

Made with proprietary fiber, SmartStrand Forever Clean® carpet offers permanent stain resistance and spill and soil protection with exceptional durability your customers can count on.



### EXTRAORDINARY DURABILITY

Spring-like fibers resist matting, crushing, and stains — even in high-traffic, common areas — resulting in less maintenance and fewer replacements.

### BUILT-IN CLEANABILITY

With permanent, never-wears-off stain resistance, carpets stay cleaner for longer, reducing downtime and professional cleaning fees.

### YEARS OF PROVEN PERFORMANCE

Made with renewable bio-based materials and trusted since 2005, SmartStrand® carpet offers eco-friendly appeal and long-term performance customers and homeowners can rely on.

### KEY FEATURES & BENEFITS OF SMARTSTRAND



#### LEARN ABOUT SMARTSTRAND

[Click to learn more.](#)



#### WATCH THE SMARTSTRAND CLEANING CHALLENGE

[Click to learn more.](#)



#### VIEW THE SMARTSTRAND RETAILER BROCHURE

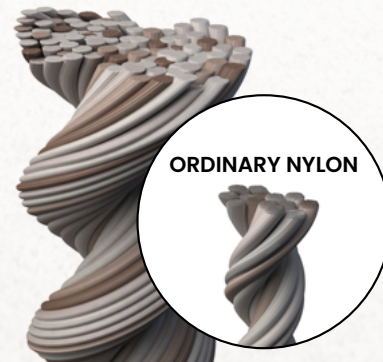
[Click to learn more.](#)



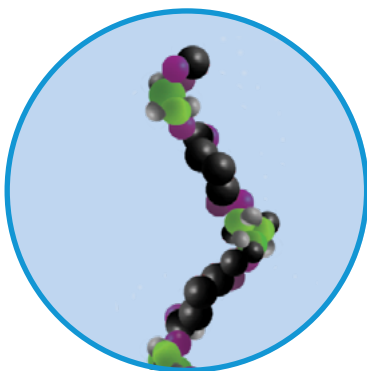
	EverStrand®	EverStrand® Elite	SmartStrand®	SmartStrand Silk®
Performance	★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★
Soil Resistance	★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★
Stain Resistance	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★	★ ★ ★ ★
Softness	★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★
Sustainably Made	Made with Mohawk's Continuum® process using post-consumer recycled content	Made with Mohawk's Continuum® process using post-consumer recycled content	Made with plant-based renewable resources	Made with plant-based renewable resources
Initial Cost	★	★ ★	★ ★ ★	★ ★ ★
ROI	★ ★	★ ★ ★	★ ★ ★	★ ★ ★

### SMARTSTRAND SILK®

SmartStrand Silk carpet offers the ultimate in softness, durability, and stain resistance. Designed for luxurious comfort with 3x more silky fibers, it provides lasting beauty with easy maintenance, making it perfect for busy homes.

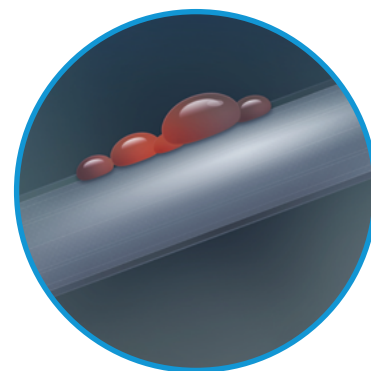


### EXCEPTIONALLY DURABLE



SmartStrand Forever Clean® is made with an innovative fiber engineered to resist matting and crushing. This unique trait is built into the fiber at the molecular level, causing the fiber to bounce back and maintaining its beauty and appearance over time.

### EXCEPTIONALLY STAIN-FREE



SmartStrand Forever Clean is the only carpet with lifetime stain resistance built into the core of the fiber. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.