

everSTRAND® 

  
MOHAWK®



CARPET | HARDWOOD | LAMINATE | TILE | AREA RUGS



*Your choice for a clean home makes a world of difference.*

*EverStrand represents the perfect balance of value and beauty, with the convenience of a stain-free carpet that is easy to clean.*

- Made using patented Continuum™, the ultimate innovation in PET carpet
- Amazing range of style and color
- Scotchgard™ Protector Advanced Repel Technology for long-lasting stain and soil protection
- Premium recycled content: EverStrand carpets are made with up to 100% recycled content
- New EverStrand Soft Appeal™ – Premium soft PET done right!

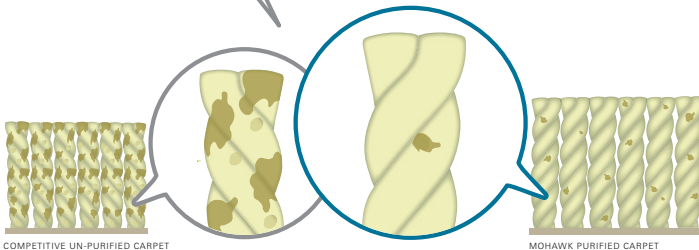


## THE MOHAWK CONTINUUM™

*The ultimate innovation in PET carpet*

- Premium PET made from the highest-grade polymer
- Patented process to enhance yarn strength for unbeatable performance
- World's most sustainable carpet with up to 100% recycled content
- Advanced bulking process maintains yarn appearance
- Purified of dirt-attracting residue found in other PET carpets
- Easier to clean and simple to maintain
- Performance-tested for durability and stain- and soil-resistance

*EverStrand PET carpets featuring Continuum technology undergo a patented process to strengthen the fiber and remove the dirt-attracting residue found on other PET carpets. This multi-step purification process ensures that EverStrand carpets resist the dirt, grime and contaminants that cause other PET carpets to become dingy over time.*





## STUNNING RANGE OF COLOR AND STYLE

*Mohawk has been the leader in high-quality PET for more than 30 years. This leadership is best demonstrated in the unlimited styling and color options offered in EverStrand carpets. Through patented yarn and fiber breakthroughs, Mohawk is able to make EverStrand carpets with premium bulk, style and color clarity at an affordable price.*

## THE MOST TRUSTED NAME IN STAIN AND SOIL PROTECTION

*Scotchgard™ Protector Advanced Repel Technology for long lasting stain and soil protection.*

*All EverStrand PET carpets are protected with Scotchgard™ Protector Advanced Repel Technology, the most trusted name in stain and soil protection for over 50 years.*

*Scotchgard™ Protector Advanced Repel Technology is an added layer of protection against stains and soil to ensure that your carpets retain their clean and beautiful appearance.*





# THE SURPRISING TRUTH ABOUT RECYCLING

*Many people are surprised to learn that Mohawk uses recycled plastic bottles to make EverStrand carpets. They are even more surprised to learn that the primary reason is that these bottles actually create a stronger yarn than other PET. Through our patented Continuum™ process, Mohawk makes the strongest PET yarn while at the same time contributing to a cleaner planet.*

## Bottles-to-carpet Process



## INTRODUCING SOFT APPEAL

*Remarkable premium soft PET from the leader in soft carpet technology.*

*Mohawk, the leader in soft carpet technology, offers consumers EverStrand Soft Appeal carpets with exceptional softness to create a cozy, comfortable and eco-friendly room. EverStrand Soft Appeal is the perfect choice for families looking to balance a comfortable carpet with a comfortable budget.*





---

[www.MohawkFlooring.com](http://www.MohawkFlooring.com)



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

MOHAWK INDUSTRIES  
160 SOUTH INDUSTRIAL BLVD  
CALHOUN, GA 30701  
800-2-MOHAWK