

**smartSTRAND**  
*Combining Permanent Stain Resistance & Durability*  
**It's just better.™**



The Most  
Revolutionary  
Carpet in  
Flooring

# SmartStrand® – It's Just Better.™

SmartStrand® carpets offer your customers everything they 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 Selection
- Better Value
- Better Customer Satisfaction

**smartSTRAND**  
Combining Advanced Stain Resistance & Durability  
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# Times Change. Markets Shift. Mohawk Innovates.



## Nylon

- Invented by DuPont in 1935
- Gains popularity during WWII
- Displaces natural fibers as the flooring fiber of choice among consumers

Times change and breakthrough products are surpassed by new innovations

## SmartStrand

- PTT- one of many Mohawk innovations – a revolution that is reshaping the carpet market
- Designed with leading edge technology that combines superior durability AND engineered-in stain protection
- Comprehensive warranties include lifetime stain protection with other coverage that nylon carpets do not provide
- The most advanced carpet on the market today with proven retail and consumer satisfaction

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# SmartStrand: Better Performance

WEIGHT Oz Per Sq Yd	SMARTSTRAND	NYLON
25	EXCELLENT	VERY GOOD
35	EXCELLENT	VERY GOOD
45	EXCELLENT	VERY GOOD

## WALK TEST

A test with over 20,000 footsteps, simulating a year of normal wear, proved the superior resiliency and crush resistance of SmartStrand. In the durability match, nylon also is very good – but not this good.

## MODIFIED HEXIPOD TEST

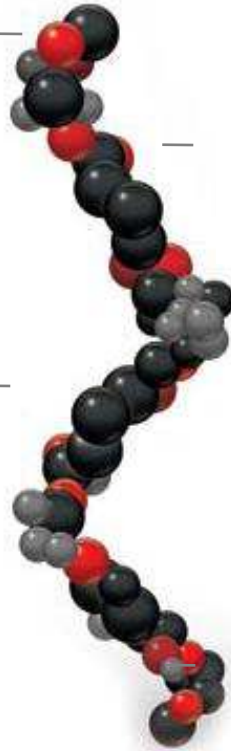
SmartStrand also underwent a mechanical test designed to simulate the actual walk test, but in a much shorter time. Results confirmed that SmartStrand is the best.

HEXIPOD TEST	SMARTSTRAND	NYLON
25	EXCELLENT	VERY GOOD
35	EXCELLENT	EXCELLENT
45	EXCELLENT	EXCELLENT

# SmartStrand: The "Magic" Kink

SmartStrand has a unique molecular structure (magic kink) that provides extraordinary crush resistance — in most cases — outperforms nylon and other fibers.

SmartStrand allows Mohawk, and our partners, to be more adaptable to shifts in the market and raw material supply



SmartStrand performance testing demonstrates the superior attributes of this new alternative fiber

The SmartStrand P.T.T. fiber is in a class by itself.

# SmartStrand: Better Stain and Soil Protection

Stain	SMARTSTRAND	NYLON
Soy Sauce	EXCELLENT	EXCELLENT
Red Food Color	EXCELLENT	GOOD
Oxy 10	EXCELLENT	FAIR
Betadine	EXCELLENT	FAIR
Mustard	EXCELLENT	EXCELLENT
Hot Espresso	EXCELLENT	EXCELLENT

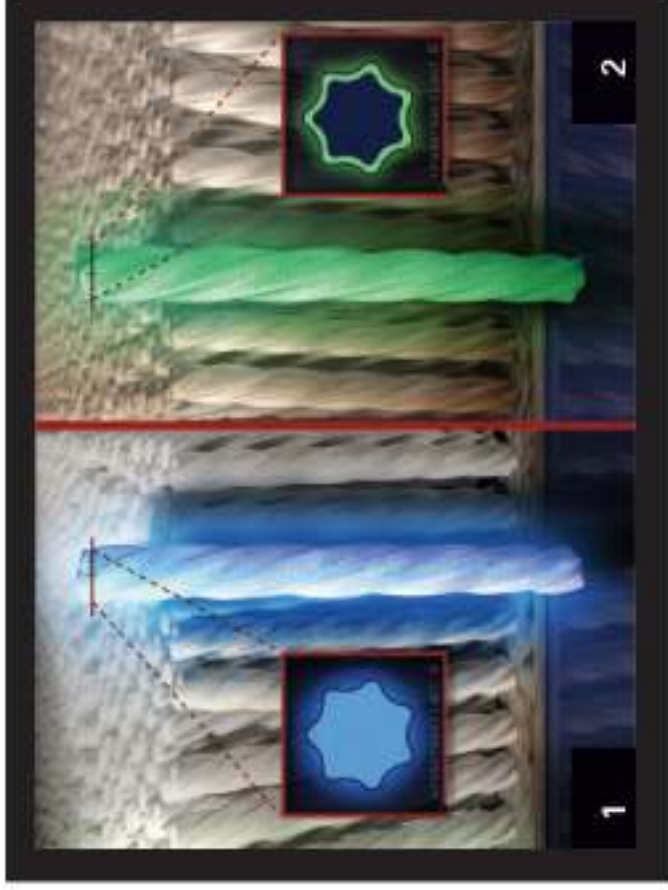
Soiling	SMARTSTRAND	NYLON
Before Cleaning	GOOD	GOOD
After Cleaning	EXCELLENT	VERY GOOD

- SmartStrand fibers provide permanently engineered-in stain protection that will never wash or wear off.
- Even after repeated cleanings, SmartStrand stain protection will last over the life of the carpet.
- SmartStrand offers a Lifetime Stain Protection Warranty

# It's in the DNA of the fiber

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**1.** SmartStrand fibers provide permanently engineered-in protection (indicated in blue) throughout the entire core of the fiber.



**2.** The leading nylon brands contain topically applied protection (indicated in green) that is only on the surface, allowing it to wash off with routine cleaning or be worn off with normal wear.

# SmartStrand: Better Warranty



So confident are we of SmartStrand superior performance against time-honored nylon, Mohawk offers extraordinary warranties that other carpets simply do not offer:

- Lifetime Stain Protection (covers bleach and pet urine)
- 20 Year manufacturing defects
- 15 Year soil protection
- 12 Year abrasive wear protection
- 12 Year texture retention protection
- 12 Year fade resistant protection

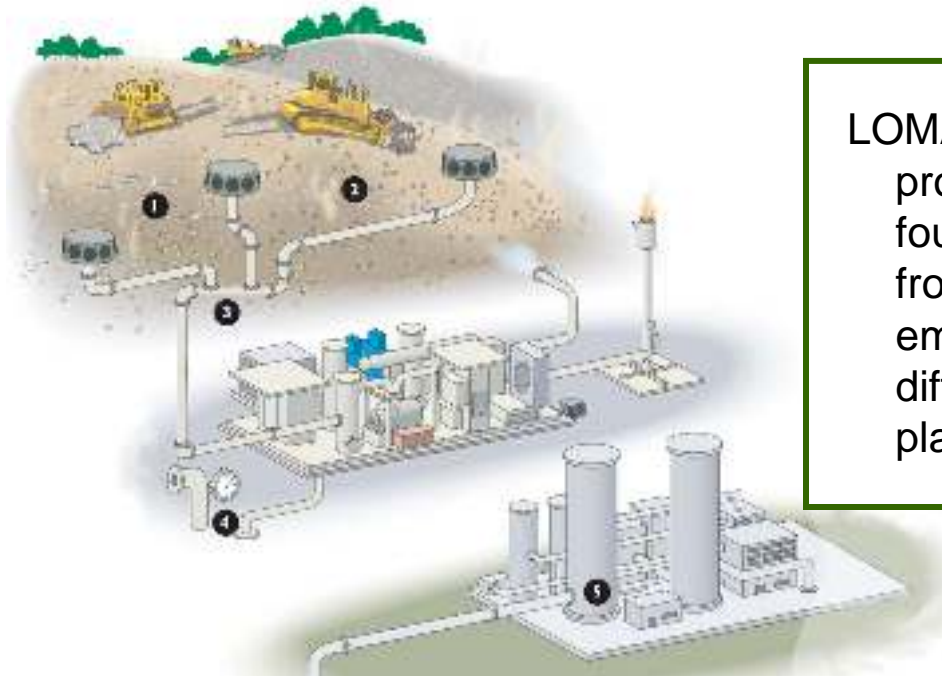
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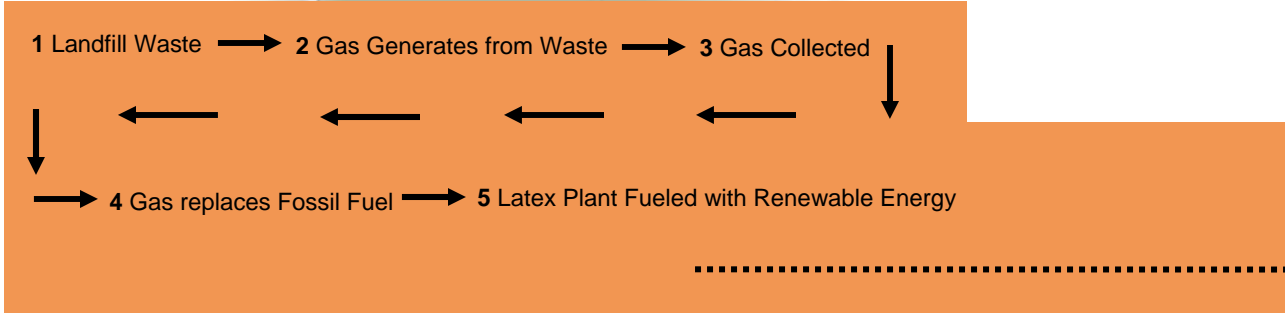


# SmartStrand: Better Backing

Now with LOMAX™ technology.



LOMAX™ technology uses renewable energy in the production of Dow latex carpet backings, now found in SmartStrand products and exclusively from Mohawk, to help reduce greenhouse gas emissions. It's these details that make all the difference to your customers and ultimately our planet.



# SmartStrand: Better Choice

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## What Retailers are saying...

The new “SmartStrand” fiber wears extremely well – so well that it is on par with nylon carpet. I have done my own testing on this product to assure myself and my customers that it will perform as claimed, and it has!

Colonial Floors, Hayes, VA

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We have sold hundreds of thousands of yards of carpet over the years. Our experience is showing us that Mohawk SmartStrand products are performing as well as nylon products. The product we have installed in all of our showrooms is out-performing nylons that were installed at exactly the same time.

Olson Rug & Flooring, Chicago, IL

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Mill Creek Carpet & Tile, with 11 store locations, has been selling this fiber for the last two-and-one-half years and has not filed a single consumer complaint over that time period.

Mill Creek Carpet & Tile, Tulsa, OK



# SmartStrand: Better Choice

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What Consumers are saying...

“

It's durable and easy to maintain.

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I love the way it feels and cleans up.

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How good it feels and looks when you vacuum it. It doesn't pack down. I have had it for a year and it still looks wonderful.

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It's easy to clean.  
I have kids and there are a lot of spills.

”



# SmartStrand: It's Just Better

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**SmartStrand** is good for consumers and good for your business

**SmartStrand** has gained tremendous market share in 5 short years

**SmartStrand** selection of styles and colors is better than ever

**SmartStrand** price-to-value benefits exceed those of other fibers

**SmartStrand** performance defines a new class of superior carpets

**SmartStrand** customer satisfaction is real and proven

**SmartStrand It's Just Better!**



**smartSTRAND**  
Combining Advanced Stair Resilience & Durability  
**It's just better.™**

**Retailers love it. Consumers want it.**  
Join the revolution, the SmartStrand® Revolution.



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