

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



Made with proprietary fiber, SmartStrand Forever Clean® offers permanent stain resistance and 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 and is OEKO-TEX® certified free of harmful substances.

**Extraordinarily Clean**

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

**Exceptionally Durable**

Exceptional durability preserves 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 renewable, plant-based ingredients, SmartStrand makes it easy for you to connect with your environmentally conscious customers.

SmartStrand FOREVER CLEAN    SmartStrand FOREVER CLEAN *Silk*

**100% Permanent Built-in Stain Protection** That Never Washes or Wears Off



**No Dye Sites** in Carpet Fiber Means Carpet Will **NEVER** Lose Stain Protection



Fibers Provide **0% Moisture Absorption**



Fiber is OEKO-TEX Standard 100 **Certified Free of Harmful Substances**



**All Pet® Protection & Warranty** Covers All Pets, All Accidents, All the Time



The softest, most durable, easiest to clean carpet on the planet. Capable of withstanding a two-ton rhino!



Learn more about SmartStrand®



See the full story at [RhinoCarpet.com](http://RhinoCarpet.com)



## SMARTSTRAND FOREVER CLEAN® WITH BUILT-IN PROTECTION



SmartStrand Forever Clean was stained and cleaned with just water.

Even after three cleanings, SmartStrand Forever Clean remains 100% free of staining. Because the stain resistance is built into the fiber's core, it can never be washed or worn off the carpet, which means SmartStrand Forever Clean carpets will be the easiest carpets to clean.

## COMPETITIVE NYLON TREATED WITH TOPICALLY APPLIED STAIN PROTECTION



Nylon was stained and cleaned with just water.

After one professional cleaning, nylon carpet loses its stain protection.

After two professional cleanings, nylon loses significant protection, resulting in visible stains.

After three professional cleanings, nylon loses most of its protection and is dramatically stained.

## SMARTSTRAND TECHNOLOGIES



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

Learn more about All Pet®



EasyClean™ offers enhanced resistance against stains and soil for reduced cleanup time.

Learn more about EasyClean™

