





SmartStrand® is the ONLY carpet with built-in stain and soil protection that never washes or wears off.

- Built-in lifetime stain and soil resistance will never wear or wash off like other carpets
- Proven durability withstands life's challenges
- Easy maintenance—cleans with just water or mild detergent
- Enduring colors are more resistant to common bleaching agents

SmartStrand® is rated #1 in customer satisfaction because homeowners can actually live on it and enjoy it without worrying about it.

RELAX with lifetime protection

Clean, beautiful carpet can make the whole house feel fresh and inviting. SmartStrand carpet permanently resists staining and soiling, so it retains its natural beauty. Its built-in resistance lasts a lifetime.

Other carpets with surface protection often seem to get dirty faster or look soiled and dingy even after they're cleaned. SmartStrand is the **ONLY** carpet with lifetime protection that will **NEVER** wash off, walk off or wear off.

ENJOY comfort with confidence

SmartStrand is soft and beautiful— and it's also extremely durable. SmartStrand easily stands up to the challenges of busy, active households and heavy foot traffic.

The high-performance, low-maintenance fiber in SmartStrand gives consumers the confidence to actually live on the carpet worry-free and enjoy fully its comfort and beauty.

SIMPLIFY your life

SmartStrand is easy to maintain. It's designed to be cleaned with just water or a mild detergent. No need for harsh, messy chemical cleaners that emit fumes. Cleanups are fast, simple and safe.

“When my carpet is clean, my whole house feels clean and I feel relaxed.”





LOVE the stylish color

SmartStrand carpet fibers are more colorfast, made to resist fading from typical bleaching agents like sunlight and chemicals. Homeowners can choose the color they want with assurance and know it will last.

GET premium warranties

Every SmartStrand® carpet comes with industry-leading warranties, including:

- Lifetime Stain Resistance Warranty
- Lifetime Soil Resistance
- Lifetime Pet* Urine
- Lifetime Anti-Static
- 20-Year Fade Resistance
- 20-Year Abrasive Wear
- 20-Year Texture Retention
- 20-Year Manufacturing Defects

* Warranty covers domestic dog and cat urine staining only; please see Mohawk Carpet Warranty brochure for complete warranty details.



ADD a layer of confidence

Only Mohawk makes SmartStrand. And only Mohawk makes SmartCushion™, the perfect support for SmartStrand carpet.

Installing SmartCushion under SmartStrand enhances the carpet's feel and performance in multiple ways:

- SmartCushion's premium foam adds deep cushiony softness underneath to complement the softness of the carpet
- SmartCushion's Spill Safe moisture guard keeps spills from seeping into the cushion
- Its antimicrobial additives inhibit the growth of mildew, mold, and fungus
- SmartCushion improves the carpet's insulating qualities for quieter, more energy-efficient rooms
- SmartCushion is non-allergenic, contains 90% post-industrial material and carries a CRI Green Label for air quality

Installing SmartCushion under SmartStrand enhances the carpet's feel and upgrades your warranties:

- Mohawk adds 10 years to the carpet's Abrasive Wear warranty
- All the applicable carpet warranties become transferable to new owners
- Mohawk enhances the Abrasive Wear coverage of the carpet purchased to include the stairs** at your residence or at the residence of a new owner to whom warranties are transferred

**All other terms and limitations of the applicable warranties will apply*

*** Must be a carpet product approved for installation/use on stairs*

Pairing SmartCushion with SmartStrand also gives you the ultimate carpet warranty upgrade

SmartCushion™
MOHAWK

SmartStrand's combination of built-in stain and soil protection, durability, easy maintenance and stylish beauty has made it #1 in customer satisfaction for the past two years. In fact, 9 out of 10 buyers would purchase it again.

But don't take our word for it. Here's what others are saying about SmartStrand products.

Most amazing carpet ever ★★★★★ (5 out of 5 stars)

Appearance ----- Durability ----- Ease of cleaning -----

After almost four years... this carpet looks as good as it did the day it was installed! It has held up tremendously with two dogs, kids, firewood and heavy traffic. I accidentally spilled a can of dark wood stain on this carpet and it ALL— 100%— cleaned up completely! Don't hesitate to go with this carpet; you will not be disappointed!

Love it ★★★★★ (5 out of 5 stars)

Appearance ----- Durability ----- Ease of cleaning -----

We have several pets so we needed something that would resist staining from them, which [this carpet] has. Our cats puked all over it while we were gone and I was so upset until I cleaned it with water and removed all traces of the staining.

Love our carpet ★★★★★ (5 out of 5 stars)

Appearance -----
Durability -----
Ease of cleaning -----

We have two young children and an 80-pound boxer. Our [SmartStrand] area rug is in the highest-traffic area in our home and [the rug] still looks as great as the day we put it in. It has had every kind of stain you could imagine and if you were to look at it you wouldn't be able to find a single one.

To read other product reviews, just scan this code with your smart phone or visit

www.mohawkflooring.com/product-reviews/smartstrand/





Scan this QR code with your smartphone to
see more information about SmartStrand.

Financing available at participating retailers.



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