

RIVER HEALTH IS HUMAN HEALTH

Mohawk Group



Restoring River Ecosystems

"Our goal is to move design forward by investing in water conservation and restoration, a project that will balance over 8 million gallons of water across regions in the US. We are committed to giving back as we go forward, which is why we want to help create spaces that foster health and wellbeing for generations to come."



Jackie Dettmar,
Mohawk Group's Vice President
of Marketing, Design and
Product Development

Restoring River Ecosystems

At Mohawk Group, we have a longstanding commitment to reduce water usage and conserve water ecosystems. It's a big part of how we help you create spaces that are environmentally responsible and mindful of people's health and wellbeing. We're expanding our efforts by working to make a greater impact on rivers and the life they make possible.

"River health is human health. That's why we're launching The Waterways Project – a journey through new products, technologies and initiatives to help us better understand and give back to the living rivers that sustain us all."

With The Waterways Project, we're bringing you on a journey to experience and help restore river ecosystems. You'll discover a series of collections designed to help you foster a symbiotic relationship with rivers in your work, with products made with new technologies that enable you to protect water ecosystems. And your specification will support river restoration projects, thanks to our partnerships with Change the Course and Waterkeeper Alliance. These nonprofits are helping communities like yours restore and protect rivers across North America and the world.

Designed with Data

The inspiration for the modular carpet collection began with data. Mohawk Group designer Stacey Gerbman and A&D design director Royce Epstein gathered data sets* on the amount of Blue Carbon sequestered in ecosystems around the globe and then transformed the information into patterns using a custom-built data visualization tool.

The patterns were integrated with visual elements of water ecosystems and evolved into three coordinating styles of modular carpet planks, each one a union of ecological data and biophilic design. The color palette also draws on tones from estuaries, helping to instill a relationship to nature in interior spaces.



**Data sets from independent studies by Duke University and the UN Panel on Climate Change were input into our data visualization software and used to create product patterning.*

Mohawk Group

OUR PARTNERSHIPS



As the largest and fastest-growing non-profit solely focused on clean water, Waterkeeper Alliance connects more than 350 grassroots Waterkeeper groups around the world, protecting 2.8 million square miles of waterways in 46 countries. We're proud to support the global work of the Alliance, donating funds and committing hundreds of hours of volunteer time to river cleanups around the U.S.



Funding a range of water stewardship projects, Change the Course is building a self-sustaining cycle of community education, ecosystem restoration and ongoing conservation of river systems across North America. For every square yard of product purchased from The Waterways Project collections, we will restore 350 gallons of water – helping you make a lasting contribution to the health of American rivers and communities.

**Based on 2021 estimations, totaling 8 million gallons of water restored.*

The Data Tide Collection

Foster a symbiotic relationship with rivers in your work with products made using new technologies that enable you to protect water ecosystems.

Data Tide is an innovative collection of 12"x36" modular carpet planks by Mohawk Group that seeks to explore the symbiotic relationship between nature and data through graphic landscapes. With a focus on the need for biodiversity and water's essential role for survival in the natural world, our design team used data sets from environmental studies of water to derive biophilic patterns using data visualization.

The convergence of freshwater and saltwater creates a unique ecosystem where salt marshes, mangroves, and sea grasses sequester Blue Carbon, support biodiversity, and protect coastal areas from erosion. Data Tide's patterning is the graphic interpretation of the positive ecological influence of this Blue Carbon capture, translated visually through data sets.

A selection of 8 colorways references the confluence of estuaries, with gradations

of colorways from light to dark that mimic transitioning waters. Three styles feature a combination of solid, heathered and twisted yarns for dimensional textures that celebrate the movement of water.

"Mohawk is the first flooring company to balance the water footprint of an entire collection through Change the Course. For every square yard of product purchased from The Waterways Project collections, we will restore 350 gallons of water."

Your specification will support river restoration projects in communities like yours across North America, thanks to our partnerships with Change the Course and Waterkeeper Alliance.



Rheo Morph Collection

Rivers are constantly evolving – always changing shapes and forging new pathways. As they transition, rivers leave scar patterns on the landscapes they touch. These patterns and their stories inspire Durkan's Rheo Morph collection. As part of The Waterways Project, the Rheo Morph collection fosters a symbiotic relationship with rivers

and hospitality spaces. Rheo Morph encourages respect for and protection of our water ecosystems. Rheo Morph is available in Definity, Durkan's exclusive tufting technology that offers supreme creative flexibility across color, pattern and texture. The collection is also available in Durkan's Pattern Perfect, PDI carpet tile, and tufted broadloom.



Urban Shores Collection

Throughout history, rivers have driven the evolution of urban development. Some of the oldest cities were built near these waterways for transportation, energy and trade. Today, rivers create opportunities for recreation and bring people together. River influence on cities inspired Mohawk Group's Urban Shores collection. As part

of The Waterways Project, the collection fosters a symbiotic relationship with rivers and interior spaces by encouraging respect for and protection of our water ecosystems. Mohawk Group's Pattern Perfect tufting technology brings these biophilic patterns to life through precision color placement with exceptional definition and clarity.



Reforestation (Large + Local) Collection

Large & Local is an innovative luxury vinyl tile platform that seeks to connect back to place. Reforestation is a selection of wood designs chosen from different ecological regions of the United States to celebrate the variety of biodiversity in flora and fauna. The regions selected tie back to our Owls collection in a harmonious pairing

of biophilic design. Sustainably manufactured in our Dalton, GA facility utilizing and featuring our M-Force™ Ultra technology, designers can be confident and proud of their specification.



Second Home Collection

For a generation that is constantly on the move, Second Home provides an ever subtle but meaningful connection with home. This collection of 12 classic wood visuals in contemporary colors that range from rich earth tones to chic greys invites end users to pull up a chair and make themselves comfortable in any commercial space.

Featured on Mohawk Group's Rigid Click LVT platform with an attached cushion backing, this collection helps create the quietest spaces resilient flooring can provide, mimicking the peace and quiet we find at home. Find your Zen, focus, unwind and recreate the familiar with Second Home.



Fostering Strong Relationships

As part of our desire to foster strong relationships with the design community, we have partnered with Material Bank, the world's largest architectural and design materials resource. Attendees will have the unique opportunity to order samples on site directly from Material Bank, offering an all-in-one showcase experience to meet the needs of a digitized architecture and design landscape.



"Mohawk Group puts a tremendously high value in providing designers with the best possible tools to do their job, in the most efficient way possible. Material Bank is excited to showcase The Waterways Project collections on our platform and help Mohawk Group pave the way for healthy, thriving rivers and ecosystems."



Adam Sandow,
CEO and Founder
of Material Bank
and SANDOW

Color Pulse™

MULTI-COLOR SOLUTION DYED FIBER

Color Pulse is Mohawk Group's new fiber breakthrough, delivering the visual texture and dynamic dimension of space dyed yarn with the lower environmental impact and high performance of our solution dyed nylon. The four fiber colorways – Earth Pulse, Sun Pulse, Moon Pulse, and Water Pulse – are inspired by diverse river habitats in homage to The Waterways Project.



ZERO Water

The amount of water saved each year by replacing traditional space dyed yarns with our Color Pulse fibers:

5.3 million cups

OR

331,000 gallons

With innovations like Color Pulse, Mohawk Group increases its commitment to creating high-quality products with reduced amounts of water in production.