



WHY CHOOSE EVERSTRAND™?

Mohawk covers the spectrum of premium P.E.T. polyester fibers with our family of EverStrand™ carpets. From our EverStrand[®]™ made from recycled bottles, to the new EverStrand BCF XtraSoft™ with a whole new level of softness, Mohawk does it right with style, value, and a great product to provide a superior carpet that sells.

Mohawk's family of EverStrand™ products have great features:

- Superior resiliency
- Superior stain resistance
- Superior color clarity
- Superior softness
- Superior environmental benefits with EverStrand[®]™
- Superior consumer satisfaction

Warranties*

- Lifetime stain resistance
- 10 year abrasive wear
- 10 year texture retention
- 10 year soil resistance
- 10 year manufacturing defects

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



~~50%~~ 58% of retailers said SmartStrand is
"a new class and better type of carpet"

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.

smartSTRAND
Combining Permanent Stain Resistance & Durability

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