



Mohawk Group

Mohawk Group
160 South Industrial Blvd.
Calhoun, GA, 30701
800.554.6637
mohawkgroup.com

MG772_20PG_BROCHR_LT

Denim Culture

Smart Casual Counter Casual Made to Last



Denim Culture

Luxe and laid back. Fresh and familiar. Right at home, right where it is. In the world of fashion, denim is democracy. From its roots as a hard-wearing uniform for workers, denim and jeans have become the great equalizer—an iconic fabric shared by people around the world, yet one you can make uniquely your own, again and again.

With Denim Culture, we take a fresh look at our popular Denim collection, offering new styles and colorways that bring an individual aesthetic and universal ease to your spaces. Simple to mix, match, and personalize, this carpet tile collection is edgy but effortless, and ideal for all types of interior styles.

But Denim Culture goes deeper than appearances—it's about respecting each other and the resources we all share. From the zero-water dyeing process of its innovative fiber, to going beyond carbon neutral for a net-positive impact on the climate, Denim Culture helps your project give back to the world that sustains us all.



Learn more at mohawkgroup.com

Cover:
Made to Last, 535 Light Wash, Brick Ashlar





Like your favorite pair of jeans, Denim Culture is built to endure, combining our state-of-the-art EcoFlex™ ONE backing system with the advanced engineering of Duracolor® Tricor fiber. The result is modular carpet that leads the industry in durability, cleanability, performance, and sustainability. More than looking good, the collection does good: these 24" x 24" carpet tiles are Living Product Challenge Petal Certified for a net-positive impact in both carbon and water. Denim Culture supports our commitment to Net Zero carbon emissions by 2040, sustaining a better ecological community.



NEXT GENERATION CARPET FIBER

Duracolor Tricor's new innovative modified-delta shape and optical core optimize color clarity, strength, stain resistance, and soil hiding and removal. As a result, Duracolor Tricor delivers the ultimate synthesis of brilliant color and unsurpassed performance.



LIVING PRODUCT CERTIFICATION

Produced at our Living Site, Denim Culture 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

Denim Culture 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

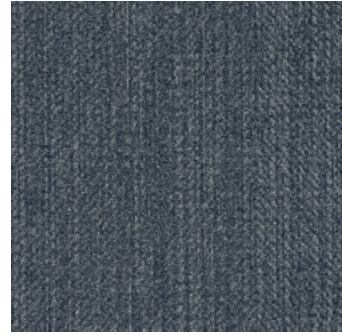


Smart Casual, 727 Stone Wash
Brick Ashlar



Smart Casual COLORWAYS

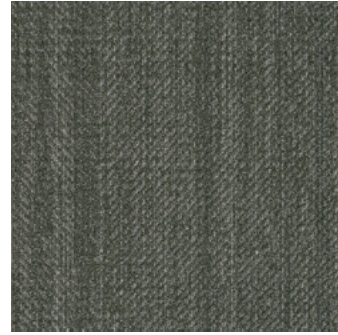
Comfortable but easy to dress up, Smart Casual provides an organic chevron texture that suits a range of styles.



535 Light Wash



565 Indigo Wash



656 Sage Wash



727 Stone Wash



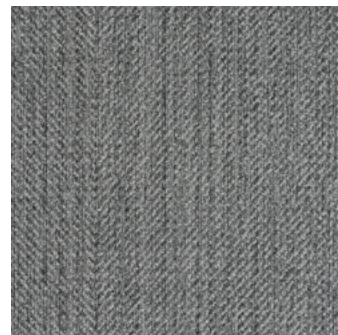
838 Sand Wash



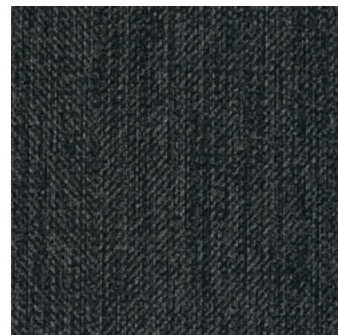
878 Vintage Wash



938 Acid Wash



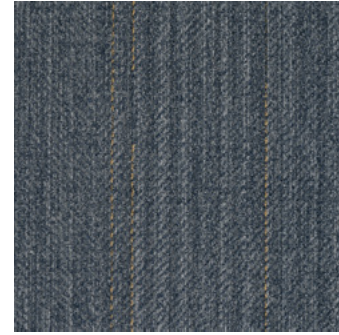
969 Grey Wash



989 Charcoal Wash

Counter Casual COLORWAYS

Counter Casual adds in subtle accent stripes, evoking stitches and seams while giving you the opportunity to personalize the accent color to your palette.



535 Light Wash



565 Indigo Wash



656 Sage Wash



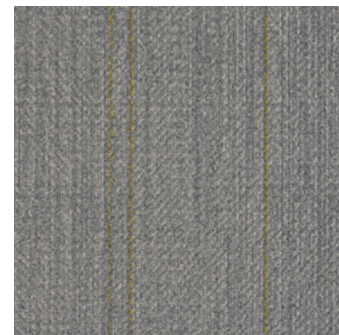
727 Stone Wash



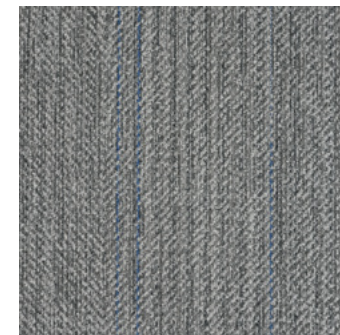
838 Sand Wash



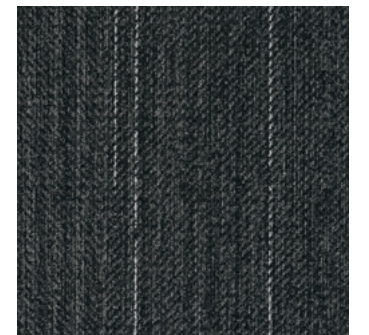
878 Vintage Wash



938 Acid Wash



969 Grey Wash



989 Charcoal Wash



Mohawk Group

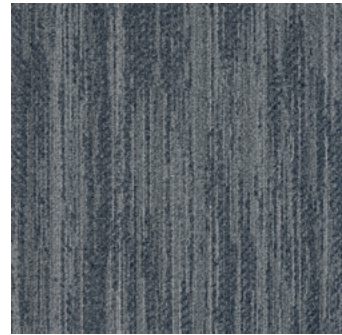


Counter Casual, 727 Stone Wash; Smart Casual, 727 Stone Wash
Brick Ashlar

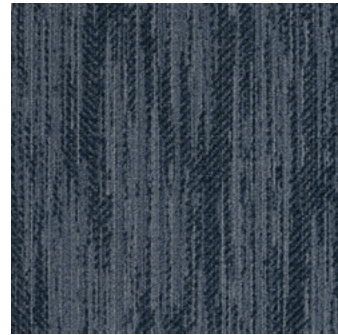


Made to Last COLORWAYS

Made to Last is perfectly worn in, hitting that coveted stage of peak softness with a looser chevron and relaxed, open feel.



535 Light Wash



565 Indigo Wash



656 Sage Wash



727 Stone Wash



838 Sand Wash



878 Vintage Wash



938 Acid Wash



969 Grey Wash



989 Charcoal Wash



Made to Last, 535 Light Wash
Brick Ashlar



Mohawk Group

RECOVER

RECYCLING PROGRAM

Secondhand denim is more popular than ever before, helping people embrace sustainable fashion choices. Like its inspiration, Denim Culture supports circularity and repurposing. The product contains at least 74% recycled content, and it's 100% recyclable through our ReCover program.

877-3RE-CYCL

Counter Casual, 727 Stone Wash
Brick Ashlar



Mohawk Group

Color Pulse™

Color Pulse is a fiber breakthrough. With this technology, carpet can deliver the multi-color dimension of space dyed yarn, but with the lower environmental impact and high performance of solution dyed nylon. Color Pulse uses a zero-water dyeing process, helping reduce your project's water impact by up to one cup of water per carpet tile, compared to a space dyed product. Overall, this fiber innovation is conserving 5.3 million cups (or 331,000 gallons) of water each year.



Color Pulse is now available with a longwave space dye effect, expanding the aesthetic possibilities. Longwave means there are longer stretches of color along the fiber. This achieves a subtler, tonal mix of color in the carpet, supporting a range of interior styles.



Duracolor Tricolor solution dyed nylon delivers unsurpassed stain resistance, colorfastness, durability, color clarity, and enhanced soil performance.

Soil Control

Optimal soil hiding, soil removal, and color clarity, due to its unique shape and triangular hollow core.

Durability

Unique fiber shape and core resist crushing, for carpet with enhanced durability and a longer life cycle.

Stain Resistance

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

Sustainability

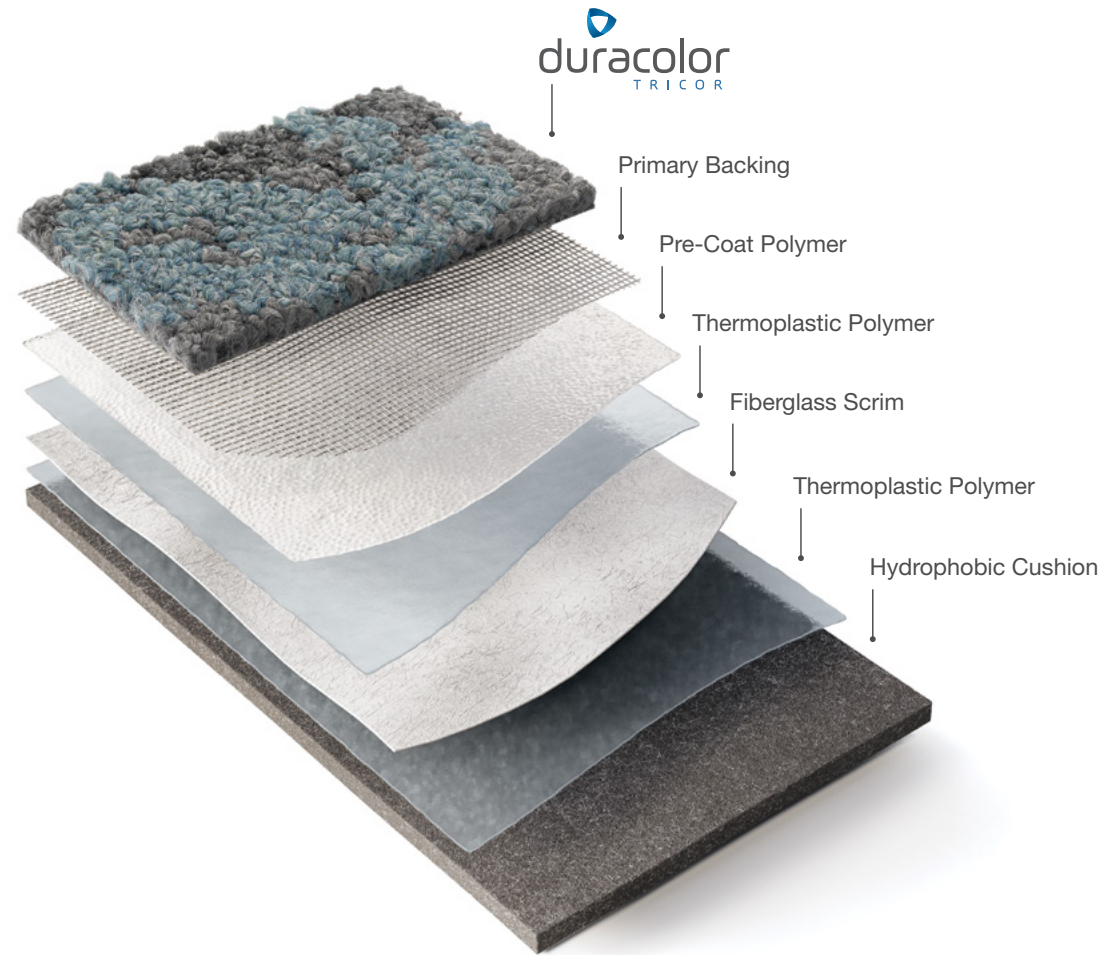
Declare Red List Free and made with a minimum of 70% recycled content.

Performance

Unsurpassed colorfastness to light and atmospheric contaminants, so colors won't fade.



Counter Casual, 969 Grey Wash
Brick Ashlar



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.

Better for People and Planet

Our future depends on the work we do today. At Mohawk, 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.

The Living Site: Nylon Modular Carpet on EcoFlex ONE Backing Mohawk Group

Final Assembly: Glasgow, Virginia, USA
Life Expectancy: 15 Year(s)
End of Life Options: Salvageable/Reusable in its Entirety, Take Back Program (ReCover Program)

Ingredients:

Coating: Calcium Carbonate; Polypropylene Copolymer; Tackifier; Magnesium Carbonate; Propylene Homopolymer; Ethylene Maleic Anhydride Copolymer; Silica; Benzenepropanoic acid, 3,5-bis(1,1-dimethylethyl)-4-hydroxy-, octadecyl ester; Pentane, 2-methyl-; Calcium Stearate; **Yarn:** Nylon 6; **Precoat:** Calcium Carbonate; Butadiene Acrylate; Magnesium Carbonate; Silica; Ammonium Lauryl Sulfate; Sodium Dodecyl Diphenyl Ester Sulfonate; Sodium Sulfate; Carbon black; Sodium Polyacrylate Thickener; **Post-Consumer Recycled PET Cushion:** Polyester; **Backing:** Polyester; Nylon 6; Fiberglass Mat; **Fiberglass Scrim:** Fiberglass Mat; Acrylic based Binder; **Yarn Pigment:** Various Colorants; 1H-Imidazole-1-ethanol, 2-(heptadecenyl)-4,5-dihydro-; 2-Propenoic acid, polymer with ethene, zinc salt; Barium sulfate; Chromate(1-), bis[2-[(4,5-dihydro-3-methyl-5-oxo-1-phenyl-1H-pyrazol-4-yl)azo]benzoato(2-)-]], hydrogen; N,N-bis(2,2,6,6-tetramethyl-4-piperidyl)isophthalamide; Petroleum resins; **Topical:** Bisphenol-s Phenolsulfonic acid resin; Phosphoric acid, dodecyl ester, potassium salt; 2-Propenoic acid, 2-methyl-, butyl ester, polymer with butyl 2-propenoate and methyl 2-methyl-2-propenoate

Living Building Challenge Criteria: Compliant

I-13 Red List:

■ LBC Red List Free	% Disclosed: 100% at 100ppm
□ LBC Red List Approved	VOC Content: Not Applicable
□ Declared	

I-10 Interior Performance: CDPH Standard Method v1.2-2017
I-14 Responsible Sourcing: Not Applicable

MHK-0040
EXP. 01 OCT 2023
Original Issue Date: 2022

Third Party Verified

MANUFACTURER CLAIMS VERIFIED BY WAP SUSTAINABILITY
INTERNATIONAL LIVING FUTURE INSTITUTE™ living-future.org/declare



Declare Red List Free Health Product Declaration Green Label Plus Certification

Mohawk Group is proud to provide products free of Red List chemicals with verified documentation of their impact throughout the lifecycle, with Green Label Plus certification for better indoor air quality.



UL Certified EPD Living Product Challenge Petal Certified

Beyond Carbon Neutral
PLUS an additional 5% for a net-positive impact on the climate.

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.

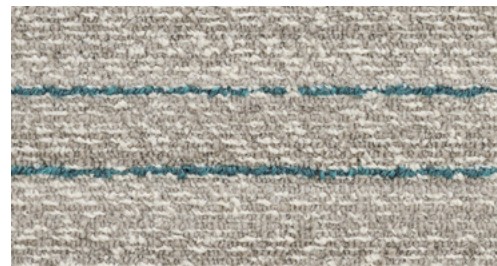
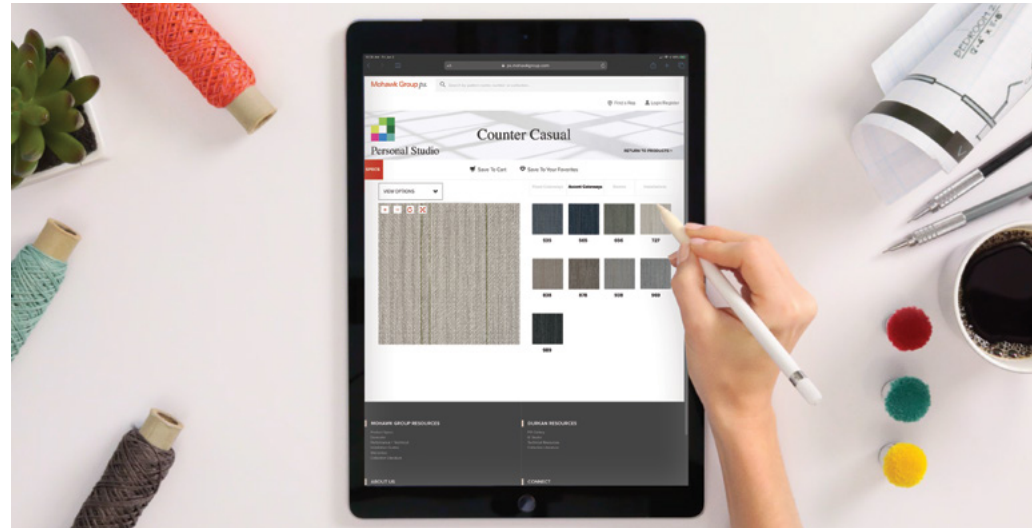
Neutral Is Not Enough
With the holistic improvement of the life cycle of our flooring products – from full product transparency, to reduced water usage in manufacturing, to carbon neutrality and beyond – better is just the beginning.



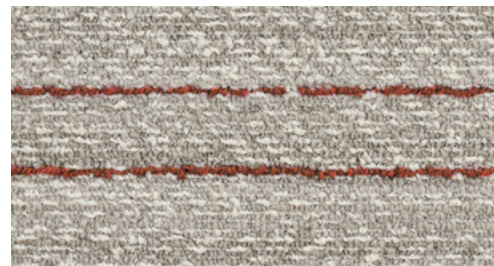


Customization Made Easy

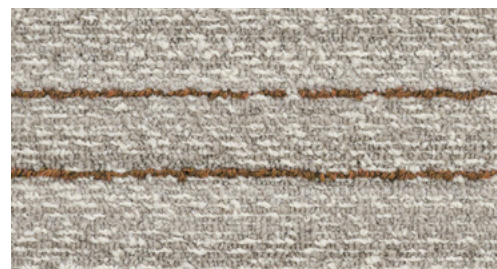
With Personal Studio, you can customize Denim Culture to make your project uniquely you. Easily change out accent yarns to any of our other Heathered Hues yarns to create vibrant pops of color for your space. With only a 50 square yard minimum order, it's easy to personalize any sized space.



727 Stone Wash with Plumage 0501ST



727 Stone Wash with Drama 0301ST



727 Stone Wash with Fallen Leaf 0801ST



727 Stone Wash with Lemon Zest 14C007

Specifications

Smart Casual (GT351)
Counter Casual (GT352)
Made to Last (GT350)

DESIGN

Size	24" x 24" (.6096 m x .6096 m)
Surface Appearance	Textured Patterned Loop
Fiber Type	Duracolor® Tricor Premium Nylon
Dye Method	Solution Dyed
Colors Available	9

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
------------	--

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.

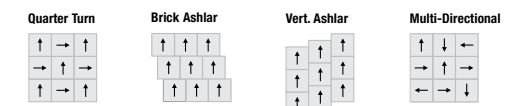


Mohawk Group warrants its adhesives for the life of the original installation only when a Mohawk Group style (product) is installed. Mohawk's floor preparation procedures must be followed to ensure that the substrate has been prepared properly. Failure to use Mohawk Group adhesives or to follow Mohawk's 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.

Installation Instructions:



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

