



SmartStrand®

with DuPont™ Sorona® renewably sourced polymer*



MOHAWK®

Four Smart, Simple Reasons to Buy

SmartStrand® with DuPont™ Sorona® carpet

1

No Stains • No Worries • No Kidding

PERMANENT stain and soil protection is built **DIRECTLY INTO THE FIBER** during manufacturing. It isn't put on afterward with chemicals. It's there for **LIFE—it will NEVER** wash off, walk off or wear off.

Need Proof?

How about red wine? Mustard? Maybe soy sauce, or hot coffee? These and other extra-stubborn stains—including Clearasil®, tea and red food coloring—come out easily with water and a mild detergent or Mohawk FloorCare™ Essentials. Guaranteed.

DID YOU KNOW?

SmartStrand actually RESISTS
hot coffee and
red wine stains!



Less Dirt, Less Time, Less Maintenance

In recent third-party testing, SmartStrand resisted up to **50% more regular household soil than leading nylon carpets**. Testers using identical methods to clean all carpets found SmartStrand carpets got up to **42% cleaner, leaving virtually no dirt and clearly reducing maintenance time**. Homeowners agree with testers: more SmartStrand owners rated their carpets as dirt-resistant and easy to clean than buyers of other carpets.

...AND Sunlight

SmartStrand carpet has excellent colorfast properties that resist fading from sunlight exposure, UV light and ozone. You WANT the color, you BUY the color, you KEEP the color.

Putting the Pet Back in Carpet

Even pet* urine won't stain SmartStrand carpet.

Every new SmartStrand carpet comes with a lifetime pet urine warranty as well as lifetime stain and soil warranties.

*Domestic dog or cat only



Scan the QR tag
to learn more about
SmartStrand Sorona.

Get the free mobile app at
<http://gettag.mobi>



**SPEND MORE TIME *loving your carpet,*
NOT LABORING OVER IT.**

2

Durability - Tough Enough For Kids, Pets, Rhinos and Elephants

Mohawk put SmartStrand through all kinds of foot traffic and durability tests. SmartStrand passed them all with no problem. Then we installed it in a rhino enclosure at the Birmingham Zoo for two straight weeks. After being cleaned, it looked good as new.

So Mohawk went several steps further and carpeted the rhino, elephant and camel enclosures at the Dallas Zoo in SmartStrand.* But again SmartStrand passed the test with flying colors.

SmartStrand fiber is
tough enough even for
50,000 POUNDS of constant
animal pressure.



* You can read more about this Ultimate Challenge at SmartStrandChallenge.com. It was pretty wild.

WHAT MAKES SMARTSTRAND SO DURABLE?

Think “Kink”

Each carpet strand has a unique “kinked” structure that bends easily and rebounds quickly to resist the crushing and matting that can happen with other carpets.



Actual SmartStrand molecule



3

SOFT SOFT SOFT SOFT softness

Mohawk asked **REAL** people using SmartStrand in **REAL** homes what they liked **MOST** about SmartStrand with DuPont Sorona that they **LEAST** expected. **Overwhelmingly, they chose its thick, luxurious, toe-wiggling softness.**



So go ahead: ***kick your shoes off*** and walk, roll, tumble and play all over our carpet. We really don't mind. In fact, we insist.

4

CARPET-ON-THE-COB: Better for the Environment

SmartStrand carpet is made with DuPont Sorona renewably sourced polymer, which is made in part from actual corn—the same kind you grow in your garden. It also uses less energy to produce.

- *37% of Sorona is made from renewable resources instead of more limited petroleum ingredients*
- *Production of seven square yards of 40-ounce SmartStrand with DuPont Sorona carpet saves enough energy to equal one gallon of gasoline*
- *Production of SmartStrand with DuPont Sorona emits 63% less greenhouse gas**
- *All environmental claims are certified in writing*

**As compared to production of nylon 6*

GROW



Corn is planted and grown in fields across America.

PROCESS



The sugar from the corn is processed and the end product is a key ingredient in DuPont™ Sorona® renewably sourced polymer.

HARVEST



Fully matured corn is harvested and sent to Loudon, TN.

PRODUCT



DuPont™ Sorona® is spun into SmartStrand® fiber by Mohawk and then tufted into carpet.



When you buy SmartStrand,
you can have total confidence

in the manufacturing experience and complete
commitment to quality from
two trusted companies.

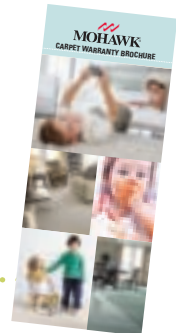
Best Warranties

EVERY SmartStrand with DuPont Sorona carpet comes with industry-leading warranties, including:

- *Lifetime Stain Resistance Warranty*
- *Lifetime Soil Resistance Warranty*
- *Lifetime Pet Urine Warranty*
- *Lifetime Anti-Static Warranty*
- *25-Year Fade Resistance Warranty*
- *25-Year Abrasive Wear Warranty*
- *25-Year Texture Retention Warranty*
- *25-Year Manufacturing Defects Warranty*
- *30-Day Satisfaction Assurance Guarantee (Excludes Labor)*
- *Non-Prorated, Includes Labor, Transferable*



** Please see Mohawk carpet warranty brochure for full warranty information*



Brands You Know, Brands You Trust

SmartStrand with DuPont Sorona combines the technological genius and long-term manufacturing history of TWO major industry leaders.

- *Mohawk, the leader in the flooring industry worldwide, has over 130 years of quality innovation and manufacturing success*
- *DuPont is renowned for scientific advancement and has a longstanding history with carpet fiber*



***Don't Take Our Word on How Great SmartStrand is.
Ask The Experts: People Just Like YOU***

SmartStrand carpet with DuPont Sorona renewably sourced polymer features everything customers want. But don't take our word for it.

Research from customers just like you indicates SmartStrand is **Rated #1 in customer satisfaction.**

98%

of SmartStrand buyers
WOULD GET IT AGAIN!*
**THAT'S ALMOST A
PERFECT 100%**
of ALL customers surveyed!
THAT'S AN INDUSTRY RECORD!

97%

of SmartStrand buyers say
"My carpet meets my needs"

96%

of SmartStrand buyers are
SATISFIED with their carpet

SmartStrand buyers were also more likely to rate their carpet positively for quality, warranty and durability.

* Brandware Research study, November 8, 2010.



“

It still looks good, like the day they put it down. It is living up to everything the retailer said it would be.”



Ask your retailer how your purchase can support Mohawk's Decorate for the Cure.



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