

smartSTRAND[®]
Combining Permanent Stain Resistance & Durability
It's just better.[™]



The Most Revolutionary Carpet in Flooring


MOHAWK[®]

Innovation

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 just better.™

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.

Better Durability

Better Stain Protection

Better Softness

Better Assortment

Better Customer Satisfaction

80% of retailers are currently
selling SmartStrand**

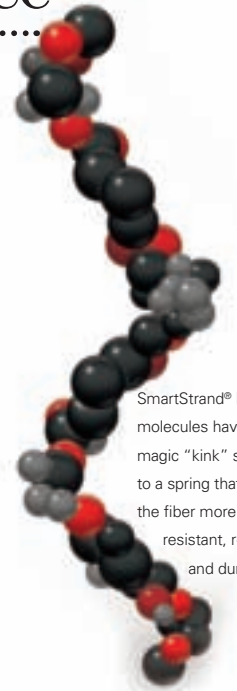


Times change. Markets shift. In 1935, DuPont invented nylon. Nylon gained popularity during WWII and soon displaced all natural fibers for flooring as it became most favored by consumers. But even once-breakthrough products such as nylon can be surpassed with new innovations. Mohawk has been at the forefront 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.



SmartStrand® PTT molecules have a magic "kink" similar to a spring that makes the fiber more crush-resistant, resilient, and durable.



Better Durability

WEIGHT Oz Per Sq Yd	SMARTSTRAND	NYLON
25	EXCELLENT	VERY GOOD
35	EXCELLENT	VERY GOOD
45	EXCELLENT	VERY GOOD

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.

MODIFIED 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.

HEXIPOD TEST	SMARTSTRAND	NYLON
25	EXCELLENT	VERY GOOD
35	EXCELLENT	EXCELLENT
45	EXCELLENT	EXCELLENT

94% of retailers say they will **SELL the same or MORE** SmartStrand carpet this year versus last year**

Better Stain and Soil Resistance

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!

STAIN	SMARTSTRAND	NYLON
Soy Sauce	EXCELLENT	EXCELLENT
Red Food Color	EXCELLENT	GOOD
Oxy 10	EXCELLENT	FAIR
Betadine	EXCELLENT	FAIR
Mustard	EXCELLENT	EXCELLENT
Hot Espresso	EXCELLENT	EXCELLENT

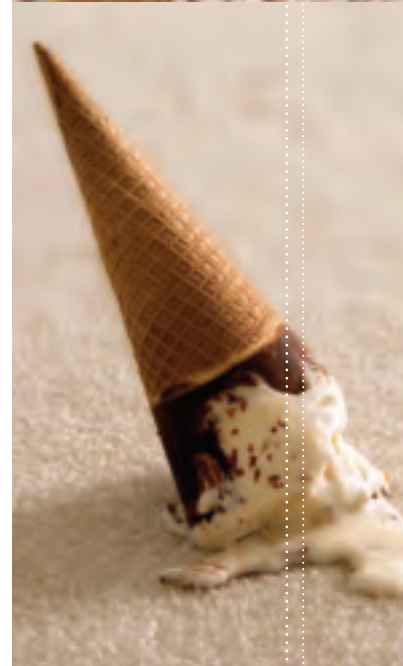
But beyond those occasional accidents, SmartStrand is not susceptible to the day-in, day-out soiling that occurs with regular use. Compared to treated nylon, it shows significantly better resistance to and removal of soil.



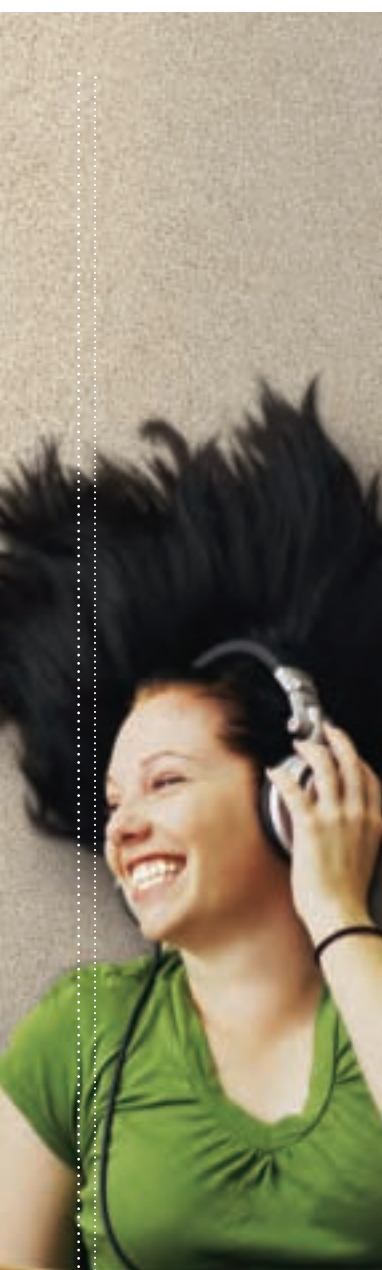
1. SmartStrand fibers provide permanently engineered-in protection (indicated in blue) throughout the entire core of the fiber.

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.

SOILING	SMARTSTRAND	NYLON
Before Cleaning	GOOD	GOOD
After Cleaning	EXCELLENT	VERY GOOD



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.

COLOR FASTNESS	SMARTSTRAND	NYLON
OZONE	EXCELLENT	EXCELLENT
NOx	EXCELLENT	EXCELLENT
Light	EXCELLENT	EXCELLENT
Dry Crocking	EXCELLENT	EXCELLENT
Wet Crocking	EXCELLENT	EXCELLENT



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

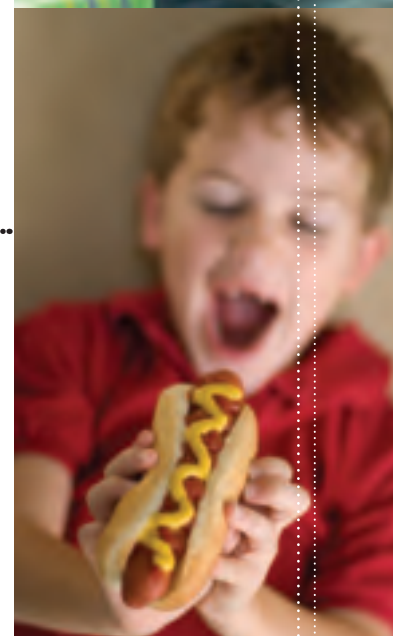
20-Year Manufacturing Defect

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 outperforming nylons 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!





Retailers love it. Consumers want it.
Join the revolution, the SmartStrand® Revolution.



FOR MORE INFORMATION GO TO WWW.MOHAWKTODAY.COM

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