



everSTRAND   
*The Environmentally Friendly Polyester Fiber*

everSTRANDBCF   
*The Premium Polyester Fiber*

everSTRANDBCF   
*XtraSoft*

# A Great Family That Has It All



  
MOHAWK®



.....  
**A Trusted Name for  
More Than 125 Years**


- ..... A leading producer and distributor of flooring worldwide
- ..... Proactive and progressive - a proven history of forward thinking and innovation
- ..... Vanguards in design and technology, setting trends in products and processes
- ..... And, we did it again with EverStrand™



## Another Premier Brand from Mohawk

A complete family of fibers fitting customers' needs

### Performance

- 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


\* See Mohawk Residential Warranty Guide for details.

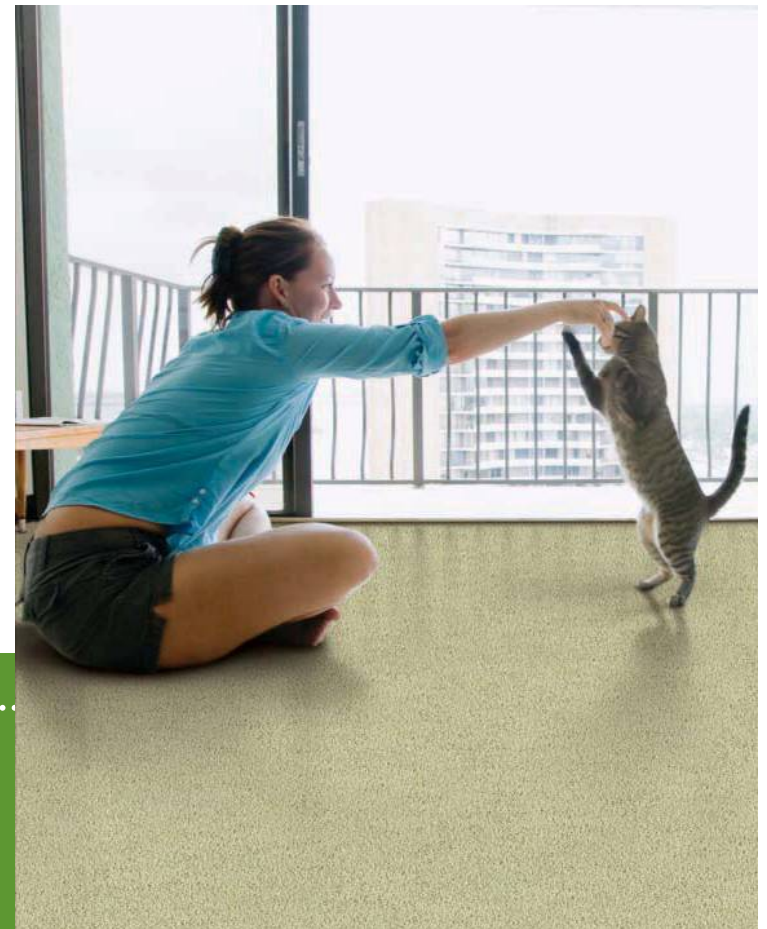


## Style, Value and Performance

Premium P.E.T. polyester fibers carpets from Mohawk

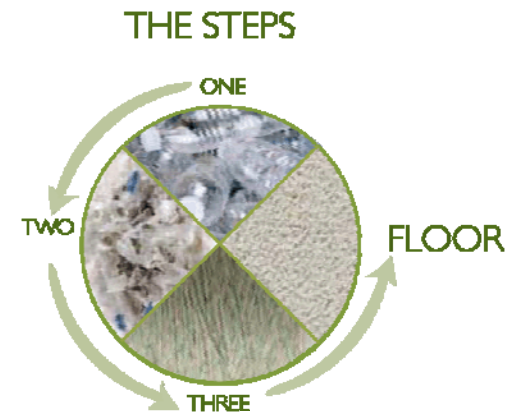
### EverStrand — the ultimate in environmental flooring

- 100% post-consumer recycled content
- Ideal for projects that require the best for the environment such as LEED for Homes
- Letter of certification confirms recycled content in every EverStrand  product
- Mohawk converts 3 billion plastic bottles annually into million of lbs of carpet fiber
- The P.E.T. used in plastic bottles is a top quality resin required by the US Food & Drug Administration



# Turning Plastic Into Gorgeous Eco-Friendly Carpets

Saving energy and landfills



## ONE BOTTLE

Mohawk recycles more than three billion plastic bottles each year.

That's 14,000 bottles every minute



## TWO POLYMER

Bottles are recycled into P.E.T. chips.

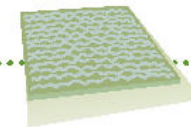
Plastic bottle P.E.T. is top quality resin required by the FDA



## THREE YARN

The P.E.T. chips are processed into EverStrand™ fiber.

Recycled plastic extruded into fibers far superior to lower grade synthetic fibers used in making other brands of carpet yarns



## FLOOR CARPET

EverStrand™ fiber is made into beautiful, long-lasting carpets.

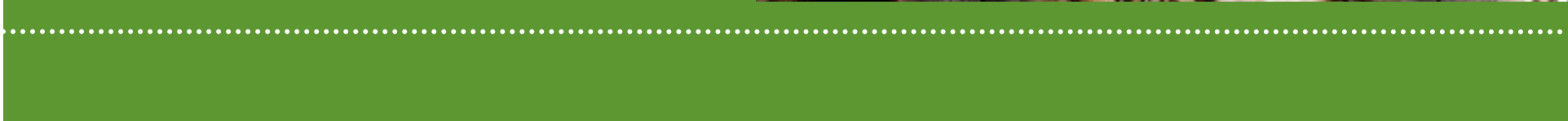
Guarantees the highest standards of performance in our luxurious carpet made with EverStrand™



## EverStrand BCF XtraSoft™

A whole new level of softness

- **Breakthrough fiber technology** with EverStrand BCF XtraSoft fiber
- Provides the ultimate in **softness, body, beauty, value** and years of carefree living
- **Highly resilient, incredibly stain resistant** carpets that stand up to today's active lifestyles
- **High styling** with new pattern product offering
  - EverStrand BCF XtraSoft™ features:
    - Superior Resiliency
    - Superior Lifetime Stain Resistance
    - Superior Soil Resistance
    - Superior Softness
    - Superior Value
    - Superior Consumer Satisfaction





## An Extra Level of Protection



From top to bottom, Scotchgard™ Protector Advanced Repel Technology delivers deep-down protection

- Unique, patented one-step co-exhaustion application process
- Treats the entire carpet, surrounding each fiber, to deliver superb repellency
- Provides an invisible shield against dirt, soil, and household spills making EverStrand™ easier to clean





**Mohawk's family of  
EverStrand™ fibers  
delivers...**

### **Consumers**

- The value and environmental product they're seeking
- A fiber that is superior in resiliency, lifetime stain resistance and color clarity
- A softer alternative for those who want the softest they can get

### **Our partners**

- A relationship with a superior company
- Satisfied customers and increased sales







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EverStrand™ is a complete family of fibers fitting customers' needs



MOHAWK INDUSTRIES, INC.  
508 EAST MORRIS STREET  
DALTON, GA 30720  
1-877-ASK MOHAWK