



MOHAWK[®]

**THE WORLD'S
LARGEST
FLOORING
MANUFACTURER**

CARPET | HARDWOOD | LAMINATE | TILE | AREA RUGS

MohawkFlooring.com

MORE

It's what you demand of yourself.

It's what the market demands of your properties.

It's what you demand of your vendors.

It's what Mohawk gives to multi-family.



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MORE Dedicated Attention.

As the world's largest and most comprehensive flooring manufacturer, we have the resources to focus product innovation and logistics specifically on the multi-family market. We don't simply adapt retail products for multi-family. Our product innovation comes from the study of the market – *your* multi-family market.

*Our leading position in the marketplace further demonstrates how we provide **MORE**.*

MORE SUPPLY

- More style and innovation from over 15 of the largest global flooring brands
- More simplicity as the only complete flooring resource for hard and soft surface
- More selection as the only manufacturer of all premium carpet fibers across every price point

MORE STABILITY

- More growth through strategic global investments in fast-growing markets
- More power as the most valuable publicly traded flooring company and part of the S&P 500
- More efficiency from leveraging the largest distribution network of acquired global brands
- More competitive product offerings from the industry's most vertically integrated operations

MORE SOLUTIONS

- More sustainability as the only manufacturer of carpets with renewable and recycled content
- More capability to meet the specific requirements of multi-family projects with three carpet fibers
- More product quality with breakthrough innovations such as Mohawk's patented Continuum™ Technology
- More ways to reduce carpet cost such as SmartStrand® Nanoloc™, the only high performance carpet for multi-family with complete inside and outside stain-and-soil protection



Mohawk: The Only Supplier of All Carpet Fibers

Mohawk is the world's largest flooring manufacturer and the only flooring company in the world making nylon, PET and Triexta. This unique difference gives Mohawk an advantage that is perfectly-suited for large multi-family management companies.

- Take control of your supply chain and save money by specifying the right carpet for your needs
- Leverage multiple innovative fiber technologies to improve your flooring performance
- Select product that enhances your portfolio with unique styles specifically designed for multi-family environments
- Reduce your environmental impact with the most sustainable carpet portfolio available

With the most comprehensive and innovative portfolio of carpet for multi-family, Mohawk carpets are proven to save you money in replacement costs, time lost to shipments and installation, and carpet waste.



MORE Innovation To Save You Time & Money.

The average property management company with 10,000 units could save \$415,000 by simply using a more innovative carpet. That's more than

\$2 million over a five-year time period.



Carpet Performance Simplified

Because Mohawk supplies all major fiber types, we are able to align our product solutions to the specific needs of your property.

The three primary fiber types include polyester, nylon and triexta. Each of these fibers provides unique strengths.

- Polyester provides a low cost, stain-free solution for moderate wear applications where the carpet will be replaced when a resident moves out
- Nylon provides a wear-free solution that requires higher maintenance and may be cleaned in scenarios where staining is moderate
- Triexta carpets provide a worry-free solution that combines the durability of nylon and the built-in stain resistance of polyester for scenarios where management companies are seeking to save money by cleaning rather than replacing carpet



STAIN-FREE



WEAR-FREE



WORRY-FREE



STARTS CLEAN, STAYS CLEAN

Made with up to 100% recycled Mohawk Continuum PET, the ultimate innovation in PET carpet provides the best in cleanability and performance

*Cleaner Product
Cleaner Process
Cleaner Planet*

Scotchgard™ Protector Advanced Repel Technology, the most trusted name in stain and soil protection for over 50 years



MAXIMUM DURABILITY

High-bulk fiber maximizes yarn volume without sacrificing performance

Power-set engineered to prevent accelerated wear and improve the appearance retention

Maximum balance of durability, comfort, and value

Scotchgard™ Protector, the most trusted name in stain and soil protection for over 50 years



THE TOUGHEST, EASIEST TO CLEAN CARPET ON THE PLANET

Lifetime stain resistance built into the fiber's core that will never wash or wear off

Nanoloc™ spill and soil shield for complete protection and easy cleaning

Superior, spring-like fiber molecules resist and deflect wear and crushing

Made in part from annually renewable plant-based material

Produced using less energy and reduced greenhouse gas emissions compared to nylon



Carpet Fiber: The History

Here's a look at the history of the three primary carpet fibers, all innovated by DuPont. Throughout the years, the industry has strived to achieve a carpet fiber that is both long lasting and stain resistant.



Nylon
used in carpet

1940

PET
used in carpet

1965

Nylon = 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 cotton and wool; nylon fiber made carpet affordable for all

1935

Nylon
Invented



1941

PET
Invented

PET= Stain resistant, but less durable

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



SmartSTRAND[®]

THE ULTIMATE CARPET
FOR MULTI-FAMILY

Nanoloc[™]

Nanoloc
technology
applied

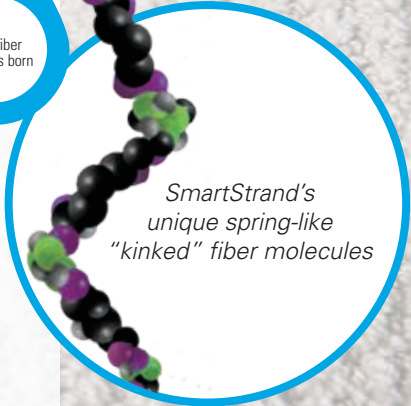
2014

1990's

New fiber
trixeta is born

Triexta= Both stain-resistant and long-lasting, the end of a 60-year quest

- First new fiber classified by Federal Trade Commission in 50 years
- In the mid-1990's, DuPont and Mohawk co-produced an enhanced polymer with:
 - Resiliency and durability of nylon
 - Flexible dye-ability of nylon
 - Inherent stain/soil protection of PET
- Triexta is the ONLY carpet fiber with permanent, built-in stain and soil resistance that will never wash or wear off



SmartStrand®

Mohawk changed the industry in 2005 with the introduction of SmartStrand fiber, the first innovation in carpet fiber in more than 50 years and a breakthrough fiber for multi-family. The breakthrough Triexta® fiber combines the durability of nylon with permanent, built-in stain and soil protection. These attributes challenged the status quo in an industry dominated by nylon and, in five short years, proved to be the fastest growing carpet in multi-family history.



SmartStrand Tri-Star: High-performance carpet fiber specifically engineered for Multi-Family

- Lifetime stain resistance built into the fiber's core that will never wash or wear off
- Advanced, spring-like fiber molecules resist and deflect wear and crushing
- Exceptional color fastness for superior bleach and fade resistance

Unlike most carpet companies who simply offer lower quality versions of residential carpets, SmartStrand Tri-Star is specifically engineered to meet the unique demands of multi-family housing, providing a higher level of performance with particular focus on cost reduction.



Introducing SmartStrand Nanoloc: The Ultimate Carpet for Multi-Family

This high performance carpet with nanotechnology creates a protective barrier engineered to work together with triexta fiber for complete, inside and outside, permanent protection from soil and spills. This dramatically extends the usable life of the carpet, simplifies cleaning, and allows property management companies to save money by reducing replacement.

- Lifetime stain resistance built into the fiber's core will never wash or wear off
- Nanotechnology spill and soil shield for complete protection and easy cleaning
- Superior, spring-like fiber molecules resist and deflect wear and crushing
- Made in part from annually renewable plant-based material
- Produced using less energy and reduced greenhouse gas emissions compared to nylon

***You can reduce
your carpet
waste by 20%***

simply by using
SmartStrand Nanoloc,
thereby lessening
the environmental
impact while realizing a
tremendous cost savings.





Extraordinary Spill and Soil Protection

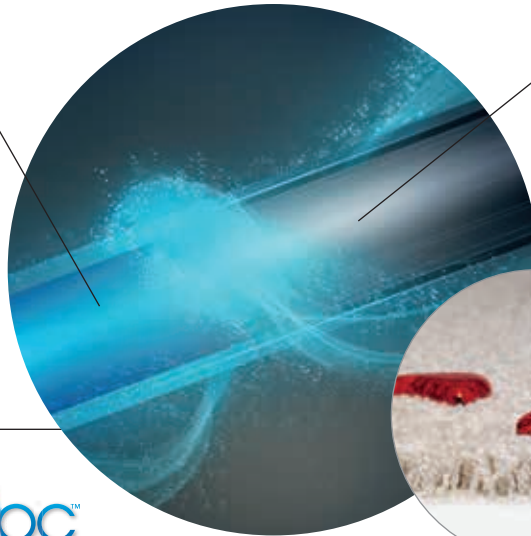
Nanoloc uses ultrafine particles that lock together at a molecular level to become a single unit. Nanoloc provides a 100% pure barrier that works together with triexta's lifetime built-in, stain resistance. This creates the only high performance, triexta carpet fiber with complete inside and outside protection. This dual protection makes SmartStrand carpets featuring Nanoloc the longest lasting, easiest carpets to clean.



Complete Inside and Outside Protection from Soil And Stains

NANOLOC™ SPILL SHIELD

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



BUILT-IN STAIN PROTECTION

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



Nanoloc™

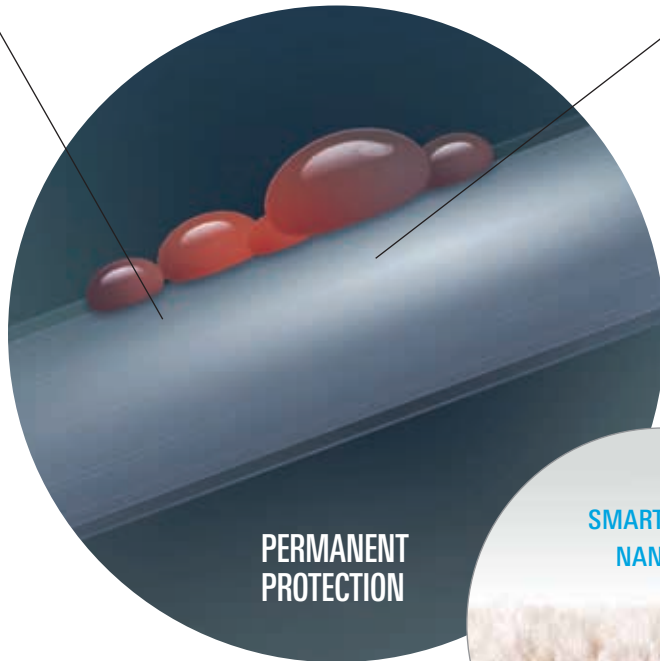
- Advanced nanotechnology fully encapsulates the triexta fiber to create a complete and superior protective barrier
- Engineered to work together with triexta fiber's built-in stain protection
- Superior repellency to water, oil and alcohol-based spills
- Nanotechnology flexes with the fiber to provide a protective layer that does not crack; therefore, preventing spills from seeping into the fiber's core.
- Protects from spills wicking through the carpet and reappearing as stains

SmartSTRAND[®]

Nanoloc[™]

CORE STAIN PROTECTION

SmartStrand Nanoloc 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

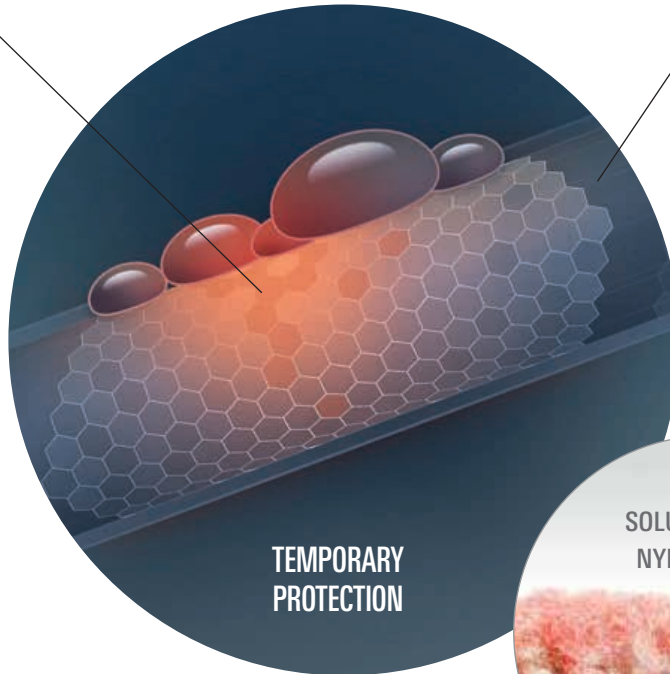
SMARTSTRAND
NANOLOC[™]



Nylon

NYLON HAS NO 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.



SmartStrand[®] Nanoloc[™]: The Ultimate Carpet For Multi-Family

The dual, inside and outside, protection of SmartStrand Nanoloc carpets makes them the longest lasting, easiest carpets to clean for multi-family, therefore dramatically extending the usable life of the carpet, simplifying cleaning, and saving money by reducing replacement costs.

SmartStrand has More Proven Results

- The first genuine, high performance alternative to nylon
- Increases the life of carpet and lowers replacement cost
- Reduces maintenance for on-site staff and residents
- Improves resident retention by providing a cleaner carpet
- Made in part with annually renewable plant-based material that minimizes our usage of limited natural resources and reduces our energy consumption

40% less energy and 63% less
greenhouse gas emissions
than nylon

The Only Multi-Family Carpet Made from Annually Renewable Plant Based Material

All SmartStrand Nanoloc products are made in part from annually renewable plant based material which lowers our dependence on limited natural resources, uses 30% less energy and reduces greenhouse gas emissions by 63% compared to producing an equal amount of Nylon 6. Compared to an equal amount of Nylon 6,6, the production of SmartStrand Nanoloc uses 40% less energy and reduces greenhouse gas emissions by 56%.

OEKO-TEX® certified free of harmful substances

SmartStrand Nanoloc 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.



These nylon carpets are specifically designed for price competitive applications. The high-bulk fiber maximizes yarn volume without sacrificing performance or appearance. Furthermore, the fiber is engineered to prevent accelerated wear and improve the appearance retention over other nylon or polyester carpets.



UltraStrand Powerset Gives More Value

- Cost effective nylon solution
- Exceptional value for more price sensitive applications
- Scotchgard™ Protector – The most trusted name in stain and soil protection for 50 years
- Enhanced appearance retention over other nylon and PET carpets





EverStrand® Optimal™ is specifically engineered for multi-family applications and provides superior performance over standard PET carpets. It is constructed of two yarns – PET and premium triexta. This bi-component construction gives the carpet enhanced performance over standard PET carpets. It offers advanced twist, high-bulk technology and is the perfect choice for properties targeted to more demanding residents. And, unlike other PET products, EverStrand carpets are scoured to prevent any dirt attracting residue. EverStrand *starts clean* and *stays clean*.



EverStrand Optimal is **MORE** than PET

- Constructed of both PET and Triexta for greater performance
- Designed to fit multi-family budget restrictions
- Features more sophisticated color tones attractive to more selective renters
- Scoured to prevent dirt-attracting residue which aids in lowering maintenance costs
- Further protected by ScotchGard™ Protector, the most trusted name in stain and soil protection for 50 years



Over 5 billion bottles recycled
per year into premium carpet



Mohawk recovers more than 5 billion plastic bottles every year and converts them into beautiful EverStrand® carpets with up to 100% recycled content.

These efforts are all part of the Mohawk Continuum process which also ensures a higher quality PET carpet than any other carpet on the market. The carpet undergoes a patented process to strengthen the fiber and remove dirt attracting residue found on other PET carpets. This multi-step purification process ensures that EverStrand carpets resist dirt, grime and contaminants that cause other PET carpets to become dingy over time. All this is achieved while utilizing less energy and providing recycled content for less dependence on natural resources.

Mohawk Continuum

- Creates a superior PET product for more price-restricted applications
- Utilizes less energy in production
- Provides recycled content for EverStrand carpets for less dependence on natural resources
- Utilizes a patented process to enhance fiber strength
- Removes dirt-attracting residue found on other PET carpets



Cleaner Product
Cleaner Process
Cleaner Planet





Mohawk Gives

MORE

to Multi-Family

A dedicated multi-family sales specialist

A highly trained customer service
department empowered to expedite orders

Targeted product mix

Product and price stability

Priority shipment

Innovative product solutions such as
Smartstrand Nanoloc™ technology

Streamlined process via a single source
flooring provider



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