


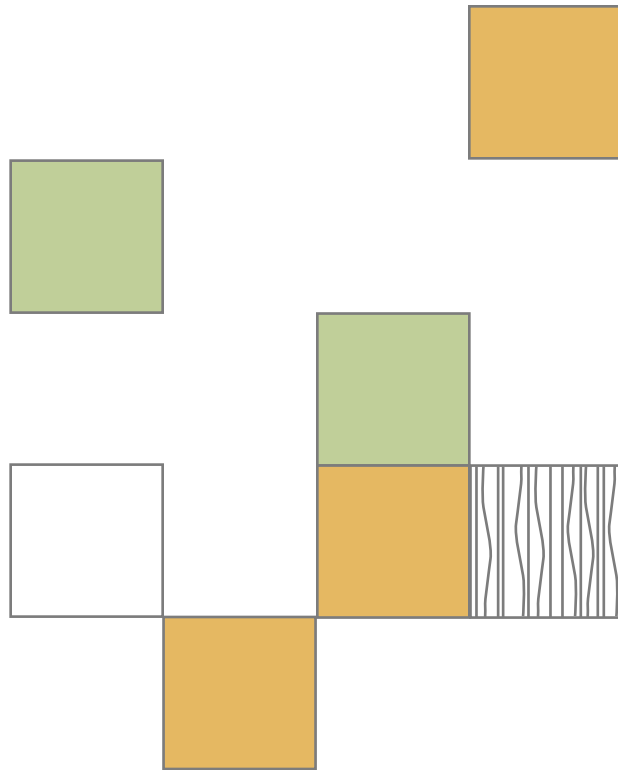
why

tile?



### **Why Carpet Tile?**

Carpet tile – or modular carpet – offers many advantages. It's easy to install and easy to clean. If you get a tough stain, just pop out the tile and clean it in a sink. Or, you can replace one tile – not the whole room. And carpet tile is engineered to be tough, that means a long performance life. Plus, it offers infinite design flexibility. In short, carpet tile could be the perfect fit for your installation.



### **Why Tile? Unlimited Design Flexibility**

Because it's modular, you can mix and match carpet tile colors and patterns to create your own unique look. Or, combine it with other floor coverings for a performance engineered work environment that has visual appeal and fits your long-term flooring budget. Tile can be installed in a variety of ways from monolithic, to complementary, to mix-and-match. The good news is, if you want to change the look, you can simply change out tiles strategically for a fresh appeal. That sure beats scrapping all the flooring and starting over!



flexibility



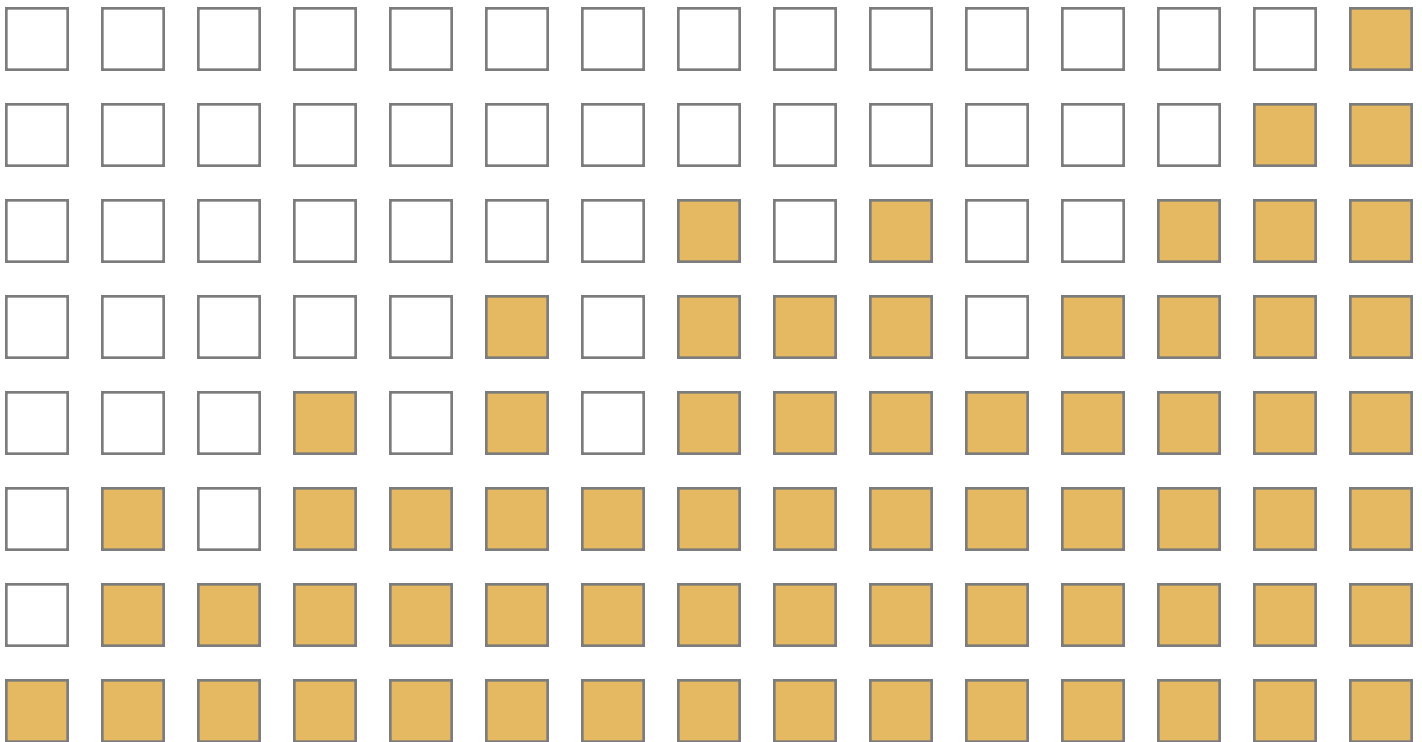


performance

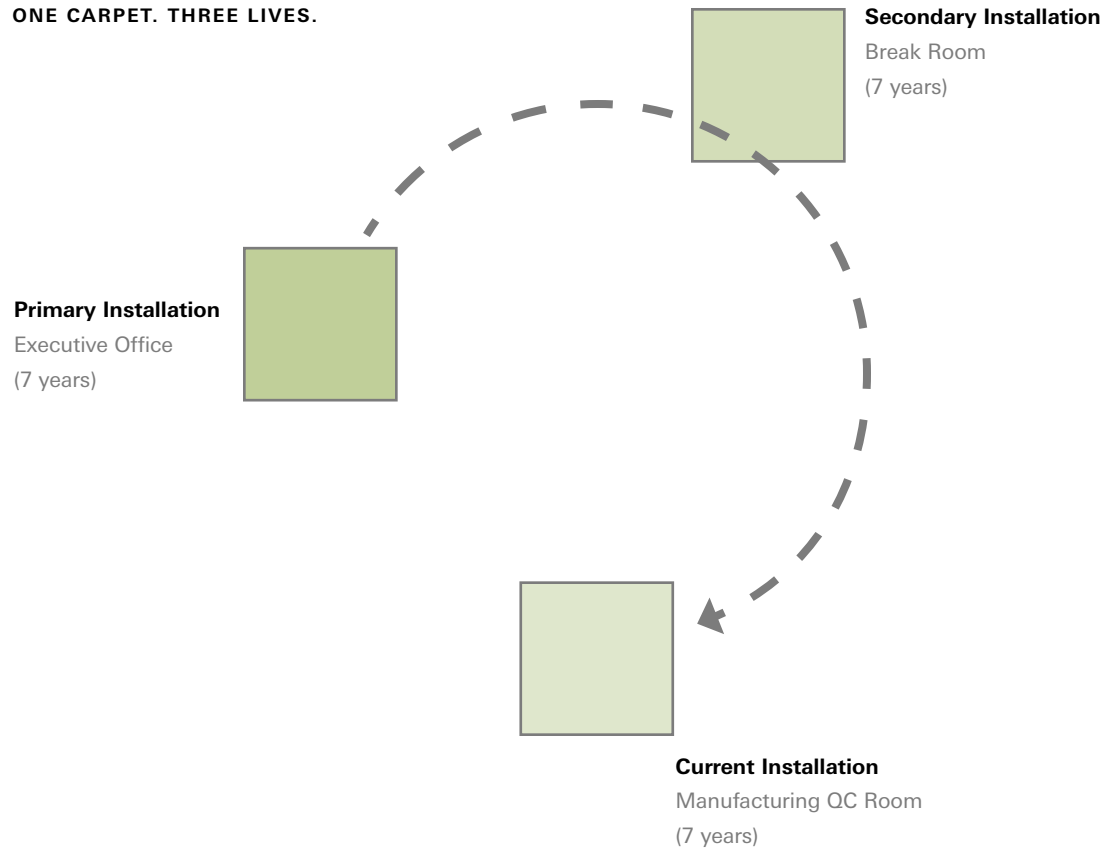
Product Shown: Bigelow Modular - Fab

## Why Tile? Performance, Performance, Performance

Whether it's cushioned-backed or hard-backed, carpet tile holds up. For high-traffic retail spaces, corporate offices, stain-prone restaurants and everything in between, tile fits the bill. In fact, performance is the reason modular carpet is the floor covering of choice among Fortune 1000 companies. It lasts and looks better longer because it's built to perform – now and down the road.



## ONE CARPET. THREE LIVES.



### Why Tile? **Staying Power**

For most floor coverings, life cycle is measured in years on the floor. However, modular carpet can be measured by the number of different rooms it has adorned over the years. It's a long-term flooring solution that can be re-purposed in other work environments with minimal cost. That keeps a lot of carpet out of landfills.





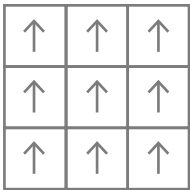
life cycle

easy installation

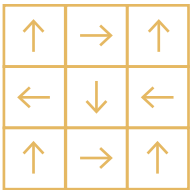


**Why Tile? It's Easy to Install**

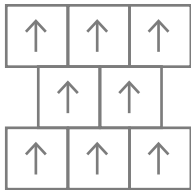
Modular carpet is easy to install over almost any smooth surface. And because each piece is dimensionally identical to the next, you get a perfectly “square” job every time. Plus, the variety of installation methods allows each space to have its own look and feel. Adhesion techniques also vary, but the bottom line is – tile is glued or free laid – not nailed. That makes it repositionable, even after years on the floor. Because it’s easy to install, you can avoid the downtime usually associated with remodeling.



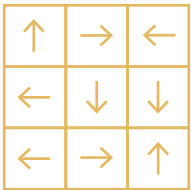
**MONOLITHIC**



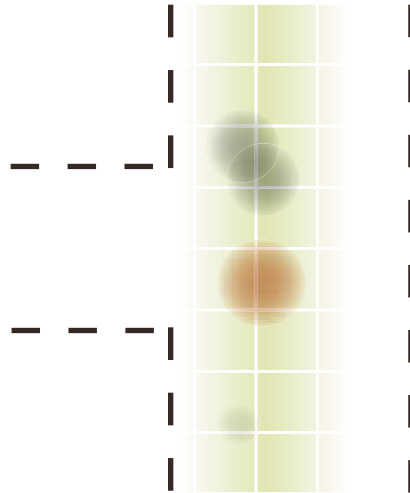
**QUARTER TURN**



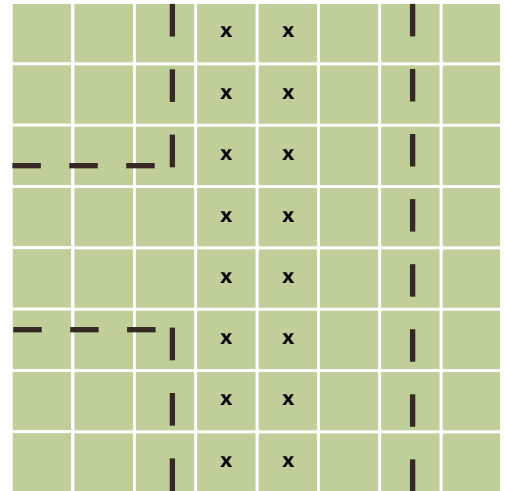
**ASHLAR**



**MIX-AND-MATCH**



HIGH TRAFFIC AND STAINED AREAS



REPLACEMENT TILES

## Why Tile? It's Easy to Maintain

Modular carpet is typically easy to clean. If you get a tough stain, clean it on the floor or simply pop out the tile and clean it in a sink. Or, in the unlikely event that simple cleaning doesn't work, you can replace just one tile – not the whole space. That means tenant evacuations for maintenance are a thing of the past and it's business as usual for everyone.





a clean break



why mohawk tile?

it fits.

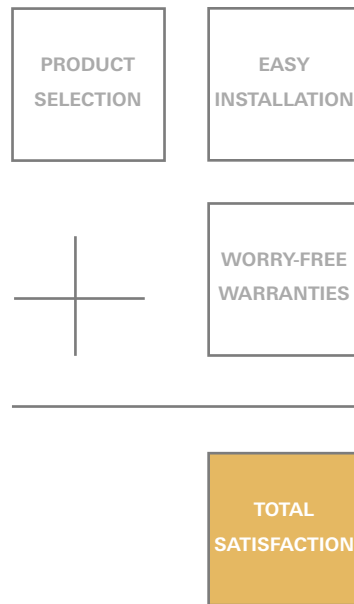
To get the best fit for your total installation, choose carpet tile from The Mohawk Group.

We deliver products that fit your budget – and your schedule. We also offer industry-leading customer service and a sales team that understands your total flooring needs.

Mohawk carpet tile combines value and functionality with environmental responsibility.

And, nowhere else can you get the unlimited design options available from The Mohawk Group – options that coordinate with our broadloom, sheet vinyl, VCT and other flooring products. Finally, our carpet tile is backed by the size, scale and resources you expect from a Fortune 500 company and the world's largest floor covering manufacturer.

Mohawk carpet tile – it all fits.



# it fits your budget

Because of Mohawk's manufacturing efficiency and economies of scale, we offer you the industry's best tile value proposition. For each component of your flooring budget – materials, installation, maintenance and warranty – Mohawk carpet tile is the logical choice.

**Scope of Products** Our modular products run the gamut from high-end fashion to value based tile, with something to suit every budget.

**Coordinating Broadloom and Tile** Optimize your budget expenditures by combining Mohawk broadloom and carpet tile for a seamless, cost-effective solution.

**Easy Installation** With Mohawk's proprietary NuSpraylok™ Spray Adhesive, installing carpet tile is faster than ever. This reduces both adhesive and labor costs to save you both time and money.

**Worry-free Warranties** Our carpet tile is guaranteed not to shrink, cup, curl, dome, edge ravel, zipper or delaminate. Mohawk tiles maintain resilience throughout their life and resist wear – guaranteed – with the world's largest floor covering manufacturer to stand behind all Mohawk products.

When you consider all of the budgetary advantages, Mohawk modular products fit the bottom line.







INSTALLER



MILL REP



CUSTOMER SERVICE AGENT



**Industry Experts** There's no substitute for experience, and The Mohawk Group has the industry's most experienced flooring consultants. With a separate sales force dedicated to each customer segment, you can be sure we understand your needs and the product that fits them best.

- Bigelow Modular brings "reliable value" to the tenant improvement market.
- Durkan Modular provides "fashion-forward", design-oriented products to the retail and corporate markets.
- Mohawk Modular delivers "proven durability" to institutions and schools.

# it fits your needs

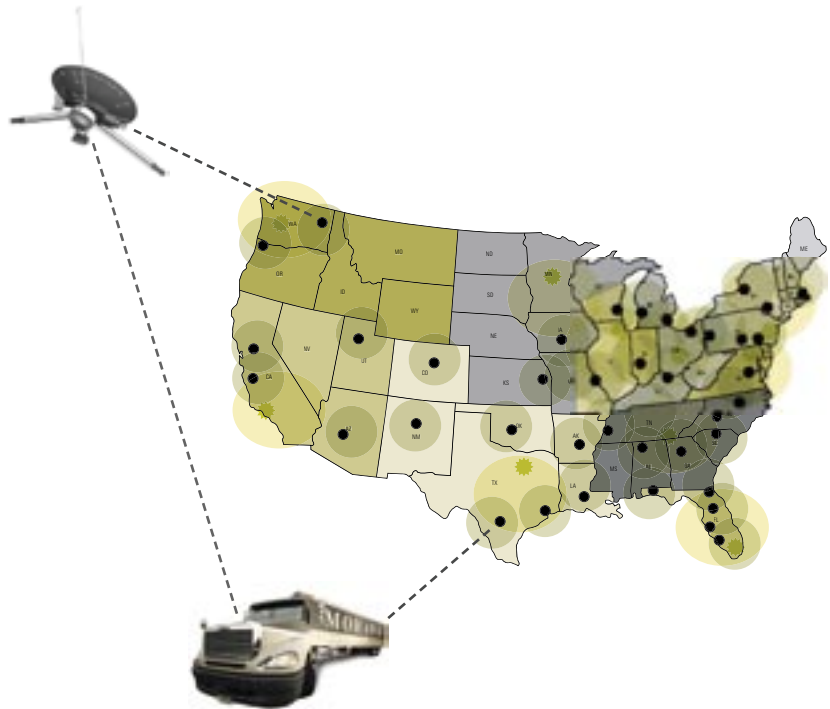
**Mohawk Reps** provide flooring solutions:

- general flooring expertise
- matching broadloom products that combine with carpet tile for seamless installations
- choice of UltraSet™ hard-back or ECOFLEX™ cushioned backings
- NuSpraylok™, our exclusive high moisture barrier adhesive, formulated to work with carpet tile as well as vinyl tile, urethane tile, VCT, sheet vinyl and rubber flooring
- other hard surface options like vinyl, laminate, VCT and rubber flooring
- installation and maintenance recommendations

**Customer Support** We support our customers with abundant inventory and our online inventory access system (Ready2Tile). You can order your tile online at [mohawknet.com](http://mohawknet.com) or contact our team of top notch customer service reps through Premier Customer Service at 800.622.6228.



**Professional Installation** The Mohawk Group offers a network of certified flooring contractors in the United States and Canada. Our partners provide project managers to oversee installers as well as the measuring and scheduling details for your installation. And, our partners employ specially designed furniture lift systems that allow after-hours installations, reducing disruption in your workplace. We even help you find a dealer, 24/7, at [mohawkgroup.com](http://mohawkgroup.com).



# it fits your schedule

**Time is money,** The Mohawk Group ensures that neither of yours is wasted. We developed our QuickShip program to guarantee on-time delivery. QuickShip takes advantage of our nationwide distribution network that includes:



- 17 major distribution centers
- 46 satellite distribution points
- All within 100 miles of 97% of the U.S. population

**QuickShip** gives you access to a variety of carpet tile products that we make available for rapid shipping. By clicking on the Ready2Tile icon found on [www.mohawkgroup.com](http://www.mohawkgroup.com), you have access to a dedicated inventory of Mohawk modular products at a great price. Everything ships within 24 hours of order entry.

real.time.visibility



**Tracking Technology** Also, we keep you updated about the status of your delivery. Using satellite-based tracking technology, we can tell you where your order is at all times – from the time it leaves our warehouse until it's delivered to your location. Our advanced array of logistical tools has led to promise-date accuracy rates of better than 95 percent. And, our technology is not limited to the United States. Using other transportation resources, we can deliver and install carpet tile wherever your projects are.









**What are your floor covering goals?** Aesthetics? Functionality? Quality? Value? Environmental responsibility? If you want to have it all, Mohawk carpet tile is the perfect fit.

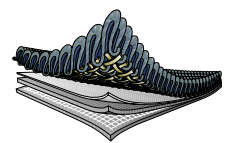
The Mohawk Group is your single-source solution for unlimited design flexibility using all flooring material types, including:

- Numerous coordinating products, patterns and colors of carpet tile and broadloom
- Complementary hard surfaces
- Coordinating rugs and mats
- Several installation method options for design flexibility
- Way finding directional designs for institutional applications

## it fits your aspirations

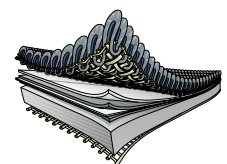
**Quality** The real beauty of Mohawk modular products is found in its composite structure – and you have a choice of either cushioned or hard-backed tiles.

Our **UltraSet™ Modular System** provides the highest quality, thanks to a uniquely structured backing system. These tiles have a high tuft bind, high stability and lifetime performance.



**ULTRASET**

Our patented **ECOFLEX™ Modular System** is a state-of-the-art thermoset multi-layer polyurethane cushion that forms the industry's most stable and ergonomically efficient composite.



**ECOFLEX**

### **Environmentally Friendly**

- Both backing systems can utilize a combination of post-industrial and/or post-consumer recycled content. It varies by product and style
- Certified by the Carpet & Rug Institute as passing the new and more stringent Indoor Air Quality Green Label Plus Program for low emissions
- Certified by the Carpet & Rug Institute Appearance Retention Rating program for "Heavy" and "Severe" traffic ratings
- Lifetime warranties guarantee longer life and therefore a significantly reduced environmental footprint



**SUSTAINABILITY  
THAT WORKS**

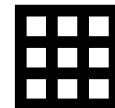


it just fits

BROADLOOM



MODULAR



**Performance Engineering with Coordinating Broadloom** Each work environment is different. Yours has its own unique characteristics and challenges. A one-size-fits-all floor covering is not necessarily the best choice. That's why the Mohawk Group looks at the big picture. We consider all your variables and recommend solutions that make the best use of the entire space plan. We call it performance engineering because our solutions reflect all the needs of your individual space.

Often, the best solution combines carpet tile and broadloom. Our coordinating colors and patterns unite modular and broadloom beautifully and seamlessly.

**6-foot or 12-foot Coordinating Broadloom** Whether it's tile that coordinates with 6-foot hard backed or 12-foot cushion backed broadloom carpet, you get compatible products, manufactured with similar performance characteristics, delivered and installed with no hassle. It's the best of all worlds – a customized solution.

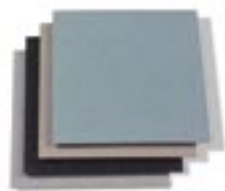


Can you tell where the tile ends and the broadloom begins?

Product Shown: Mohawk Commercial - Brain Box



**MOHAWK  
VCT**



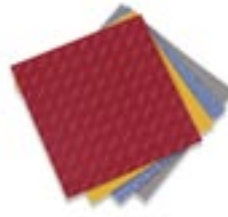
**MOHAWK  
LUXURY VINYL**



**MOHAWK  
SHEET VINYL**



**MOHAWK  
RUBBER FLOORING**



**The Right Mix with Coordinating Hard Surface Floor Coverings** Does your space have areas where food or other spills are a regular occurrence? Heavy walk-in traffic from the street? Rolling equipment considerations? The need for high-end luxury and value-priced functionality? The Mohawk Group's sales reps consider all of the variables. When it's appropriate, we suggest coordinating floor coverings that go beyond carpet, such as:

- VCT
- Sheet vinyl
- Luxury vinyl
- Rubber tile
- Modular walk-off mats
- Carpet and rubber base
- Stone and Ceramic tile
- Laminate and hardwood

Because we supply many of these surfaces, we have the expertise to use them to your advantage. We can recommend the optimum product mix for your application and manage all of the variables – from ordering to installation.

With The Mohawk Group, you know it will all fit perfectly.



Broadloom

Tile

## The Mohawk Group

Three great brands for the perfect fit:





D U R K A N  
M O D U L A R

Fashion Forward



M O H A W K  
M O D U L A R

Proven Durability



B I G E L O W  
M O D U L A R

Reliable Value

**Call 800.554.6637 or visit [www.mohawkgroup.com](http://www.mohawkgroup.com) for more information**







tile