



**MORE
VAN GOGH
MOMENTS
ARE MADE
ON MOHAWK**

SmartStrand[®]

FOREVER CLEAN[™]

The softest, most durable, easiest to clean carpet on the planet.[™]

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

SmartStrand[®]

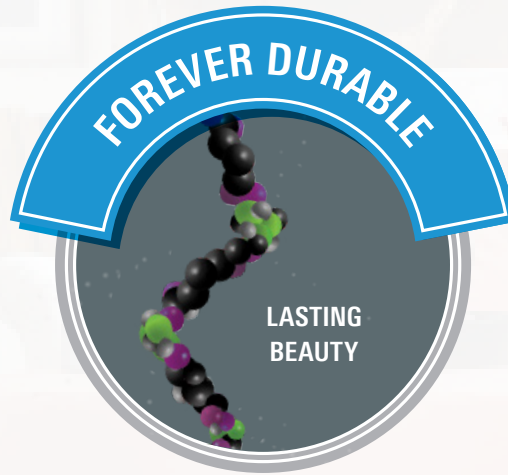
FOREVER CLEAN™

When it comes to a carpet that truly has it all, look no further than SmartStrand. Where traditional carpets fall short, the innovative fibers in SmartStrand Forever Clean offer unbeatable spill protection, permanent stain resistance and long-lasting durability.

SmartStrand[®] *Silk*

FOREVER CLEAN™

Enjoy all the benefits of SmartStrand Forever Clean combined with the added luxury of supreme softness and Mohawk's premium warranty. In SmartStrand Silk, each strand of carpet is packed with 700 silk-like, stain-resistant fibers. That's three times more individual fibers than found in traditional nylon carpet.



The spring-like fiber molecule shape resists crushing and matting, maintaining the beauty and softness of your floor for years to come.

REMAINS BEAUTIFUL 3X LONGER THAN NYLON*

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



SmartStrand Forever Clean features Nanoloc,[™] an advanced nanotechnology that completely encapsulates the SmartStrand fiber to create a superior spill and soil barrier. Nanoloc also makes SmartStrand up to three times easier to clean*

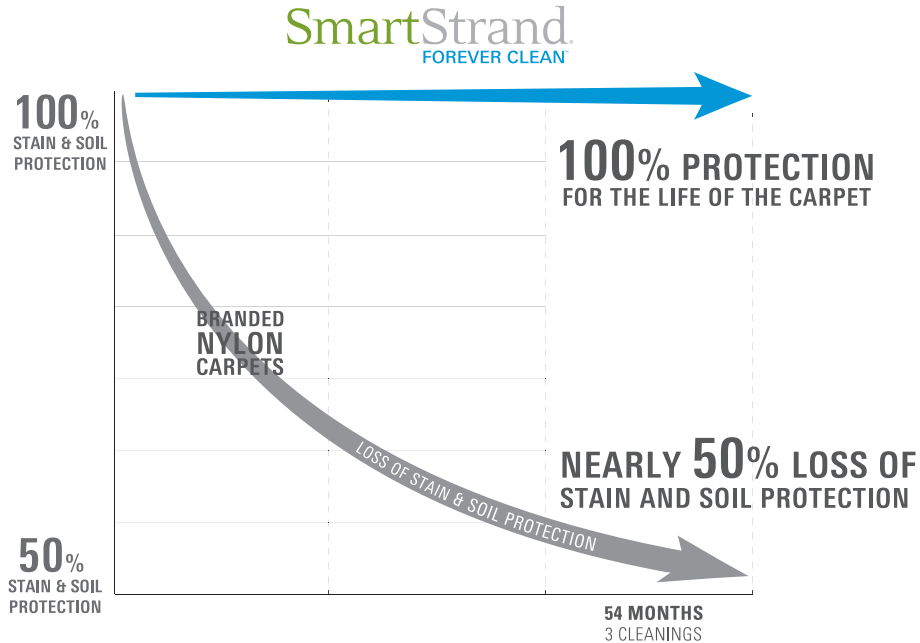
*Based on CRI XRF soil testing, a technology developed by NASA and used to measure the exact amount of soil removed when carpet is cleaned.



Unique built-in stain and soil protection that won't wash or wear off ensures your carpet stays stain free.

The Truth about Stain Protection

SmartStrand Forever Clean is the ONLY carpet that contains permanent, built-in stain and soil prevention 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.

SmartStrand Forever Clean with Built-in Protection

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



Even after three cleanings, SmartStrand Forever Clean remains 100% free of staining. Because the stain resistance is built into the fiber's core, it can never be washed or worn off the carpet, which means SmartStrand Forever Clean carpets will be the easiest carpets to clean.

Competitive nylon treated with topically applied stain protection



new carpet

Nylon was stained and cleaned with just water.



after one cleaning

After one professional cleaning, nylon carpet lost 40% of its stain protection.



after two cleanings

After two professional cleanings, nylon carpet lost 70% of its stain protection.



after three cleanings

After three professional cleanings, nylon carpet lost 90% of its stain protection.

LUXURIOUS SOFTNESS

Entirely New Category of Luxury 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.

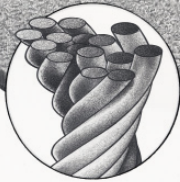
Achieving the soft, luxurious feel of SmartStrand Silk Forever Clean requires a new yarn with three times the amount of fiber found in ordinary soft nylon carpets.



SmartStrand. *Silk*

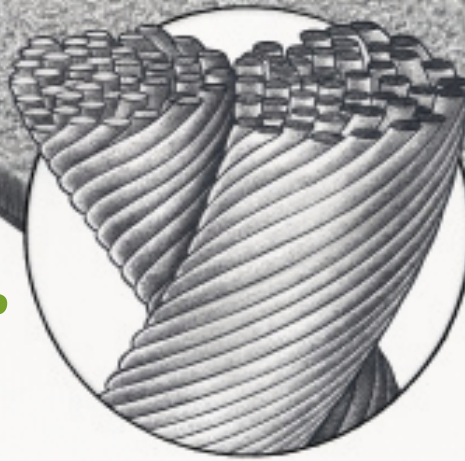
FOREVER CLEAN™

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.*



All Pet Protection makes SmartStrand
the best carpet for pet owners yet.

The only pet-friendly carpet protection system that
covers all pets, all accidents, all the time.



FOREVER STAIN-FREE

SmartStrand Forever Clean has no dye sites where spills could adhere, so the carpet is naturally stain resistant. Even when your pet has an accident, your carpet will remain easy to clean.

FOREVER CLEAN

Advanced Nanoloc spill and soil shield encapsulates the fiber so it's three times easier to remove pet hair, soil and dander common with household pets.

FOREVER PURE

With SmartStrand Forever Clean, pet accidents will not absorb into the fiber. This added protection prevents and reduces common pet-related odors.

COLORMAX™

High Definition Color

ColorMax is a proprietary color blending technology that provides beautifully blended natural colorations with superior color saturation and enhanced color clarity.

Beautifully Blended Natural Colorations

Remarkable color uniformity creates a consistent, balanced visual throughout the entire floor.

Superior Color Saturation

Mohawk's proprietary dyeing processes create intense color depth in every fiber.

Enhanced Color Clarity

Provides a quality of color that is sharper, clearer and more precise.





10x Zoom

FOREVER SUSTAINABLE

Beauty without Compromise

SmartStrand is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources. This process 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 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.





Select the Best and Right Carpet for YOU.



Carpet possesses intrinsic soil resistance with 100% permanent, built-in stain protection that never wears or washes off.



No dye sites in carpet fiber means carpet will NEVER lose stain protection.



Fibers provide 0% moisture absorption.



Fiber is OEKO-TEX Standard 100 certified free of harmful substances.



All Pet™ Protection & Warranty covers all pets, all accidents, all the time.



Advanced Nanoloc™ Spill and Soil Shield makes carpet 3X easier to clean.





ALL OTHER
NYLONS





Ask your retailer how your purchase can support
Mohawk's Decorate for the Cure

mohawkflooring.com/foreverclean

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