


MOHAWK®



SmartStrand[®]  Silk[™]
with DuPont[™] Sorona[™] renewably sourced polymer



SmartStrand® Silk with DuPont™ Sorona®

is the **ONLY** luxuriously soft carpet with built-in stain and soil protection that never washes or wears off and cleans with just water.

- Built-in lifetime stain and soil resistance, not topically applied
- Protection that never wears or washes off like other carpets
- Proven durability that withstands life's challenges
- Easy to clean with just water: no chemicals required
- Environmentally friendly because it's made in part from renewable resources

That's why SmartStrand is rated #1 in customer satisfaction.



LUXURIOUSLY SOFT: Comfort You'll Love

People choose carpet as a floor covering for their home primarily because it's COMFORTABLE.

Welcome to a whole new level of comfort: SmartStrand Silk gives you breathtaking softness in a fiber so gentle, yet so durable, that you can actually carpet your entire home in it. You'll fall in love with its silky smooth comfort and its amazing practical qualities.

LIFETIME STAIN AND SOIL PROTECTION: Not Topically Applied

Most carpets claim to be soil- and stain-resistant. They're treated with topically applied chemical protectants that eventually wear or wash off, leaving a dingy carpet that still looks dirty even after it's cleaned.

Not SmartStrand Silk. Its unique stain and soil protection is **BUILT INTO** the actual fiber, not just a surface treatment.

PERMANENT PROTECTION: Never Wears or Washes Off

No matter how much the carpet is walked on or cleaned, its stain and soil protection remains the same. It's permanent—lasts for life.

Even with no added chemicals, SmartStrand Silk naturally resists food, beverages— including strong staining items such as mustard, red wine and red Kool-Aid®— and tracked-in grit and grime.

Compared to buyers of other carpet, **MORE** SmartStrand owners rate their carpet as **DIRT-RESISTANT** and **EASY TO CLEAN**



PROVEN DURABILITY: Withstands Life's Challenges

SmartStrand Silk is just as tough as it is soft, able to easily handle the worst foot traffic.

Mohawk even installed SmartStrand in the rhino and elephant enclosures at a national zoo for two weeks to demonstrate the carpet's amazing durability. After being cleaned with just water, SmartStrand looked as good as new.

Easy to Clean with Just Water

On SmartStrand Silk, the worst stains and soil clean up easily with just water or mild detergent—no harsh cleaning agents or chemicals are required. Cleanups are fast, simple and safe.

SmartStrand Silk is also healthier since it doesn't require the use of cleaning products that emit fumes. What's more, since SmartStrand's stain and soil resistance is built-in, there is no need to apply topical anti-soiling agents to your carpet, ever.

SmartStrand Silk handles the toughest soiling challenges with just water or mild detergent—no messy cleaning products, harsh chemicals or smelly fumes





SmartStrand Silk gives you extraordinary softness on the outside, incredible durability on the inside

ENVIRONMENTALLY FRIENDLY BY NATURE

SmartStrand Silk fibers are made in part from corn sugar.

By using corn, we reduce our dependency on petroleum. In fact, every seven square yards of 40-oz. SmartStrand Silk we produce saves the energy equivalent of one gallon of gasoline when compared to an equal amount of nylon.

RATED # 1 IN CONSUMER SATISFACTION

Overwhelmingly, SmartStrand purchasers are happy with their carpet; 98% of people who have installed SmartStrand say they would buy the same carpet again. SmartStrand was voted the #1 carpet in consumer satisfaction for the last two years.

SmartStrand buyers were also more likely to rate their carpet positively for quality, warranty, and durability and to give their carpet strong ratings for eco-friendliness.

LIFETIME WARRANTIES

SmartStrand Silk comes with LIFETIME coverage for stain and soil resistance, pets* and static, as well as 25-year warranties for fade resistance, abrasive wear, texture retention and manufacturer's defects.

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

Only SmartStrand® Silk™ with DuPont™ Sorona™ offers deluxe softness, worry-free stain and soil protection, top-rated customer satisfaction and lifetime warranties.

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



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



Scan the QR code to learn
more about SmartStrand Silk.
Get a free mobile app at
<http://getmhk.mobi>



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SILK SMART BROCHR LT (SLT0003540) JOB# 4982