



Social Canvas

Art Therapy, Breaking Boundaries, Creative Culture, Space for All, Uplifting Others



Social Canvas

As we come into the world, we are each given a canvas, ready to be painted with our own story.

These canvases are not necessarily blank, and often bring affordances or limitations, depending on our personal and social circumstances. Even so, it's up to us what we do with our canvas. When society is equitable and inclusive, we each have the agency to create a completely new story—our own.

The Social Canvas collection speaks to this triumph of the human spirit. This collection is a result of a collaboration with ArtLifting, using the work of artist Charlie French as a point of departure. Each time you specify from the Social Canvas collection, Mohawk will donate to Susan G. Komen through our Specify for a Cure program, broadening the positive impact of your work even more.



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







© 2022 Isle of the Skye Two | Charlie French,





Social Canvas conveys the expression and poignancy of Charlie French's abstract painterly style.

Encompassing multiple carpet styles, each viewed as a different canvas, the collection spans chunky and smooth textures, incorporating colorful brushwork and a refined palette.

Charlie's artwork featured is available for purchase on [Artlifting.com](https://www.artlifting.com).



With Mohawk Group's new EcoFlex ONE backing, Social Canvas' modular 12" x 36" carpet planks are Living Product Challenge Petal Certified, for a net-positive impact in both carbon and water. Social Canvas combines our state-of-the-art new backing system EcoFlex™ ONE with the advanced engineering of Duracolor® Tricolor fiber to deliver modular carpet that leads the industry in durability, cleanability, performance, and sustainability. This collection supports Mohawk's sustainability efforts and commitment to Net Zero carbon emissions by 2040, sustaining a better ecological community.



**NEXT GENERATION
CARPET FIBER**

Duracolor Tricolor's new innovative modified-delta shape and optical core optimize 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.



**LIVING PRODUCT
CERTIFICATION**

Produced at our Living Site, Social Canvas 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.

EcoFlex™ ONE

CARPET TILE BACKING

Harnessing proven technology and advanced materials, EcoFlex™ ONE delivers an all-in-one solution for optimal flooring performance and reduced costs, while supporting greater wellness for people and planet.



**SEAMLESS
TRANSITIONS**

Social Canvas does not require transition strips when used with any of our 4.5/5mm LVT products, reducing installation time and costs.

FLEXLOK+

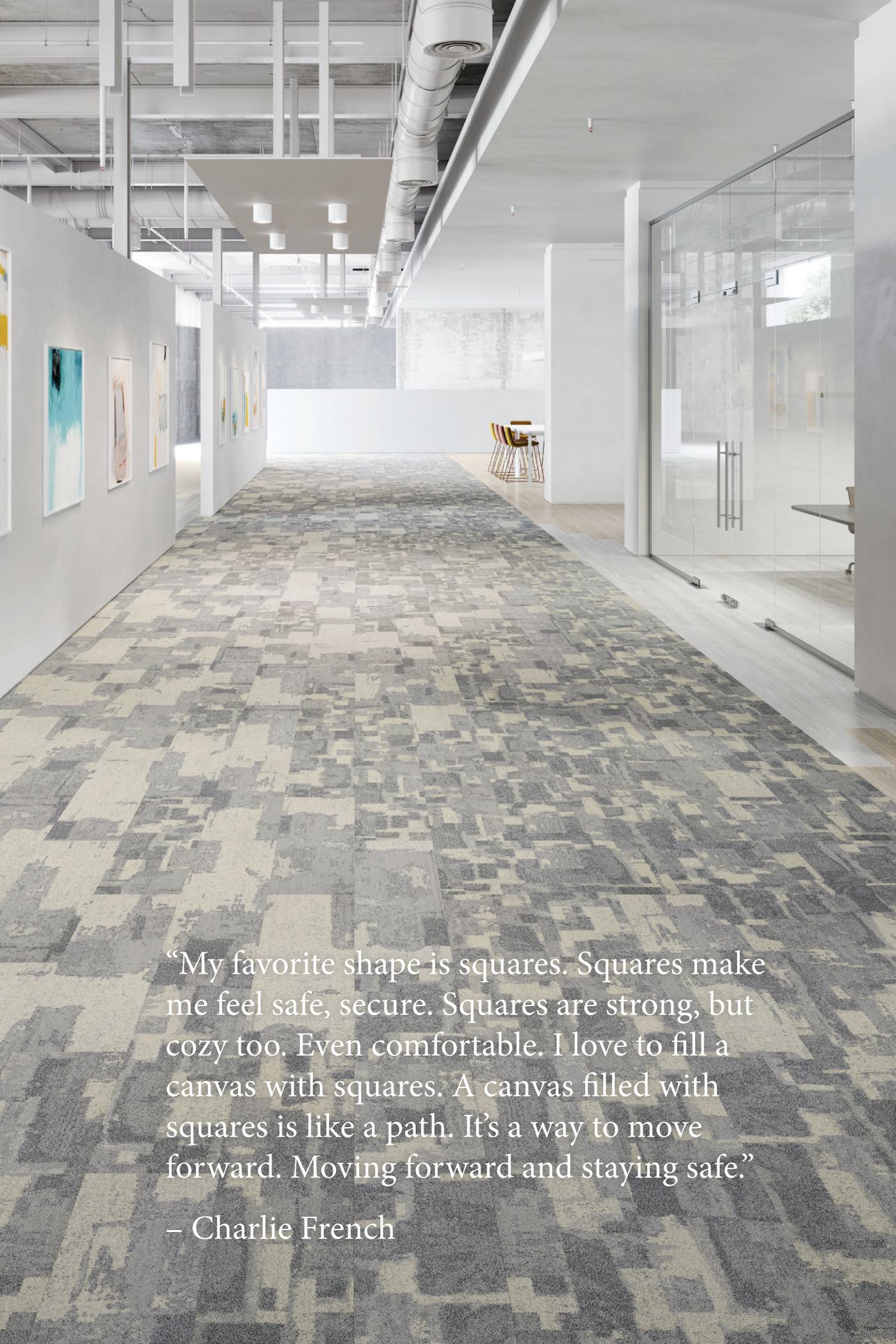
FLEXLOK+ ADHESIVE TAB

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 Duracolor Stain Warranty
- LEED, WELL & LBC Eligible
- Declare Red List Free
- CRI Green Label Plus
- NSF 140 Platinum



A long, modern hallway with a patterned carpet, white walls, and glass-walled offices. The carpet features a complex geometric pattern of squares in various shades of grey, beige, and brown. The walls are white, and the ceiling has exposed ductwork and recessed lighting. On the left, several framed abstract paintings are displayed. On the right, there are glass-walled offices with wooden desks and chairs. In the background, a small table with four yellow chairs is visible.

“My favorite shape is squares. Squares make me feel safe, secure. Squares are strong, but cozy too. Even comfortable. I love to fill a canvas with squares. A canvas filled with squares is like a path. It’s a way to move forward. Moving forward and staying safe.”

– Charlie French



Uplifting Others, 535 Flow State
Vertical Ashlar

Social Canvas Styles

Social Canvas boasts three base textures that represent the natural canvas as it's being primed and prepped, which serve as the foundation of any space's design.



Three additional painterly patterns, which are a meticulous study of the brush strokes in Charlie French's work, further enhance the space with visual depth.

These contrasting visuals harmoniously integrate on the floor for stunning textural layering, turning your space into a work of art.





Just like Charlie's artwork, each hand-tufted rug is completely unique. Inspired by the intricate details of Charlie's paintings, the details of his art, including pencil markings, are hand-carved into the rug, creating a one of a kind piece for any space.



ocial Canvas

COLLECTION

Mohawk Group

EXIT

METROPOLIS SUSTAINABILITY LAB





Breaking Boundaries, 729 True Self and 938 Portrait
Brick Ashlar



Art Therapy, 938 Portrait; Pattern of Time, 575 Saxe Essence
Brick Ashlar



"I like colors and shapes
Sometimes I do (paint) a lot. Sometimes
I don't think about it. I have fun!"
— Charlie French

Space for All, 535 Flow State, 938 Portrait
Brick Ashlar



Creative Culture, 729 Titanium, 938 Pumice
Brick Ashlar

Colorways

The Social Canvas Collection adopts painterly palettes inspired by Charlie French's fine artwork. Each hue brings a unique pop of color to your space.

Pattern Perfect | Art Therapy, Breaking Boundaries, Space for All, Uplifting Others



Art Therapy 729 True Self



Space for All 729 True Self



Breaking Boundaries 729 True Self



Uplifting Others 729 True Self

Shared Colorways



Uplifting Others 535 Flow State



Uplifting Others 729 True Self



Uplifting Others 829 Journal



Uplifting Others 935 Creative Soul



Uplifting Others 936 Fresh Paint



Uplifting Others 937 Gallery



Uplifting Others 938 Portrait



Uplifting Others 989 Portfolio

Available in five styles across two different constructions (style dependent), there's a Social Canvas product for every space and budget.

Tufted Construction | Creative Culture



Creative Culture 535 Tidal



Creative Culture 729 Titanium



Creative Culture 829 Sisal



Creative Culture 935 Mineral



Creative Culture 938 Pumice



Creative Cultures 967 Granite



Creative Culture 989 Charcoal



2022

All products carbon neutral

PLUS an additional 5% carbon offset for a net-positive impact on the climate

2040

Net zero carbon emissions

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

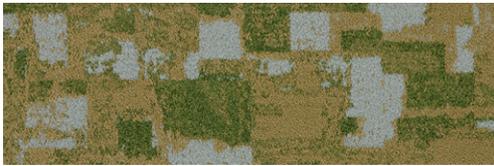
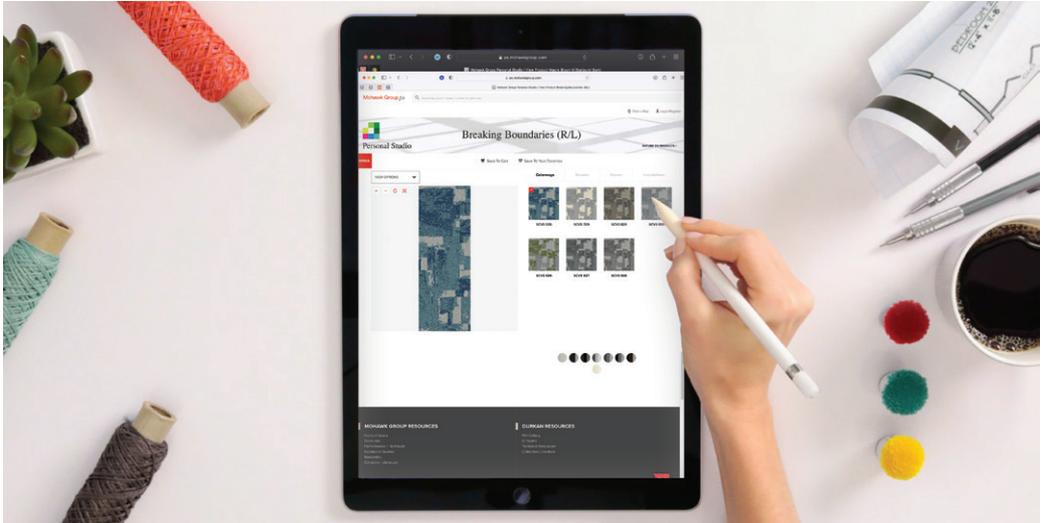
Produced at our Living Site, Social Canvas is Net Positive for both carbon and water, and achieves Living Petal Certification from the International Living Future Institute by complying with multiple imperatives of all seven petals.



Uplifting Others, Custom Flow State
Vertical Ashlar

Create Your Own Canvas

With Personal Studio, the Social Canvas Collection allows you to make your project uniquely you. Easily change out accent yarns to any of our other Heathered Hues yarns to create vibrant pops of color for your space. With only a 250 square yard minimum order, it's easy to personalize any sized space.



936 Fresh Paint with 0101ST in B Position



535 Flow State with 0501ST in A Position



729 True Self with 0805ST in A Position



729 True Self with 0400ST in A Position



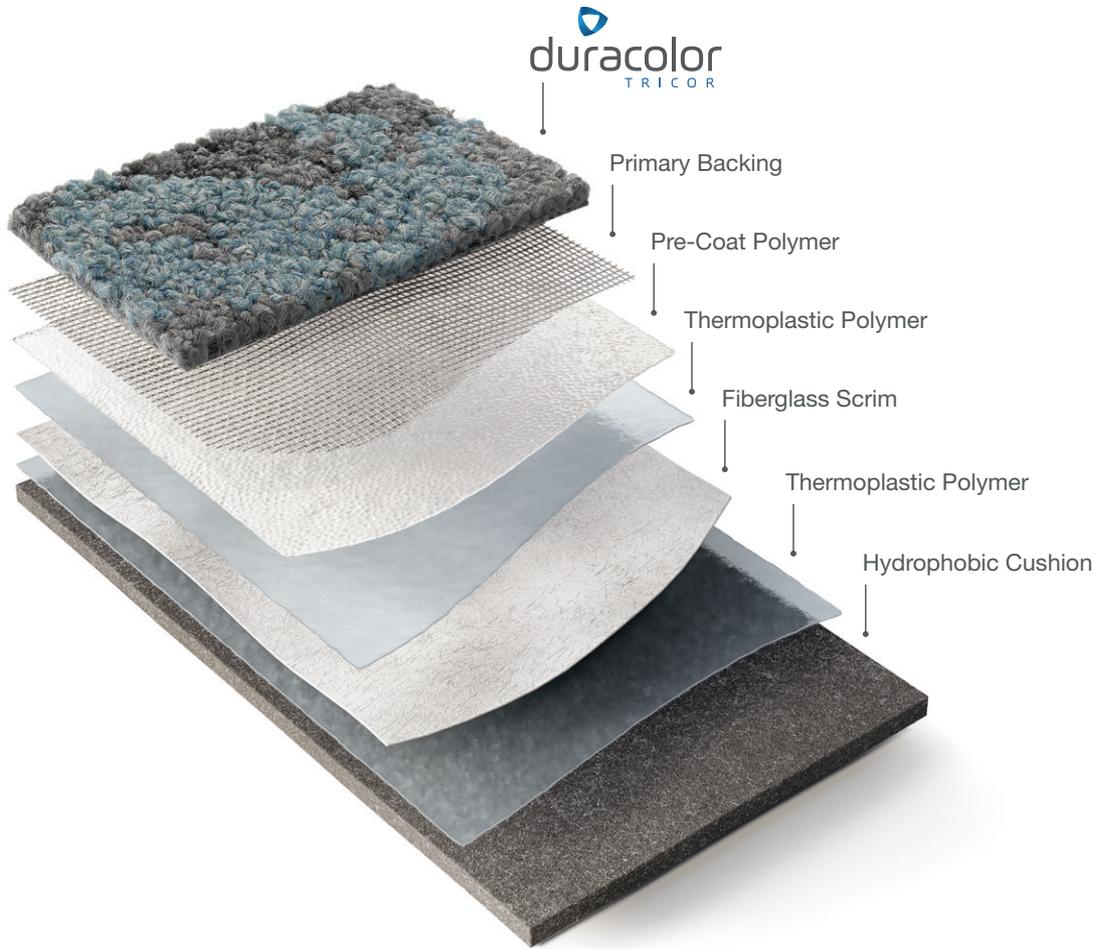
935 Creative Soul with 0506ST in A Position



729 True Self with 0402ST in C Position

Mohawk Group | *Personal Studio*[™]

p.s. was developed to provide you with a tool that will allow you to streamline your efforts and respond quickly. Find the perfect color, visualize in a room, photorealistic simulations and the ability to save your favorite personalized products per project.



EcoFlex™ ONE

ALL-IN-ONE FLOORING SOLUTION

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.

KEY FEATURES

- Better Acoustics
- Enhanced Comfort & Safety
- Worry-Free Installation
- Simplified Maintenance
- NSF 140 Platinum
- Carbon Neutral +5%
- Limited Lifetime Warranty

EcoFlex™ ONE is a unified solution to the wide range of needs in your spaces. This advanced backing system improves every aspect of comfort and acoustics while eliminating moisture testing—all with a lighter environmental footprint that is carbon neutral plus an additional 5% offset. Tested and proven, EcoFlex™ ONE is the holistic solution for human-centric environments.



Delivering unsurpassed stain resistance, colorfastness, durability, color clarity, and enhanced soil performance, Duracolor Tricolor builds upon the trusted Duracolor promise with over 175 million yards installed since 1992.

Soil Control

Our advanced Duracolor Tricolor fiber optimizes soil hiding, soil removal, and color clarity through its unique modified-delta shape and triangular hollow core.

Stain Resistance

Duracolor Tricolor utilizes a patented process for permanent built-in stain resistance that won't wash or wear off.

Durability

Duracolor Tricolor's fiber shape and hollow core deliver an innovative carpet that resists crushing for enhanced durability and longer life cycles.

Sustainability

Duracolor Tricolor is Declare Red List Free. It's made with a minimum of 70% recycled content, and 96% of all common stains clean with just water.

Performance

Duracolor Tricolor delivers unsurpassed colorfastness to light and atmospheric contaminants, so colors won't fade.





Color Canvas, 958 Dovetail
Multi-Color Random Installation

Specifications

- Art Therapy (GT481)
- Breaking Boundaries (GT480)
- Creative Culture (GT483)
- Space for All (GT482)
- Uplifting Others (GT479)

DESIGN

Size	12" x 36" (.3048 m x .9144 m)
Surface Appearance	Textured Patterned Loop
Fiber Type	Duracolor® Tricor Premium Nylon
Dye Method	Solution Dyed

Colors Available	
Art Therapy	8
Breaking Boundaries	8
Creative Culture	7
Space for All	8
Uplifting Others	8

PERFORMANCE

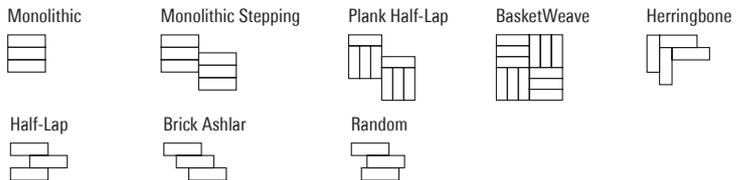
Construction	Tufted
Gauge	1/12" (47.00 rows per 10cm)
Stain Release Technology	Permanent, Built into the Fiber
Soil Release Technology	EcoSentry Soil Protection
Backing Material	EcoFlex™ ONE
Flammability	ASTM E 648 - Class 1 (Glue Down)
Smoke Density	ASTM E 662 - Less than 450
Static Propensity	AATCC - 134 Under 3.5 KV

SUSTAINABILITY

Certification	Living Product Challenge Petal Certified; Declare Red List Free
Indoor Air Quality	Green Label Plus Certified #1171
NSF 140	Platinum
Carbon	Net Positive Carbon (Neutral +5%)
Water	Net Positive Water (Neutral +5%)

SERVICE

Warranties	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



877-3RE-CYCL

Produced with recycled materials



Mohawk Group

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