet Protection System

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming a stain. SmartStrand Forever Clean features Nanoloc,[™] an advanced nanotechnology that completely encapsulates the SmartStrand fiber to create a superior spill and soil barrier.

NANOLOC[™] SPILL SHIELD

Ultra-fine nanoparticles bond together on a molecular level to encapsulate the fiber with a complete spill and soil shield that makes SmartStrand the easiest carpet to clean.

Nanoloc[™]

BUILT-IN STAIN PROTECTION

Only SmartStrand Forever Clean has permanent stain protection that prevents spills from locking into the fiber core and becoming a stain.

DUAL INSIDE AND
OUTSIDE PROTECTION

3x Easier to Clean*

SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release three times more dirt than other carpets. That means you can breathe easy knowing that your floor cleans faster, better and easier than ordinary carpets.

EASY TO CLEAN PET ACCIDENTS,

* Based on CRI XRF soil testing, a technology developed by NASA and used to measure the exact amount of soil removed when carpet is cleaned.

Live Life Worry-Free

Superior Spill & Soil Shield



TOMATO DRINK



GRAPE SODA



ORANGE SODA



ENERGY DRINK



WHITE WINE



CRANBERRY JUICE



PEACH ICED TEA



IODINE



OLIVE OIL



SODA



COFFEE



CHERRY DRINK



SPORTS DRINK



RED WINE



TOILET BOWL
CLEANER



CHOCOLATE MILK

FOREVER STAIN-FREE

Permanent, Built-In Stain Protection

SmartStrand Forever Clean is the only carpet with lifetime stain resistance built into the core of the fiber. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.

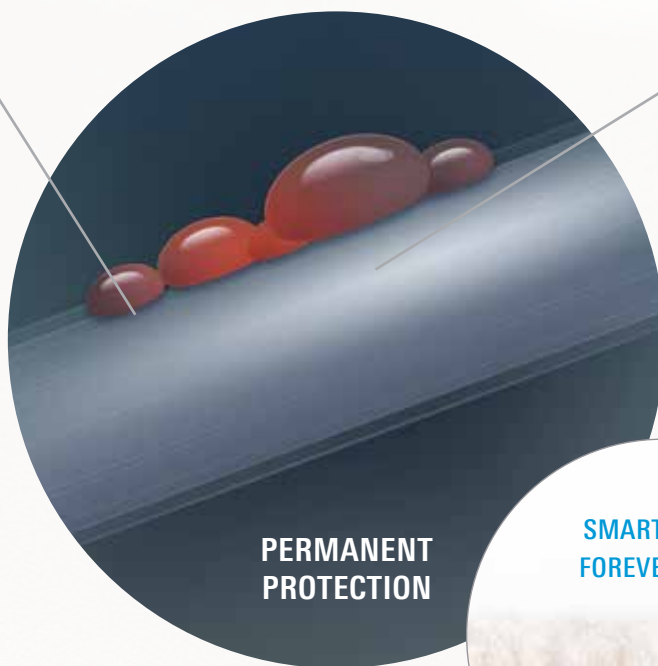


CORE STAIN PROTECTION

SmartStrand Forever Clean has no dye sites for spills to adhere to and become stains. Permanent protection is built into the fiber to prevent stains and to ensure the carpet is easy to clean.

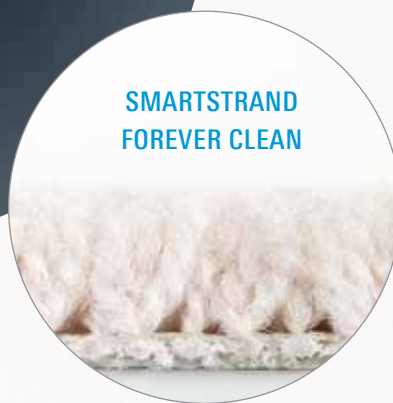
100% LIFETIME PROTECTION

Core stain resistance is built into the fiber and will never wash or wear off.



PERMANENT PROTECTION

SMARTSTRAND
FOREVER CLEAN



LIFETIME STAIN RESISTANCE PREVENTS STAINS

The Stain-Free Alternative to Nylon

Nylon has open dye sites and no core stain protection to prevent stains. SmartStrand Forever Clean reduces dye sites, achieving lifetime stain protection. This revolutionary difference means that SmartStrand Forever Clean will always be the easiest carpet to clean.

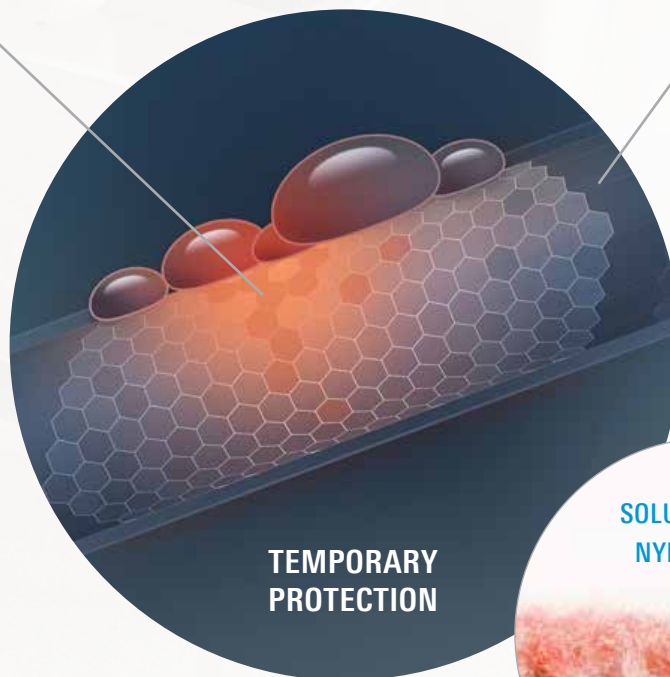
NYLON

NYLON HAS NO CORE PROTECTION

Spills absorb into the dye sites where they are locked in as stains, making nylon difficult to clean.

TOPICAL STAIN PROTECTION

Nylon carpets use topical treatments to protect from stains. On average, nylon carpets lose 50% of this protection after just three cleanings.



SOLUTION-DYED NYLON STAIN



FROM REPEATED PET ACCIDENTS.

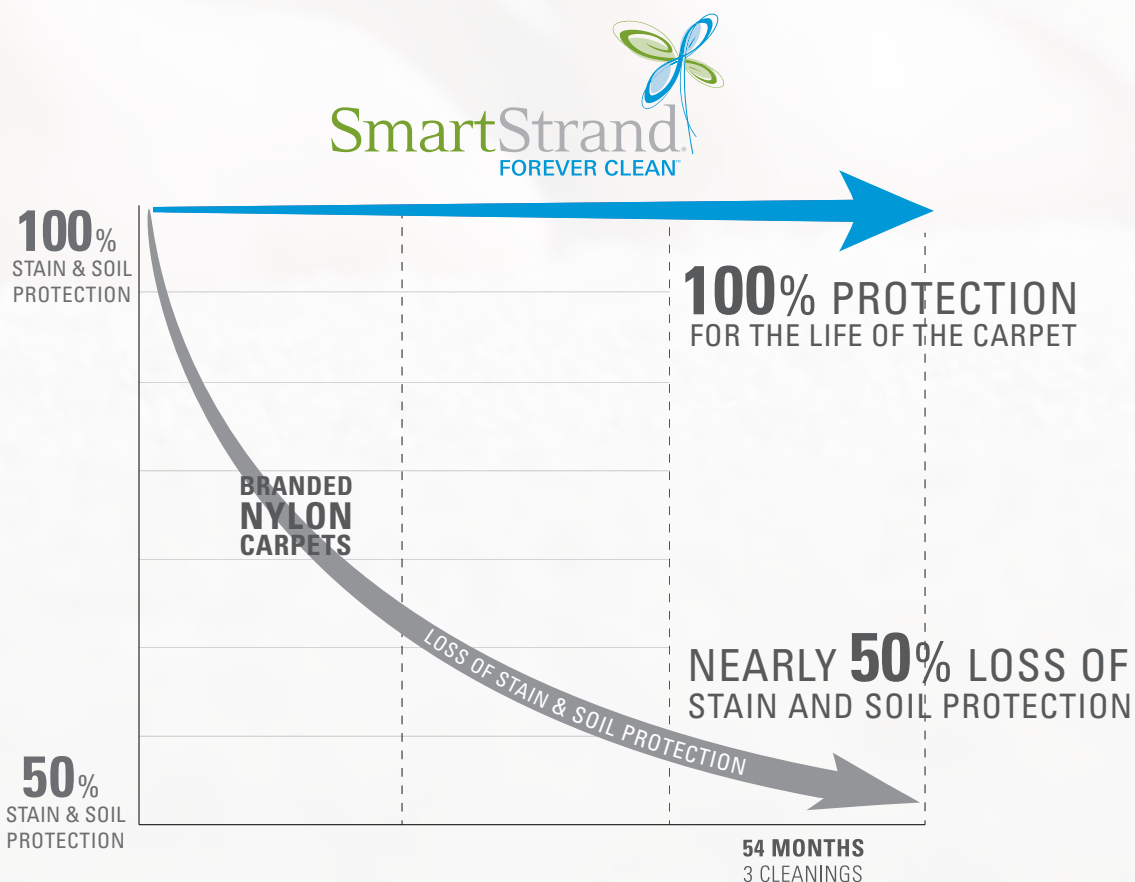


FOREVER STAIN-FREE

The Truth about Stain Protection

SmartStrand Forever Clean is the **ONLY** carpet that contains permanent, built-in stain and soil protection that never washes or wears off.

The stain and soil protection on other carpets is temporary and has to be reapplied when it wears or washes off. In fact, in an independent study, nylon carpet lost, on average, nearly 50% of its stain and soil protection after just three steam cleanings. That's why other carpets become difficult to keep clean over time. SmartStrand Forever Clean reduces this problem, so you can enjoy 100% protection for life.



*Based on independent hexapod wear testing of SmartStrand Silk with comparable soft nylon carpets.

THE ONLY PERMANENT PROTECTION FOR ALL PET ACCIDENTS.

SmartStrand Forever Clean with Built-in Protection

SmartStrand Forever Clean uses a completely different stain protection system built into the fiber's core. This means SmartStrand Forever Clean never loses its stain resistance and is the easiest carpet to clean time after time.



Competitive nylon treated with topically applied stain protection



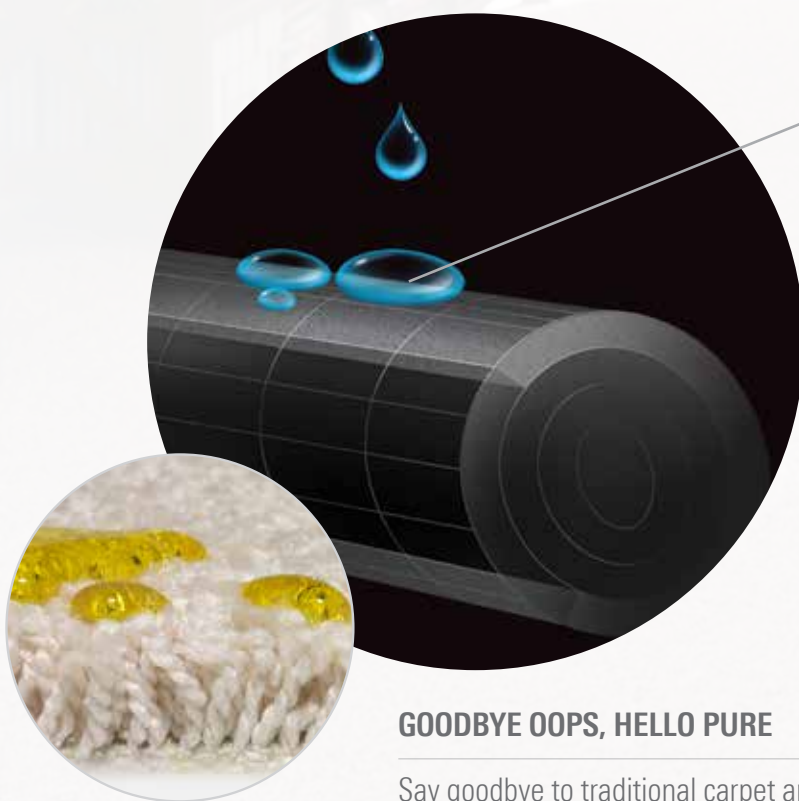
ALL THE TIME.



FOREVER PURE

Oops On, Easy Off

Everyone has accidents, and nobody likes problems that stick around. That's why SmartStrand Forever Clean is such an amazing improvement to traditional carpet. Liquid spills carry impurities, which can lead to musty, dingy odors. With SmartStrand Forever Clean, the *oops* and impurities have nowhere to hide, so cleanup is easy and the fiber stays pure.



0% ABSORPTION

SmartStrand Forever Clean remains forever pure because liquids cannot be absorbed into the fiber.

GOODBYE OOPS, HELLO PURE

Say goodbye to traditional carpet and musty memories of *oops* from days past. Keep your carpet forever pure with the built-in odor protection of SmartStrand Forever Clean carpet fiber.

REDUCE PET ODORS FROM THE CARPET FIBER

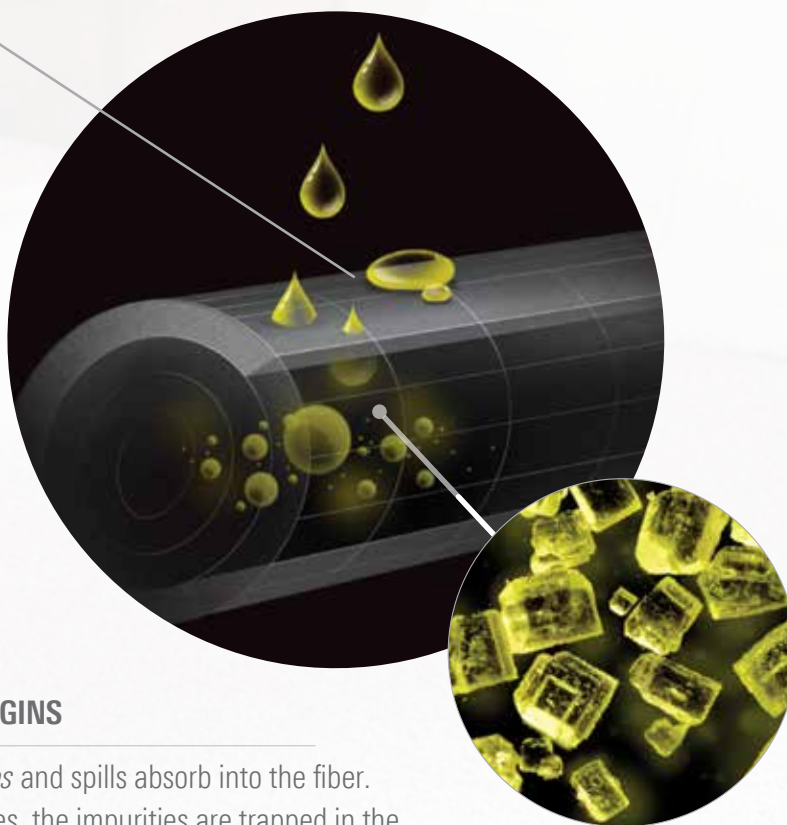
The Pure Alternative to Nylon

The average-sized home with nylon carpet can absorb up to 30 pounds of moisture into the fiber. Over the years, odors become trapped. SmartStrand Forever Clean keeps spills on the surface so they are easy to clean and your home remains pure.

NYLON

UP TO 5% ABSORPTION

Nylon absorbs liquid spills into the fiber where impurities become trapped and difficult to clean.



OOPS IN, MUSTY BEGINS

With nylon carpet, *oops* and spills absorb into the fiber. As the liquid evaporates, the impurities are trapped in the fiber leading to unpleasant, musty odors.

WITH SMARTSTRAND FOREVER CLEAN.





NOW FEATURING
THE ONLY CARPET PROTECTION & WARRANTY FOR:
ALL PETS. ALL ACCIDENTS. ALL THE TIME.

MohawkFlooring.com/SmartStrand

Select the Best and Right Carpet for YOU.



ALL OTHER
NYLONS

Carpet has intrinsic soil resistance with 100% permanent, built-in stain protection that never wears or washes off.



No dye sites in carpet fiber means carpet will NEVER lose stain protection



Fiber provides 0% moisture absorption that rejects liquids and pushes them away



Fiber is OEKO-TEX Standard 100 certified free of harmful substances



All Pet™ Protection & Warranty covers all pets, all accidents, all the time



Advanced Nanoloc™ Spill and Soil Shield for carpet 3x easier to clean



SmartCushion is engineered for
Mohawk Premium carpets



- 0% moisture absorption to reduce pet odors in the carpet fiber
- 3X easier to clean dirt, hair and pet dander
- Lifetime, built-in stain protection
- The only carpet protection and warranty covering all pets, all accidents, all the time

ENHANCE YOUR WARRANTY AND REDUCE PET ODORS



FOREVER STAIN-FREE

SmartStrand Forever Clean has no dye sites for spills to adhere to so the carpet is naturally stain resistant. Even when your pet has an accident, your carpet will remain easy to clean.

FOREVER CLEAN

Advanced Nanoloc spill and soil shield encapsulates the fiber so it's three times easier to remove pet hair, soil and dander common with household pets.

FOREVER PURE

With SmartStrand Forever Clean, pet accidents will not absorb into the fiber. This added protection prevents and reduces common pet-related odors.

WITH MOHAWK SMARTCUSHION.





OUTSTANDING

“...so soft, I love getting out of
bed in the morning...”

COLUMBIA, MO



FOREVER SOFT

Entirely New Category of Luxury Carpet

One of the unique attributes of carpet is its natural softness, but not all carpets are sink-your-toes-in soft. If you're looking for a super soft carpet, SmartStrand Silk Forever Clean will exceed your expectations.

Achieving the soft, luxurious feel of SmartStrand Silk Forever Clean requires a new yarn with three times the amount of fiber found in ordinary soft nylon carpets.

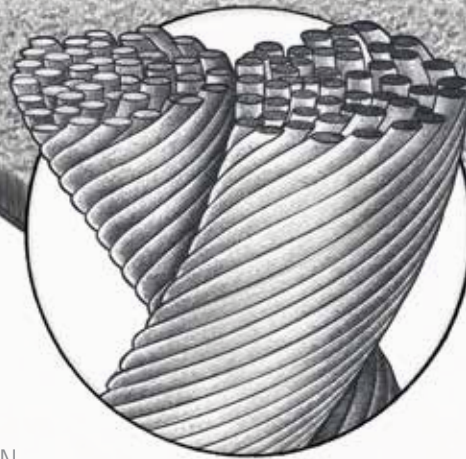


ORDINARY
SOFT NYLON



3x

THE FIBER OF
ORDINARY SOFT NYLON



Choosing softness doesn't mean you have to sacrifice performance. The result of packing more than 700 silk-like fibers into one yarn is amazing softness and incredible durability.

FOREVER SUSTAINABLE

Beauty without Compromise

SmartStrand is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources. This also enables us to reduce our energy consumption in the manufacturing of all SmartStrand Forever Clean carpets. It's good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

OEKO-TEX[®] Certified Free of Harmful Substances

SmartStrand Forever Clean is made with Dupont[™] Sorona[®], which is OEKO-TEX[®] certified free from harmful substances. With SmartStrand Forever Clean, you can rest easy knowing your carpet fiber is certified for a safe and healthy home.



DuPont[™] Sorona[®] is made in part with annually renewable, plant-based ingredients.

MOHAWKFLOORING.COM/HEALTHYHOME



BEST CHOICE I'VE EVER MADE

“We love lying on it and feel safe letting our baby play on the carpet now.”

REVIEWED BY COZY COMFORT



BEAUTIFUL PLANET

Extraordinary Carpet in Extraordinary Situations

Since its introduction in 2005, SmartStrand has proven itself in over 7 million homes. It has also endured some of the most extraordinary challenges in the history of carpet.



In 2009, Mohawk put SmartStrand to the test, but not even Ricko the Rhino could outmatch the durability and performance of SmartStrand.



In 2011, Mohawk took its challenge to the Family Circle Cup and proved that active families are no match for SmartStrand carpet.



In 2010, Mohawk took its challenge to the Dallas Zoo to prove that no animal can outmatch the durability and stain resistance of SmartStrand.



In 2012, Mohawk searched the country for the messiest kids to prove that kids are no match for SmartStrand.

THE PERFECT CARPET

In 2013, Mohawk went on the road to 12 food festivals to prove that food stains are no match for SmartStrand.

LICENSE TO SPILL

2013



In 2014, Mohawk installed SmartStrand onto the Puppy Bowl X field to show that household pets are no match for SmartStrand.

2014

PUPPY BOWL



TOUGH MUDDER

2015



In 2015, SmartStrand was installed at Tough Mudder to prove the superior durability and dirt resistance of SmartStrand Forever Clean.

SmartStrand Forever Clean is the most durable, easiest to clean carpet on the planet.

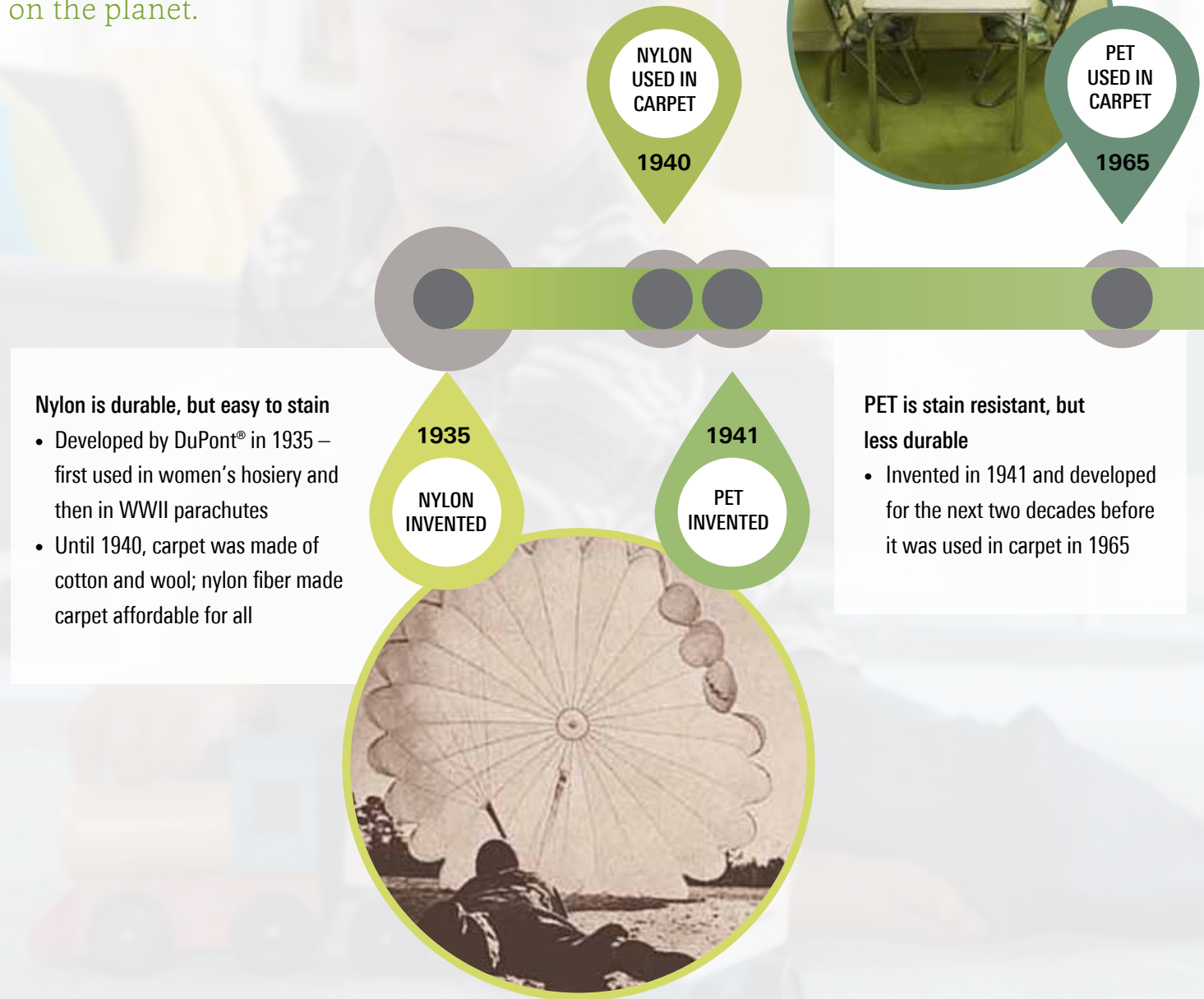
Proven in more than 7 million homes over 10 years.

That's tough tested.

FOR KIDS, PETS AND ACTIVE FAMILIES.

A 60-Year Quest Results in the Ultimate Carpet

Throughout the years, the industry has striven to achieve a carpet that is both long-lasting and stain-resistant. New SmartStrand Forever Clean is now the most durable, easiest to clean carpet on the planet.





Combining built-in stain resistance with lasting durability

- 2005 marked the end of a 60-year quest to create a carpet fiber that combines durability and stain resistance



1990s

NEW FIBER
TRIEXTA IS
BORN

Triexta is both stain-resistant and long-lasting

- In the mid-1990s, DuPont™ and Mohawk co-produced an enhanced polymer that gave yarn:
 - resiliency and durability of nylon
 - flexible dye-ability of nylon
 - inherent stain/soil protection of PET

2015

FOREVER
CLEAN

2016

ALL PET

SmartStrand
Forever Clean



Now featuring All Pet Protection & Warranty.

All Pets.

All Accidents.

All the Time.

SmartStrand's unique, spring-like fiber molecules preserve the carpet's beauty and appearance over time.

