



A Great Family That Has It All





.....
**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.

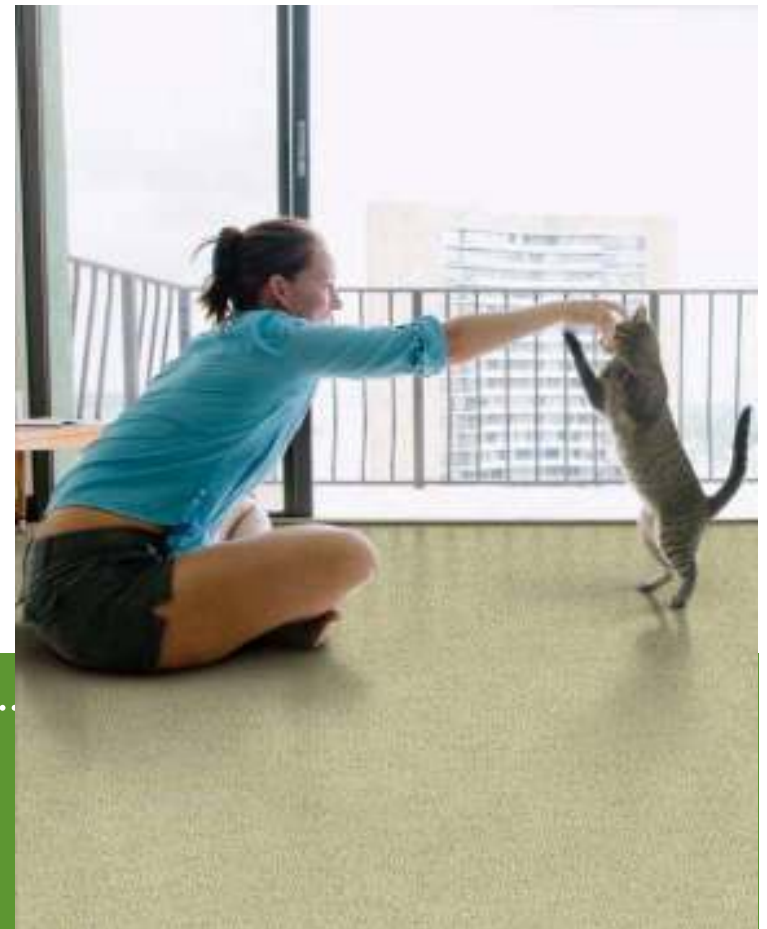


Style, Value and Performance

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

EverStrand — the ultimate in environmental flooring

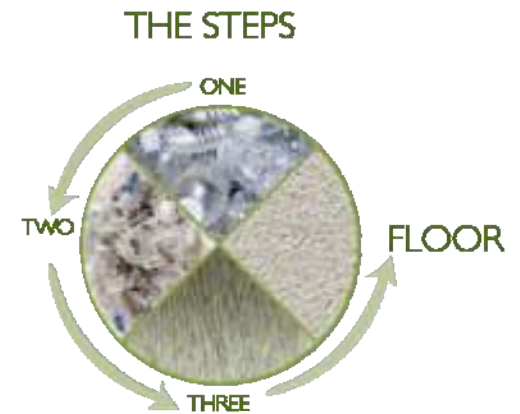
- 100% post-consumer recycled content
- Ideal for projects that require the best for the environment such as LEED for Homes
- Letter of certification confirms recycled content in every EverStrand  product
- Mohawk converts 3 billion plastic bottles annually into million of lbs of carpet fiber
- The P.E.T. 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





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



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