

Mohawk Group Introduces Color Pulse: A Multi-Color Solution Dyed Fiber

Mohawk Group introduces Color Pulse™, a fiber breakthrough that delivers the visual texture and dynamic dimension of a space dyed yard but with the low environmental impact and high performance of a solution dyed nylon.

Doing More with Less

- **Zero Water:** Color Pulse uses zero water in its dyeing process, conserving natural resources.
- **River Conservation:** As a cornerstone of The Waterways Project, the purchase of Color Pulse products supports donations to projects that are working to preserve river health and human health around the world.
- **Longer Lifecycle:** Carpets made with Color Pulse deliver greater durability to minimize environmental impact. They are also easy to recycle through Mohawk Group's ReCover program.

“With its zero-water dyeing process, Color Pulse is part of Mohawk Group’s commitment to bring our customers flooring products that are Net Positive Water,” said Malisa Maynard, Mohawk Group’s vice president of sustainability. “612,000 bottles or 76,500 gallons of water is the amount of water saved by replacing traditional space dyed yards with our Color Pulse fibers.”

Inspired by River Habitats

The four fiber colorways are inspired by diverse river habitats in homage to The Waterways Project, a company-wide initiative to conserve river ecosystems.

- **Earth Pulse:** Light to dark warm neutral tones that recall whitewater sand and stone in tumbling rapids.
- **Sun Pulse:** Vivid accents of orange, yellow, green and blue that highlight the variety of life and minerals in a shallow, sunlit riverbed.
- **Moon Pulse:** A range of deep colors of gold, teal and magenta inspired by the iridescence of water-covered river stones.
- **Water Pulse:** A mélange of light to dark cool blues drawn from the surface of a river, where light plays off the shallows and depths.

Color Pulse is available with the performance of Duracolor® Tricolor or ColorStrand® SD. Additionally, Color Pulse does more than help visually hide soil and wear. Mohawk Group’s proprietary solution-dyed fiber creates a carpet that lasts longer and is highly resistant to staining.

For more information about Color Pulse, visit mohawkgroup.com.