

*Karastan*<sup>®</sup>

SmartStrand<sup>®</sup>  
FOREVER CLEAN



LIVE BEAUTIFULLY WITHOUT WORRY

SmartStrand<sup>®</sup>  
FOREVER CLEAN<sup>™</sup>

LIVE BEAUTIFULLY WITHOUT WORRY

ALL PET PROTECTION & WARRANTY COVERING

**SmartStrand carpets offer you a luxurious flooring experience for a life lived beautifully.**

- Advanced fiber innovation, offering exceptional durability to preserve the style, beauty and appearance of your carpet
- The only carpet with permanent, built-in stain and soil protection that won't wear or wash off
- Nanoloc™ spill and soil shield for quick and easy cleanup
- 0% moisture absorption to eliminate musty, dingy odors
- The only carpet featuring All Pet Protection and Warranty, which protects against pet odors and accidents
- The only renewable carpet fiber, certified free of harmful substances, to preserve a healthy home and a beautiful planet
- Luxurious softness that you can sink your toes into

**ALL PETS. ALL ACCIDENTS. ALL THE TIME.**





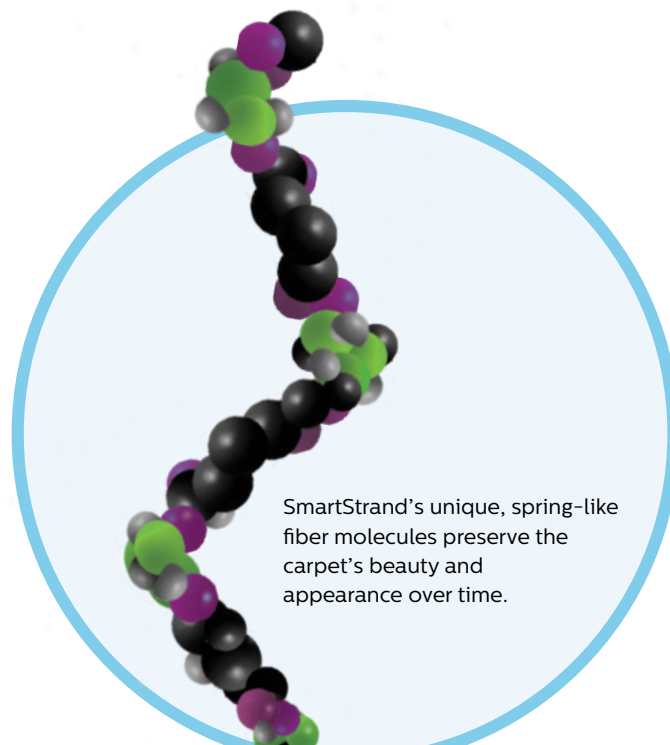
# FOREVER DURABLE

## Beauty in the Fiber's DNA

**Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy remarkable softness with long-lasting peace of mind.**

SmartStrand Forever Clean is made with a unique fiber, engineered to resist matting and crushing. Innovation is built into the fiber at the molecular level allowing the fiber to bounce back, maintaining its beauty and appearance over time.

This performance boost gives SmartStrand Forever Clean a significant durability advantage when it comes to premium soft fibers, such as SmartStrand Silk. Amazingly, in comparison tests, SmartStrand Silk Forever Clean retained its beautiful appearance after footsteps,\* providing extraordinary durability proven to be up to three times longer than comparable soft nylon carpets. So you can rest soft and easy with SmartStrand Silk Forever Clean, the world's softest and most durable carpet.



**REMAINS BEAUTIFUL 3X LONGER THAN NYLON.\***

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

# FOREVER CLEAN

## Exclusive Carpet Protection System

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming a stain. SmartStrand Forever Clean features Nanoloc,™ encapsulating each fiber to create a superior spill and soil barrier.

### Nanoloc™

#### NANOLOC™ SPILL SHIELD

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

#### BUILT-IN STAIN PROTECTION

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



DUAL INSIDE AND  
OUTSIDE PROTECTION



### 3x Easier to Clean\*

SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release three times more dirt than other carpets. So you can breathe easy, knowing that your floor cleans faster, better and easier than ordinary carpets.

EASY TO CLEAN PET ACCIDENTS,

\* 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.

# Live Life Worry-Free

## Superior Spill & Soil Shield



TOMATO DRINK



GRAPE SODA



ORANGE SODA



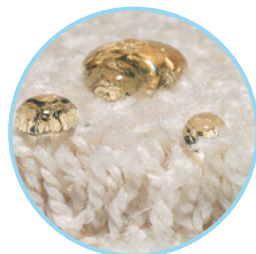
ENERGY DRINK



WHITE WINE



CRANBERRY JUICE



PEACH ICED TEA



IODINE



OLIVE OIL



SODA



COFFEE



CHERRY DRINK



SPORTS DRINK



RED WINE



TOILET BOWL  
CLEANER



CHOCOLATE MILK

PET HAIR AND PET DANDER.



# FOREVER STAIN-FREE

## Permanent, Built-In Stain Protection

SmartStrand Forever Clean is the only carpet with lifetime stain resistance built into the core of the fiber. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.

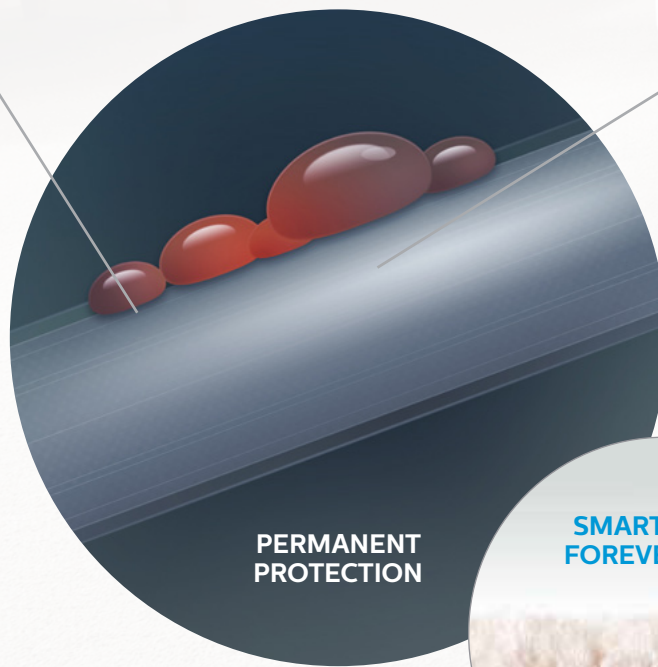
**SmartStrand**  
FOREVER CLEAN™

### CORE STAIN PROTECTION

SmartStrand Forever Clean has no dye sites where spills could adhere and become stains. Permanent protection is built into the fiber to prevent 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  
FOREVER CLEAN



LIFETIME STAIN RESISTANCE PREVENTS STAINS



## The Stain-Free Alternative to Nylon

Nylon has open dye sites and no core stain protection to prevent stains. SmartStrand Forever Clean eliminates dye sites, achieving lifetime stain protection. This revolutionary difference means that SmartStrand Forever Clean will always be the easiest carpet to clean.

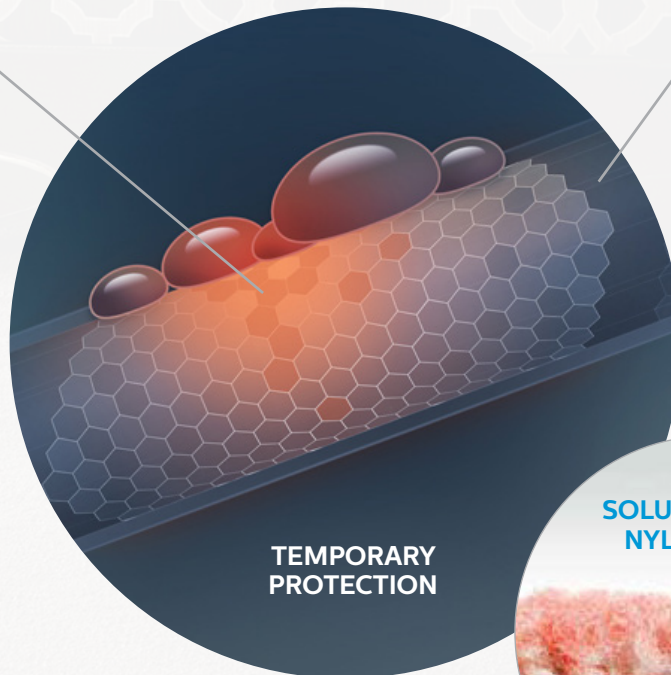
### NYLON

#### NYLON HAS NO CORE PROTECTION

Spills absorb into the dye sites where they get 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.



TEMPORARY PROTECTION

#### SOLUTION-DYED NYLON STAIN



FROM REPEATED PET ACCIDENTS.

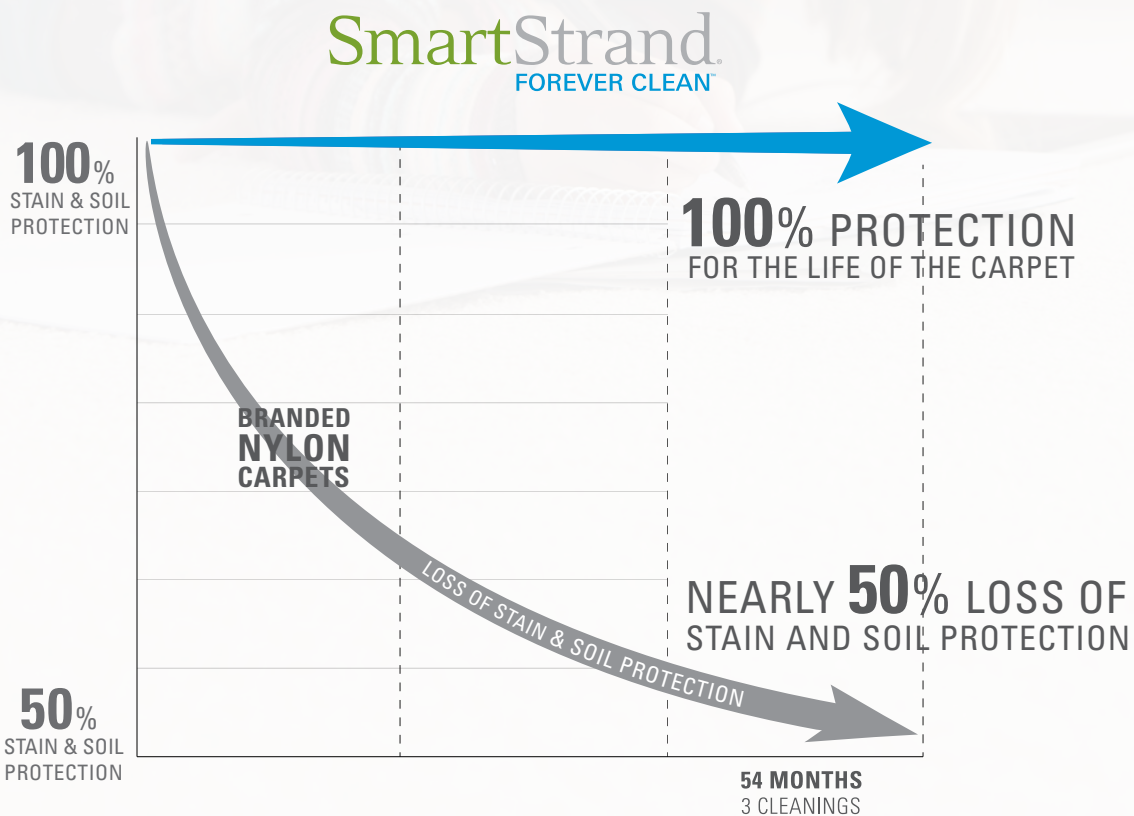


# FOREVER STAIN-FREE

## The Truth about Stain Protection

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



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

**THE ONLY PERMANENT PROTECTION FOR ALL PET ACCIDENTS.**

## SmartStrand Forever Clean with Built-in Protection

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



## Competitive nylon treated with topically applied stain protection



ALL THE TIME.



# FOREVER PURE

## Oops On, Easy Off

Everyone has accidents, and nobody likes accidents that stick around. That's why SmartStrand Forever Clean is such an amazing improvement to traditional carpet. Liquid spills carry impurities that can lead to musty, dingy odors. With SmartStrand Forever Clean, the oops and impurities have nowhere to hide, so cleanup is easy and the fiber remains pure.

SmartStrand  
FOREVER CLEAN™



### 0% ABSORPTION

SmartStrand Forever Clean remains forever pure because liquids cannot be absorbed into the fiber.

### GOODBYE OOPS, HELLO PURE

Say goodbye to traditional carpet and musty memories of oops from days past. Keep your carpet forever pure with the built-in odor protection of SmartStrand Forever Clean carpet fiber.

ELIMINATE PET ODORS FROM THE CARPET FIBER

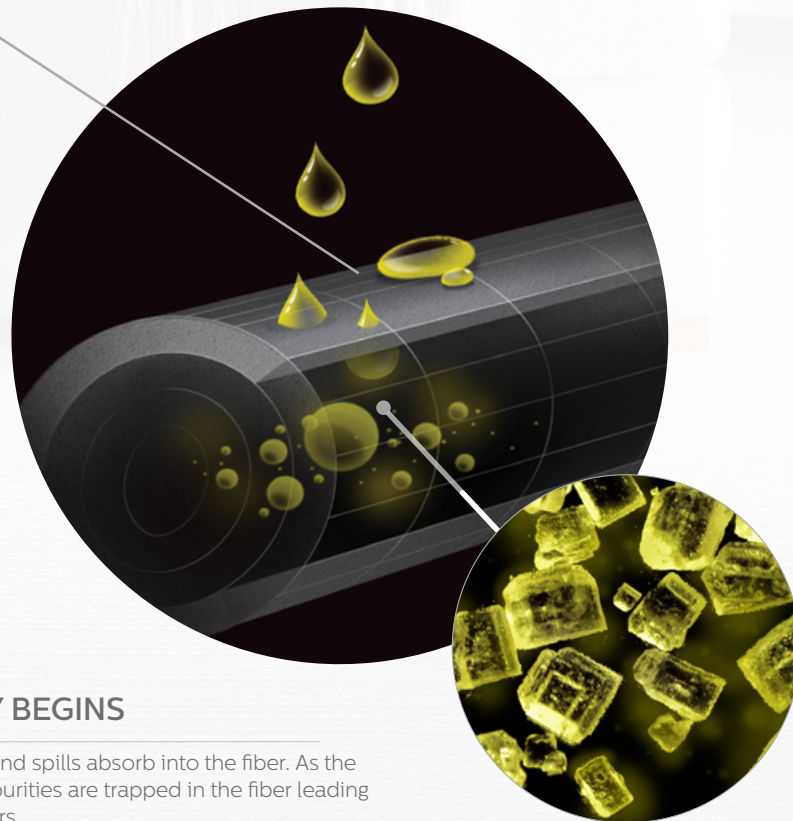
## The Pure Alternative to Nylon

The average-sized home with nylon carpet can absorb up to 30 pounds of moisture into the fiber. Over the years, odors become trapped. SmartStrand Forever Clean keeps spills on the surface so they clean up easily and your home remains pure.

### NYLON

#### UP TO 5% ABSORPTION

Nylon absorbs liquid spills into the fiber where impurities become trapped and difficult to clean.



#### OOPS IN, MUSTY BEGINS

With nylon carpet, oops and spills absorb into the fiber. As the liquid evaporates, the impurities are trapped in the fiber leading to unpleasant, musty odors.

WITH SMARTSTRAND FOREVER CLEAN.





THE ONLY CARPET PROTECTION  
AND WARRANTY COVERING  
**ALL PETS. ALL ACCIDENTS. ALL THE TIME.**

**ENHANCE YOUR WARRANTY AND REDUCE PET ODORS**



### FOREVER STAIN FREE

SmartStrand Forever Clean has no dye sites where spills could attach, 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, making it 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.

WITH KARASTEP RESERVE.







# FOREVER SOFT

## 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.

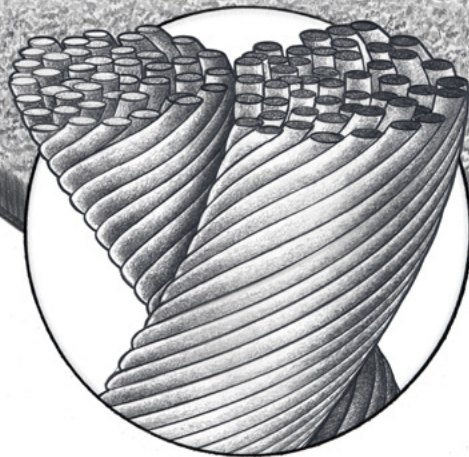
SmartStrand *Silk*  
FOREVER CLEAN™

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.



# FOREVER SUSTAINABLE

## Beauty without Compromise

You don't have to compromise your commitment to a beautiful earth when choosing a beautiful carpet for your home. With Karastan's SmartStrand carpets, you can choose a carpet that is crafted with sustainability in mind, offering beauty without compromise. SmartStrand fibers are made in part with annually renewable plant-based ingredients, reducing our dependence on limited natural resources.

## OEKO-TEX® Certified Free of Harmful Substances

Fiber is OEKO-TEX® Standard 100 certified to be free of 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.

SmartStrand Forever Clean with KaraStep™ Cushion provides the ultimate protection against stains and odors associated with pet accidents.



**KARASTEP™**  
Premium Cushion for Carpet

*Karastan*

 Decorate  
for the Cure.

**ENHANCE YOUR WARRANTY**  
**REDUCE PET ODORS**  
**BLOCK MOISTURE**

# SmartStrand<sup>®</sup>

FOREVER CLEAN<sup>™</sup>

*Karastan*<sup>®</sup>

[Karastan.com/AllPet](http://Karastan.com/AllPet)

Enhance your carpet warranty with KaraStep<sup>™</sup> Cushion

KARAS SS18 BROCHR LT KARASTAN (20PK) SMTSTRAND ALL P KAR000070

Ask your retailer how your purchase of Karastan KaraStep can support Susan G. Komen for the Cure<sup>®</sup>.

