



SmartStrand<sup>®</sup>  
FOREVER CLEAN<sup>™</sup>



MOHAWK<sup>®</sup>



SmartStrand<sup>®</sup> Forever Clean.<sup>™</sup>  
The Toughest, Easiest to Clean  
Carpet on the Planet.<sup>™</sup>



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Carpet on the Planet<sup>™</sup>

# The best carpet ever invented...AGAIN.

*When SmartStrand was unveiled in 2005, it was quickly embraced by consumers looking for an innovative alternative to traditional carpets. In the first ten years, SmartStrand has earned an impressive record.*

- The first new fiber introduced in over 50 years
- The first bio-based carpet using a rapidly renewable resource
- The only carpet that boasts durability and permanent, built-in stain resistance
- The highest-rated carpet for consumer satisfaction, cleanability and durability
- SmartStrand Silk, the world's most luxuriously soft and durable carpet

*Now introducing SmartStrand Forever Clean, the first carpet to combine built-in stain protection with a nanotechnology spill shield.*

**Any SmartStrand carpet you buy today  
is now SmartStrand Forever Clean.**



# SmartStrand<sup>®</sup>

FOREVER CLEAN<sup>™</sup>

Using the most advanced fiber innovation, SmartStrand Forever Clean carpets offer the highest level of beauty, comfort and performance available.

- The perfect carpet for families with kids and pets
- New Nanoloc<sup>™</sup> spill protection technology for quick and easy cleanup
- The only carpet with permanent built-in stain and soil protection that won't wear or wash off
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- A breakthrough technology in renewable and sustainable carpet fiber to preserve the beauty of our planet



### M&M DISASTER AVERTED

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“My dog got into a large bag of M&M’s while we were out and I came home to a rainbow of colors on my new carpet...10 minutes, a washcloth and some warm water later there was no sign of the M&M dye.”

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**EGICO, COLORADO**





# SmartCushion™

by MOHAWK

SmartStrand Forever Clean with Mohawk SmartCushion™ provides the ultimate protection against stains and odors associated with pet accidents.

- ENHANCE YOUR WARRANTY
- REDUCE PET ODORS
- MOISTURE BARRIER

THE PERFECT CARPET FOR KIDS AND PETS

# Proprietary carpet protection system

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming a stain. SmartStrand Forever Clean features Nanoloc™, an advanced nanotechnology that completely encapsulates the SmartStrand fiber to create a superior spill and soil barrier.

## NANOLOC™ SPILL SHIELD

Ultra-fine nano particles bond together on a molecular level to encapsulate the fiber with a complete spill and soil shield that makes SmartStrand Forever Clean the easiest carpet to clean.

# Nanoloc™

## BUILT-IN STAIN PROTECTION

Only SmartStrand Forever Clean has permanent stain protection that prevents spills from locking into the fiber core and becoming a stain.



## Up to 3x easier to clean\*

SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release up to 3X more dirt than other carpets. That means you can breathe easy knowing that your floor cleans faster, better and easier than ordinary carpets.

\* Based on CRI XRF soil testing, a technology developed by NASA and used to measure the exact amount of soil removed when carpet is cleaned.

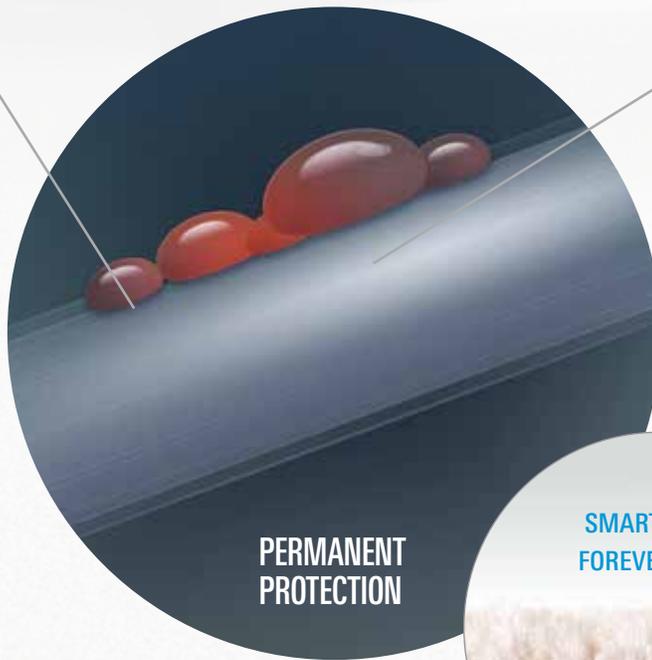
# Permanent built-in stain protection

SmartStrand Forever Clean is the only carpet with lifetime stain resistance built into the core of the fiber. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.



## CORE STAIN PROTECTION

SmartStrand Forever Clean has no dye sites for spills to adhere. Permanent protection is built into the fiber to keep spills from becoming stains and to ensure the carpet is easy to clean.



## 100% LIFETIME PROTECTION

Core stain resistance is built into the fiber and will never wash or wear off.

PERMANENT PROTECTION

SMARTSTRAND FOREVER CLEAN™



\*Results of stain test using SmartStrand Forever Clean carpet

LIFE-TIME STAIN AND SOIL WARRANTY

# The remarkable alternative to nylon

For many years nylon was the only durable carpet fiber available. Unfortunately, nylon carpets are prone to staining and can be difficult to clean and maintain over time. As nylon gained popularity, people began to believe stains were an unavoidable part of life. Then in 2005, SmartStrand was introduced. Now, more than 7 million households have discovered that stains were not their fault; it was the nylon carpet. Nylon has no core stain protection in the fiber, so it has to rely completely on temporary, topical treatments to prevent stains. Only SmartStrand Forever Clean provides long-lasting durability with complete inside and outside protection from dirt and spills. This revolutionary difference means that SmartStrand Forever Clean will always be the easiest carpet to clean.

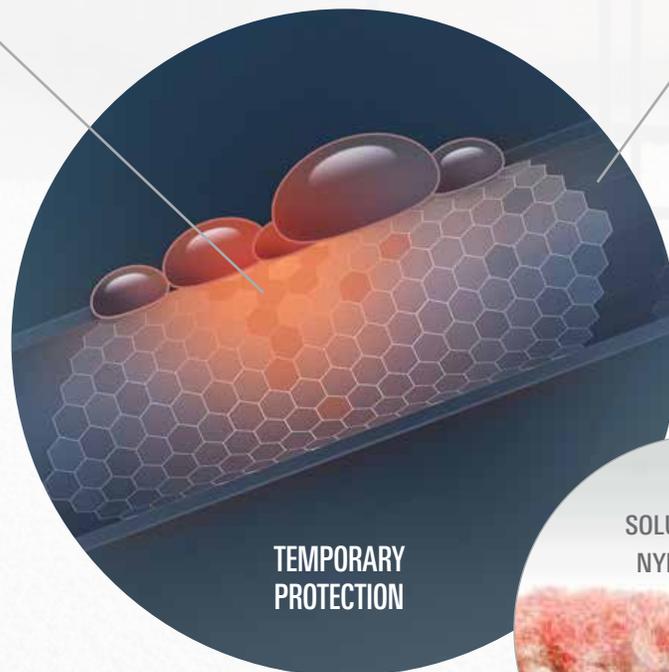
## NYLON

### NYLON HAS NO CORE PROTECTION

Spills absorb into the fiber and attach to dye sites where they are locked in as stains, making nylon difficult to clean.

### TOPICAL STAIN PROTECTION

Nylon carpets use topical treatments to protect from stains. On average, nylon carpets lose 50% of this protection after just three cleanings.

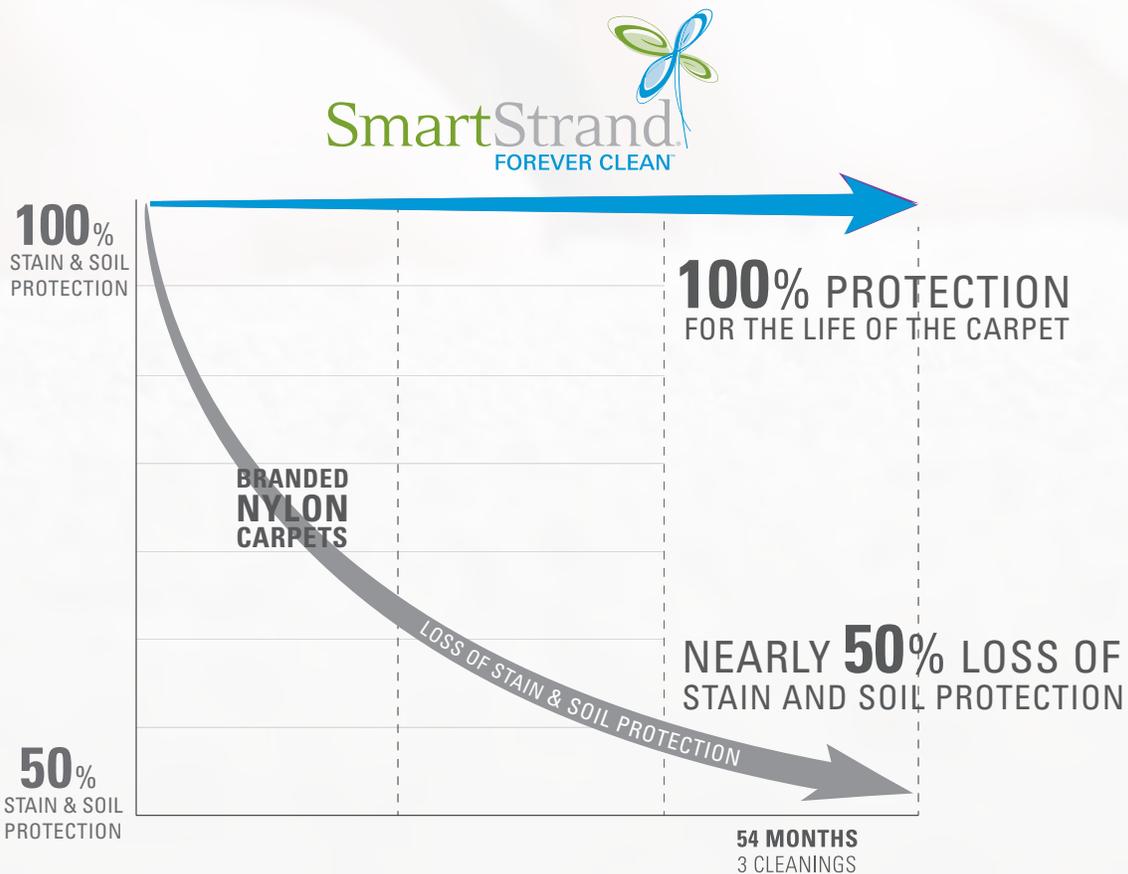


\*Results of stain test using solution-dyed nylon 6 carpet

# The truth about stain protection

SmartStrand Forever Clean is the **ONLY** carpet that contains permanent, built-in stain and soil protection that never washes or wears off.

The stain and soil protection on other carpets is temporary and has to be reapplied when it wears or washes off. In fact, in an independent study, nylon carpet lost, on average, nearly 50% of its stain and soil protection after just three steam cleanings. That's why other carpets become difficult to keep clean over time. SmartStrand Forever Clean eliminates this problem, so you can enjoy 100% protection for life.



\*Based on independent stain tests of nylon verses SmartStrand carpet after multiple professional cleanings.

# SmartStrand Forever Clean with built-in protection

SmartStrand Forever Clean uses a completely different stain protection system that's built into the fiber's core. This means SmartStrand Forever Clean never loses its stain resistance and is the easiest carpet to clean time after time.



## Competitive nylon treated with topically-applied stain protection



# Live life worry free

Whether it's kids, pets or one of life's unexpected spills, with SmartStrand Forever Clean you can live life without worrying about your carpet.



TOMATO DRINK



GRAPE SODA



ORANGE SODA



ENERGY DRINK



WHITE WINE



CRANBERRY JUICE



PEACH ICED TEA



IODINE



OLIVE OIL



SODA



COFFEE



CHERRY DRINK



SPORTS DRINK



RED WINE



TOILET BOWL  
CLEANER



CHOCOLATE MILK



**DEFINITELY RECOMMEND**

“Any spots caused by kids or food  
have come right up.”

**REVIEWED BY JENS**





### GREAT STUFF

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“My 5-year-old has taken to roller skating on it and even that hasn’t damaged it. We never intended this to be a forever carpet, we just wanted it to last until our second child passed the toddler years....”

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REVIEWED BY PKOVO

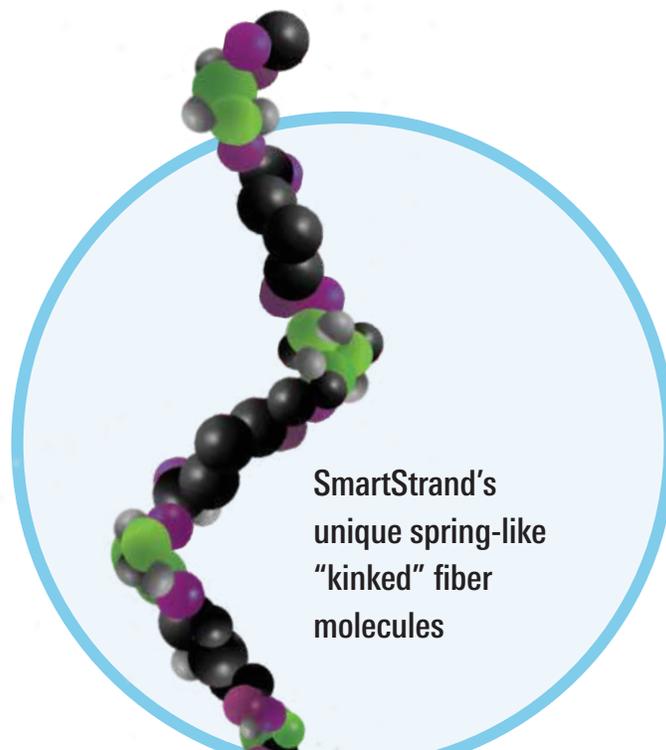


# Durability in the fiber's DNA

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind.

SmartStrand Forever Clean is made with an innovative fiber, engineered to resist matting and crushing. This unique trait is built into the fiber at the molecular level causing the fiber to bounce back, maintaining its beauty and appearance over time.

This performance boost gives SmartStrand Forever Clean a particular performance advantage when it comes to premium soft fibers, such as SmartStrand Silk. Amazingly, in comparison tests, SmartStrand Silk Forever Clean retained its beautiful appearance after 60,000 footsteps\*. That extraordinary durability proved to be up to 3X longer than comparable soft nylon carpets. So, rest soft and easy with SmartStrand Silk Forever Clean, the world's toughest and softest carpet.



\*Based on independent hexapod wear testing of SmartStrand Silk with comparable soft nylon carpets.



**OUTSTANDING**

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“...so soft, I love getting out of bed in the morning..”

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**COLUMBIA, MO**



# Entirely new category of luxury soft carpet

One of the unique attributes of carpet is its natural softness, but not all carpets are sink-your-toes-in soft. If you're looking for a super soft carpet, SmartStrand Silk Forever Clean will exceed your expectations.

Achieving the soft, luxurious feel of SmartStrand Silk Forever Clean requires a new yarn with 3X the amount of fiber found in ordinary soft nylon carpets.

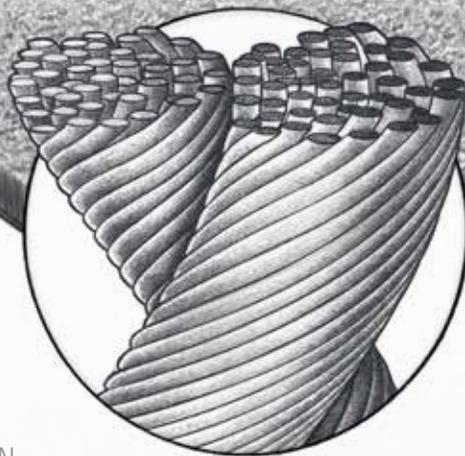
SmartStrand<sup>®</sup>  Silk  
FOREVER CLEAN<sup>™</sup>

ORDINARY  
SOFT NYLON



3x

THE FIBER OF  
ORDINARY SOFT NYLON



*Choosing softness doesn't mean you have to sacrifice performance. The result of packing more than 700 silk-like fibers into one yarn is amazing softness and incredible durability.*

# The next generation of sustainable carpet

SmartStrand Forever Clean is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources. This also enables us to reduce our energy consumption in the manufacturing of all SmartStrand Forever Clean carpets. It's good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

## OEKO-TEX® certified free of harmful substances

SmartStrand Forever Clean is made with Dupont™ Sorona® polymer, which is OEKO-TEX® certified free from harmful substances. With SmartStrand Forever Clean, you can rest easy knowing your carpet fiber is certified for a safe and healthy home.



Dupont™ Sorona® is made in part with annually renewable plant-based ingredients

DuPont™ and Sorona® are trademarks or registered trademarks of DuPont used under license by Mohawk.



**BEST CHOICE I'VE EVER MADE**

“We love laying on it and feel safe letting our baby play on the carpet now.”

**REVIEWED BY COZY COMFORT**



# An extraordinary carpet proven through extraordinary challenges

Over the last 10 years, SmartStrand has proven itself in over 7 million homes. It has also endured some of the most extraordinary challenges in the history of carpet.



RICKO

2009

In 2009, Mohawk put SmartStrand to the test by installing the carpet in the home of Ricko the Rhino



FAMILY CIRCLE CUP

2011

In 2011, Mohawk took its challenge to the Family Circle Cup and proved that active families are no match for SmartStrand carpet



2010

ZOO CHALLENGE

In 2010, Mohawk took its challenge to the Dallas Zoo to prove that no animal can outmatch the durability and stain resistance of SmartStrand



2012

MESSY KID

In 2012, Mohawk searched the country for the messiest kids to challenge the carpet

THE PERFECT CARPET FOR KIDS, PETS

In 2013, Mohawk went on the road to 12 food festivals to see if anyone could stain the carpet

LICENSE TO SPILL

2013



TOUGH MUDDER

2015

In 2015, SmartStrand will go up against Tough Mudder, the toughest, dirtiest challenge yet\*

In 2014, Mohawk installed SmartStrand onto the Puppy Bowl X field to show that household pets are no match for SmartStrand

2014

PUPPY BOWL



SmartStrand Forever Clean™ is the toughest, easiest to clean carpet on the planet.

Proven in more than 7 million homes over 10 years.

That's tough tested.

\* Mudder is a trademark of Tough Mudder, LLC

# A 65-year quest results in the ultimate carpet

Throughout the years, the industry has strived to achieve a carpet that is both long-lasting and stain-resistant. New SmartStrand Forever Clean is now the toughest, easiest to clean carpet on the planet.



NYLON  
USED IN  
CARPET

1940

PET  
USED IN  
CARPET

1965

Nylon is durable, but easy to stain

- Developed by DuPont™ in 1935 – first used in women’s hosiery and then in WWII parachutes
- Until 1940, carpet was made of cotton and wool; nylon fiber made carpet affordable for all

1935

NYLON  
INVENTED



1941

PET  
INVENTED

PET is stain resistant, but less durable

- Invented in 1941 and developed for the next two decades before it was used in carpet 1965



Combining built-in stain resistance with lasting durability

- 2005 marked the end of a 60-year quest to create a carpet fiber that combines durability and stain resistance



Triexta is both stain-resistant and long-lasting

- In the mid-1990's, DuPont™ and Mohawk co-produced an enhanced polymer to yarn:
- resiliency and durability of nylon
- flexible dye-ability of nylon
- inherent stain/soil protection of PET



## New SmartStrand Forever Clean

- The only carpet with permanent built-in stain and soil protection that never washes or wears off
- New spill-protection technology for quick and easy cleanup
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- Breakthrough technology in renewable and sustainable carpet fiber to preserve the beauty of our planet





[mohawkflooring.com/foreverclean](http://mohawkflooring.com/foreverclean)



<http://getmhk.mobi>

## SmartCushion<sup>SM</sup>

by MOHAWK

Enhanced your carpet warranty with SmartCushion™

## Decorate for the Cure<sup>SM</sup>

Ask your retailer how your purchase of Mohawk's SmartCushion can support Susan G. Komen for the Cure®



MOHAWK INDUSTRIES  
160 S INDUSTRIAL BLVD  
CALHOUN, GA 30701

800-2-MOHAWK

