



Mohawk Group

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Fractal Findings

discoverD exploreD



Fractal Findings

Fractals are repeatable patterns that occur throughout our natural world. Scientists have found that we are fluent at perceiving fractals in nature and receiving their benefits. Building on our collaboration with 13&9 Design and Dr. Richard Taylor of Fractals Research, Fractal Findings expands Mohawk Group's collections of fractal-based patterns that support well-being and are scientifically proven to reduce stress in all types of spaces. As a result, environments are more conducive for people to live, work, play, learn, and innovate.

The benefits of nature are indisputable. From decreasing stress levels to improving overall health, our natural surroundings have a powerful effect on well-being. Consequently, humans possess an innate tendency to connect with the outdoors. When nature is brought into the built environment, people thrive. It is this concept that is at the heart of designing with fractals.



Learn more at [mohawkgroup.com](https://www.mohawkgroup.com)

Cover:
explored, 855 Windswept, Vertical Ashlar







discoverD. 827 Snow Dome
Vertical Ashlar



discoverD

Discover a new path.

discoverD creates a softly linear fractal pattern derived from animal tracks in the wild. Animal migratory paths play a crucial role in maintaining the balance of nature, biodiversity, and providing benefits to humans. These paths, followed by birds, mammals, and insects are integral to the health of ecosystems and contribute to biodiversity, food security through pollination and seed dispersal, and the environment.



exploreD

Explore uncharted territory.

exploreD maps out a dynamic fractal visual of fractured planes of sea ice that float in polar oceans. Preserving sea ice is crucial for maintaining the health of Earth's climate, ecosystems, and human communities. Sea ice plays a vital role in regulating temperature, supporting biodiversity, and influencing global weather patterns.







discoverD, 857 Silverthrone
Vertical Ashlar

Fractals and Wellbeing

Dr. Taylor has developed a science-design approach to adapting these patterns for human-centered built environments. His research is on “fractal fluency,” or how the human visual system has evolved to look at fractals. His experiments show that visual complexity is the key to understanding the role of fractals in stress reduction.

Fractals are complex patterns. Some are simpler (lower D-value), while others are more intricate (higher D-value). Nature has many fractals with mid-range complexity (mid-D value). Our eyes are good at seeing these patterns, which can help us feel less stressed. The Fractal Findings collection uses mid-D value patterns (marked with a ‘D’) to create calming designs.

“

Experiments show that people’s stress levels reduce by as much as 60% when looking at fractals.”

Dr. Richard Taylor
Fractals Research & University of Oregon



Fractals also help mitigate the continuous exposure to technology in our digitized and urbanized settings. As our world moves towards a more digital future, our human need to innately connect with nature indoors will only grow exponentially.



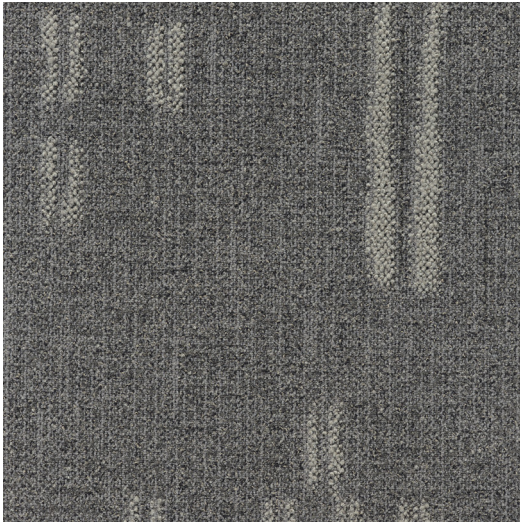
Using science based research on fractals has been a pivotal movement for Mohawk Group and our clients. Stress is pervasive in society, and we have found that design using fractals is an essential way to mitigate this and bring wellness and positive impacts into built space for all.”

Jackie Dettmar
VP of Marketing, Design and Product Development

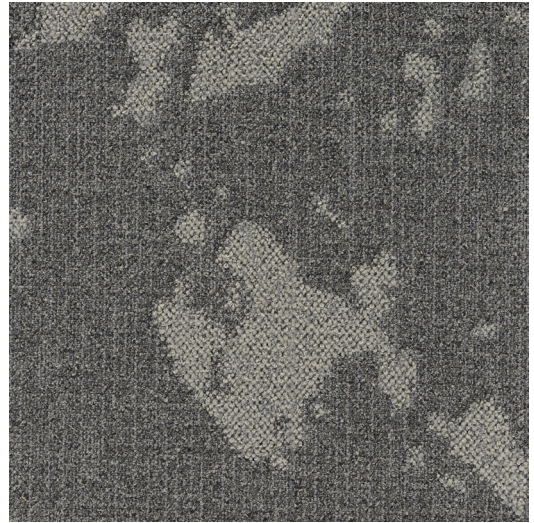




Colorways



discoverD, 857 Silverthrone



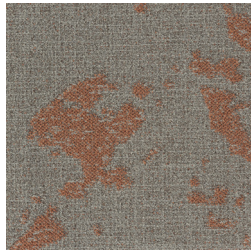
exploreD, 857 Silverthrone

Standard Accent/Base Combinations

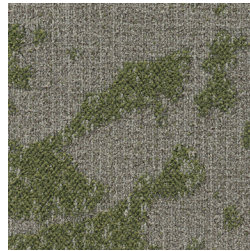
Warm Base



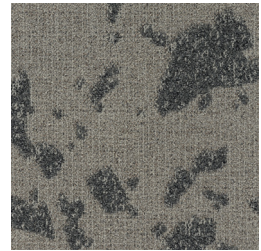
827 Snow Dome



822 Marmot

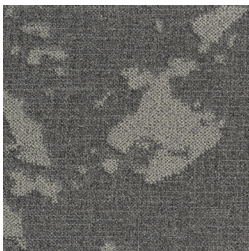


826 Portage

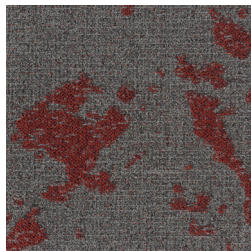


829 Sable

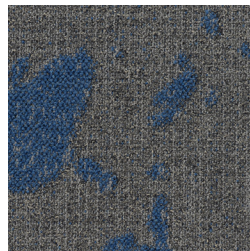
Warm/Cool Base



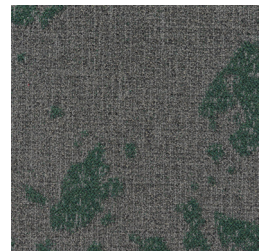
857 Silverthrone



853 Caribou



855 Windswept

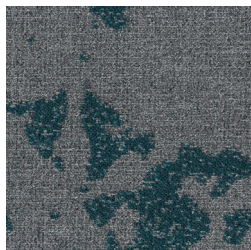


856 Grand Pacific

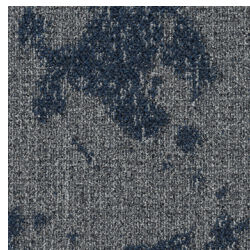
Cool Base



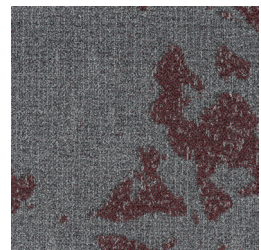
977 Beluga



976 Serene



975 Raven

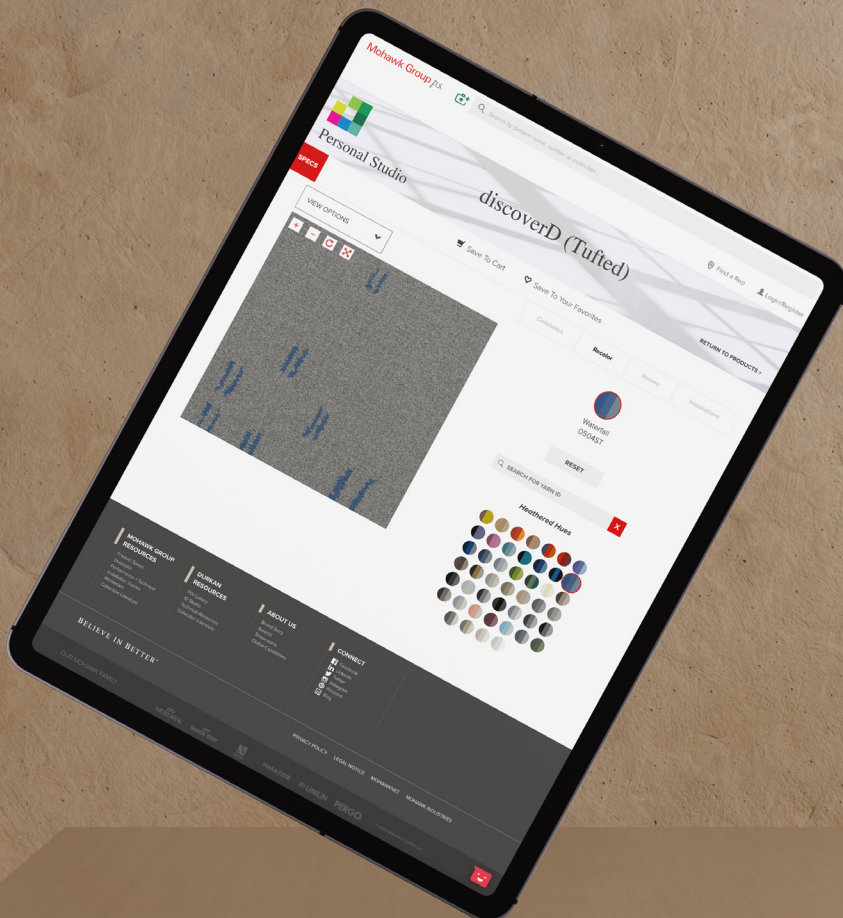


973 Bearpaw



Additional Accent Colorways are available in Personal Studio®

If you don't see the exact base and accent combination you're looking for, we've already done the work for you. Through Personal Studio® (p.s.), our innovative design personalization tool, every base has been thoughtfully pre-designed with every available accent color—giving you a total of **36 color accents** and base options to choose from and allowing you to further tailor your designs with additional color options and your preferred base color. This gives you complete flexibility without the guesswork, making it easy to fine-tune color stories that align with branding, wayfinding, or design intent while maintaining performance and consistency. Personal Studio® designs are available with a 50-square-yard minimum, making tailored designs easy, efficient, and accessible for projects of all sizes.



Scan here to mix and match any of the three neutral base colors with additional accent colors in Personal Studio®.



discoverD, 857 Silverthrone
Vertical Ashlar





exploreD, 855 Windswept
Vertical Ashlar

Better for People and Planet

Our future depends on the work we do today. At Mohawk Group, commitment to our planet extends beyond just products and processes: it's how we challenge ourselves to do and be better every day, how we make decisions, how we reinvest in our people and our planet, and how we define what matters most as we work to deliver value for generations to come.



**better
for
people**

Human Health

**Declare Red List Free
Health Product Declaration
Green Label Plus Certification**

Mohawk Group is proud to provide products free of Red List chemicals with 3rd party verified documentation of their impact with Green Label Plus certification for indoor air quality.



**better
for the
planet**

Environmental Product Declaration

UL Certified EPD Available



Living Product Challenge Petal Certified

Fractal Findings is net-positive for both carbon and water and achieves Petal Certification from the International Living Future Institute by complying with multiple imperatives of all seven petals.



Beyond Carbon Neutral

All Mohawk Group products are carbon neutral PLUS an additional 5% carbon handprint for a net-positive impact on the environment.

Beyond Water Neutral

All Mohawk Group carpet tiles are water neutral plus an additional 5% water handprint for a net-positive impact on the environment.

Net Zero Carbon Emissions by 2040

We've signed The Climate Pledge to be net zero by 2040 and have already started major changes to reduce our carbon footprint.

Circular Economy

End of Life Options



Take Back Program (ReCover)



The Fractal Findings Collection is Living Product Challenge Petal Certified, for a net-positive impact in both carbon and water. We manufacture these tiles in Glasgow, Virginia, at our Living Site facility using our ColorStrand® solution-dyed nylon fiber with EcoFlex® Matrix backing and Duracolor® Tricolor fiber and EcoFlex® ONE backing depending on your performance needs.

EcoFlex® Matrix & colorstrand.

Fractal Findings is available in both EcoFlex® Matrix backing and ColorStrand fiber, offering versatile flooring solutions. Using advanced materials and patented engineering, EcoFlex® Matrix reduces environmental impact, simplifies floor preparation and installation, greatly reduces sub-floor moisture concerns, and is easier to ship and handle.

For over 15 years, ColorStrand® fiber has continually exceeded the demanding expectations of our customers for their products. With the design flexibility and color intensity of solution-dyed fiber, ColorStrand® delivers unsurpassed colorfastness to light, atmospheric contaminants, and harsh cleaning agents.

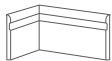
EcoFlex® ONE & duracolor TRICOR

Fractal Findings is also available in EcoFlex® ONE backing and Duracolor® Tricolor fiber. Every element in the EcoFlex® ONE construction has purpose, and combined they form the industry's leading modular carpet solution. The hydrophobic PET cushion, backing layers, and Duracolor® Tricolor fiber are engineered with your end-goals in mind: to optimize your investment, be sustainably made, and provide a better occupant experience. Duracolor® Tricolor fiber features an innovative modified delta shape and an optical core that optimizes color clarity, strength, stain resistance, and soil hiding and removal. As a result, Duracolor® Tricolor delivers the ultimate synthesis of brilliant color and unsurpassed performance.



SEAMLESS TRANSITIONS

Fractal Findings does not require transition strips when used with any of our 2.5 mm and 5.0 mm LVT products, reducing installation time and costs. EcoFlex® Matrix pairs seamlessly with 2.5mm LVT, while EcoFlex ONE pairs seamlessly with 5.0mm LVT.



ELEMENTAL EDGES WALL BASE

At Mohawk Group we believe in providing project solutions that are easy to select and readily available. Elemental Edges is a portfolio of wall bases for your finishing needs. Our architectural and cove wall bases are offered in 14 QuickShip colors that coordinate perfectly with our full suite of soft and hard surface products.

FLEXLOK+

FLEXLOK+ ADHESIVE TAB

FlexLok is a worry-free, fume-free, fast and flexible adhesive tab for installing modular carpet on any substrate, including wood, VCT and concrete. The environmentally-friendly FlexLok system is CRI Green Label Certified, Declare Red List Free, and virtually eliminates VOCs.

ADDITIONAL FEATURES

- Lifetime Limited Carpet Tile Warranty
- LEED, WELL & LBC Eligible
- Declare Red List Free
- CRI Green Label Plus

Specifications

EcoFlex® Matrix:

exploreD (BT609)
discoverD (BT610)

EcoFlex® One:

exploreD (GT440)
discoverD (GT441)

DESIGN

Size	24" x 24" (.6096 m x .6096 m)
Surface Appearance	Textured Patterned Loop
Fiber Types Available	ColorStrand® SD Nylon Duracolor® Tricolor Premium Nylon
Dye Method	Solution Dyed
Colors Available	12 per Style

PERFORMANCE

Construction	Tufted
Gauge	1/12" (47.00 rows per 10cm)
Stain Release Technology	EcoSentry Plus Stain Protection
Soil Release Technology	EcoSentry Soil Protection
Backing Material	EcoFlex® Matrix (ColorStrand®) EcoFlex® ONE (Duracolor®)
Flammability	ASTM E 648 - Class 1 (Glue Down)
Smoke Density	ASTM E 662 - Less than 450
Static Propensity	AATCC - 134 Under 3.5 KV
Fractal D Value (discoverD)	1.39
Fractal D Value (exploreD)	1.59

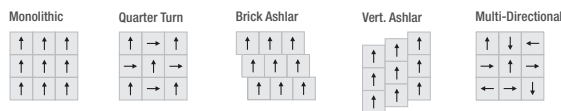
SUSTAINABILITY

Certification	Living Product Challenge Petal Certified; Declare Red List Free
Indoor Air Quality	Green Label Plus Certified
NSF 140	Gold for ColorStrand® & EcoFlex® Matrix ; Platinum for Duracolor® Tricolor & EcoFlex® One
Carbon	Net-Positive Carbon (Neutral +5%)
Water	Net-Positive Water (Neutral +5%)

SERVICE

Warranties (ColorStrand®)	Lifetime Limited Carpet Tile Warranty, Lifetime Limited Colorfastness to Light, 10 Year Limited Colorfastness to Atmospheric Contaminants, 10 Year Stain Warranty, Lifetime Static
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Installation Instructions:



Warranties (Duracolor®)	Lifetime Limited Carpet Tile Warranty, Lifetime Limited Duracolor® Stain Warranty, Lifetime Static
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Mohawk Group warrants its adhesives for the life of the original installation only when a Mohawk Group style (product) is installed. Mohawk's floor preparation procedures must be followed to ensure that the substrate has been prepared properly. Failure to use Mohawk Group adhesives or to follow Mohawk's floor preparation procedures will void all lifetime adhesive warranties. Please contact your local Sales Representative for installation guidelines.

These patterns contain inherent characteristics which may result in pattern run off and/or pattern appearance variations at the seams or tile edges (darker or lighter pattern lines). These characteristics are inherent in the patterns and are not manufacturing defects. Consideration to these characteristics should be given when selecting an installation method.

Chair pads are recommended under office chairs with roller casters to preserve appearance retention, act as a deterrent toward delamination and to prevent premature or accelerated wear. Walk-off tiles from the Tuff Stuff II Collection are recommended at entryways to reduce soiling.

Mohawk Group is providing this architect folder for the purpose of promoting our commercial business. This folder and its samples shall remain the property of Mohawk Group. Color may vary from dye lot to dye lot. Substitution of material may be made due to improved technology, supply limitations or other factors. The performance of this product is not affected by such variations.

For current and complete specifications please visit www.mohawkgroup.com



♻️ Produced with recycled materials