The Most Revolutionary Carpet in Flooring
There’s a good reason why Mohawk has been a trusted name in carpets for more than 125 years. And it’s why today we are a leading producer and distributor of flooring worldwide. It’s because we’re forward-thinking. We’re innovative—always the vanguard in design and technology, setting trends in products and processes. We’re proactive and progressive because that’s the smart thing to do. And we did it again with SmartStrand®—another premier brand from Mohawk.

SmartStrand isn’t just smart, it’s just better.™

Better Stain Protection
Better Softness
Better Assortment
Better Customer Satisfaction

80% of retailers are currently selling SmartStrand®.
Times change. Markets shift. In 1935, DuPont invented nylon. Nylon gained popularity during WWII and soon displaced all natural fibers for flooring as it became most favored by consumers. But even once-breakthrough products such as nylon can be surpassed with new innovations. Mohawk has been at the forefront of innovation, and with SmartStrand carpets, which use a leading edge technology—has taken the flooring industry by storm and has become the carpet of choice for flooring retailers and consumers alike.
SmartStrand. Better Performance

A few years ago, Mohawk made the strategic decision to diversify and invest in a totally new alternative fiber that would enable Mohawk and its retail partners to be more adaptable to shifts in market and raw material supply. This new fiber, known by the chemical abbreviation P.T.T., would also come to be known as “Revolutionary”. Why? Because due to its molecular makeup, the fiber actually performs better than nylon and other fibers. Retailers and consumers alike attest to the technical advances of SmartStrand fiber and place it in a league of its own.

Better Durability

<table>
<thead>
<tr>
<th>WEIGHT Oz Per Sq Yd</th>
<th>SMARTSTRAND</th>
<th>NYLON</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
</tr>
<tr>
<td>35</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
</tr>
<tr>
<td>45</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
</tr>
</tbody>
</table>

**HEXIPOD TEST**

SmartStrand also underwent a mechanical test designed to simulate the actual walk test, but in a much shorter time. Results confirmed that SmartStrand’s the best.

<table>
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<th>HEXIPOD TEST</th>
<th>SMARTSTRAND</th>
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</table>

**WALK TEST**

A test with over 20,000 footsteps, simulating a year of normal wear, proved SmartStrand’s superior resiliency and crush resistance. In the durability match, nylon also is very good—but not this good.

94% of retailers say they will **SELL the same or MORE** SmartStrand carpet this year versus last year**
SmartStrand fibers provide permanently engineered-in stain protection that will NEVER wear or wash off. Even after repeated cleanings, SmartStrand stain protection will last over the life of the carpet. Now, that’s revolutionary!

Even hard-to-clean stains like red wine, juice, and mustard are lifted with mild detergent and hot water or FloorCare Essentials®. Other fibers may perform with immediate cleanup, but after stains have set in, SmartStrand really shows its strength because cleanup is still just as easy! And best of all, unlike the topical application exhibited on the leading nylon carpets, this protection will never wash or wear off!

<table>
<thead>
<tr>
<th>STAIN</th>
<th>SMARTSTRAND</th>
<th>NYLON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy Sauce</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
<tr>
<td>Red Food Color</td>
<td>EXCELLENT</td>
<td>GOOD</td>
</tr>
<tr>
<td>Oxy 10</td>
<td>EXCELLENT</td>
<td>FAIR</td>
</tr>
<tr>
<td>Betadine</td>
<td>EXCELLENT</td>
<td>FAIR</td>
</tr>
<tr>
<td>Mustard</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
<tr>
<td>Hot Espresso</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
</tbody>
</table>

But beyond those occasional accidents, SmartStrand is not susceptible to the day-in, day-out soiling that occurs with regular use. Compared to treated nylon, it shows significantly better resistance to and removal of soil.

<table>
<thead>
<tr>
<th>SOILING</th>
<th>SMARTSTRAND</th>
<th>NYLON</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Cleaning</td>
<td>GOOD</td>
<td>GOOD</td>
</tr>
<tr>
<td>After Cleaning</td>
<td>EXCELLENT</td>
<td>VERY GOOD</td>
</tr>
</tbody>
</table>

1. SmartStrand fibers provide permanently engineered-in protection (indicated in blue) throughout the entire core of the fiber.
2. The leading nylon brands contain topically applied protection (indicated in green) that is only on the surface, allowing it to wash off with routine cleaning or be worn off with normal wear.

59% of retailers said they would SELL LESS NYLON carpet this year versus last year**
Better Beauty

SmartStrand has excellent colorfast properties that resist fading—even in bright sun—and perform as well as nylon. Since color is one of the first considerations in choosing carpet, Mohawk makes sure the color bought is the color kept. Plus, it’s soft so consumers get extra softness and comfort in their homes.

<table>
<thead>
<tr>
<th>COLOR FASTNESS</th>
<th>SMARTSTRAND</th>
<th>NYLON</th>
</tr>
</thead>
<tbody>
<tr>
<td>OZONE</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
<tr>
<td>NOx</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
<tr>
<td>Light</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
<tr>
<td>Dry Crocking</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
<tr>
<td>Wet Crocking</td>
<td>EXCELLENT</td>
<td>EXCELLENT</td>
</tr>
</tbody>
</table>

Better stain resistance, Better durability, Better beauty.

It’s just better.
So confident are we of SmartStrand’s superior performance against time-honored nylon, Mohawk offers extraordinary warranties with the brand. With a firm position in the lowest claim category, SmartStrand comes with a **Lifetime Stain Resistance Warranty**, along with Lifetime coverage for anti-static, 20 years for manufacturing defects, 15 years against soil and 12 years against wear, texture retention and fade resistance. In most cases SmartStrand Warranties surpass typical nylon products. All of these great features guarantee you can sell SmartStrand with confidence and pleasure.

**Better Warranties***

**Lifetime Stain Resistance**

Lifetime Anti-Static  
20–Year Manufacturing Defect  
15–Year Soil Warranty  
12–Year Abrasive Wear  
12–Year Texture Retention  
12–Year Fade Resistance

58% of retailers said SmartStrand is “a new class and better type of carpet”.

*Please see warranty brochure for full warranty information  
**Brandware Retailer Survey - April 2008
SmartStrand. Better Choice

What retailers are saying...

The new “SmartStand” fiber wears extremely well—so well that it is on par with nylon carpet. I have done my own testing on this product to assure myself and my customers that it will perform as claimed, and it has!

Colonial Floors, Hayes, VA

We have sold hundreds of thousands of yards of carpet over the years. Our experience is showing us that Mohawk SmartStrand products are performing as well as nylon products. The more we can differentiate this fiber from the standard polyester classification the better it will be for the consumer to understand the quality and performance of this fiber.

The product we have installed in all of our showrooms is outperformingnylons that were installed at exactly the same time.

Olson Rug & Flooring, Chicago, IL

Mill Creek Carpet & Tile, with 11 store locations, has been selling this fiber for the last two-and-one-half years and has not filed a single consumer complaint over that time period.

Mill Creek Carpet & Tile, Tulsa, OK
What consumers are saying...

“It’s durable and easy to maintain.”

“I love the way it feels and cleans up.”

“How good it feels and looks when you vacuum it. It doesn’t pack down. I have had it for a year and it still looks wonderful.”

“It’s easy to clean. I have kids and there are a lot of spills.”
SmartStrand isn’t just better for consumers, it’s better for your business!

SmartStrand carpets have gained tremendous market share in a few short years. The demand for these revolutionary and improved carpets are increasing because our retail partners understand the benefits they deliver. By selecting SmartStrand carpets for your remodel or renovation projects, you receive:

- Better Selection of Styles and Colors
- Better Price-to-Value Benefits
- Better Performance
- Better Retailer & Consumer Satisfaction

Retailers currently selling SmartStrand have recognized the superior value and repeat business success and they have come to support these revolutionary, next-generation products. **SmartStrand: It’s Just better!**
There's a good reason why Mohawk has been a trusted name in carpets for more than 125 years. And it's why today we are a leading producer and distributor of flooring worldwide. It's because we're forward-thinking. We're innovative—always the vanguard in design and technology, setting trends in products and processes. We're proactive and progressive because that's the smart thing to do. And we did it again with SmartStrand®—another premier brand from Mohawk.

It's hard to find a good product that doesn't make compromises or tradeoffs and delivers its full promise. That is, until SmartStrand. SmartStrand offers you and your consumer everything one could want in a carpet, without compromise. When compared to nylon and other carpet fibers, SmartStrand isn't just smart, it's just better.

**Combining Permanent Stain Resistance & Durability**

**Better Stain Protection**

**Better Durability**

**Better Softness**

**Better Assortment**

**Better Customer Satisfaction**

Innovation

80% of retailers are currently selling SmartStrand.
Retailers love it. Consumers want it.
Join the revolution, the SmartStrand® Revolution.

SmartStrand
Combining Permanent Stain Resistance & Durability
It’s just better.™