

THE SOFTEST, MOST DURABLE, EASIEST TO CLEAN CARPET ON THE PLANET.



Made with proprietary fiber, SmartStrand Forever Clean offers permanent stain resistance, spill and soil protection with exceptional durability your customers can count on. You can be confident that your customers will be happy for the life of their carpet. In today's growing Millennial market, you can connect with your health- and eco-conscious customers by offering them a product that's made in part with renewable plant-based ingredients.

Extraordinarily Clean

SmartStrand offers extraordinary cleanability and permanent stain resistance, resulting in fewer customer claims!

Exceptionally Durable

Exceptional durability preserves the style, beauty and appearance while offering your customers the confidence they can only get from the most recognized name in carpet.

Environmentally Friendly

Made in part from annual renewable plant-based ingredients, SmartStrand makes it easy for you to connect with your environmentally conscious customers.



100% permanent built-in stain protection



0% moisture absorption



OEKO-TEX Standard 100 certified free of harmful substances



All Pet[™] Protection & Warranty



Advanced Nanoloc[™] Spill and Soil Shield

SMARTSTRAND FOREVER CLEAN WITH BUILT-IN-PROTECTION



COMPETITIVE NYLON TREATED WITH TOPICALLY APPLIED STAIN PROTECTION



SMARTSTRAND TECHNOLOGIES



Unlike traditional backing, Mohawk carpets made with ReCover Backing Technology are 100% recyclable and reusable. This allows the entire carpet to be recycled and reused at the end of its life.



All Pet warranty covers all pets, all accidents, all the time.



ColorMax technology offers proprietary color blending that creates beautifully balanced, natural colorations with superior color saturation and enhanced color clarity.