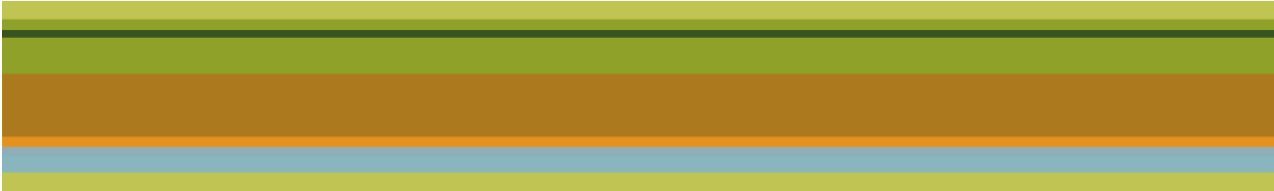








Company Overview  
Presented to Monterey County Office of Education  
AEPA Contract



Single source. Total solution.

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## **Executive Summary**

The Mohawk Group is *the* single-source flooring partner delivering the most comprehensive range of products that meet all of your needs. By understanding your business, we deliver total solutions through world class design, performance, service and knowledge like no other company.

The Mohawk Group is a dominant supplier in the commercial marketplace. Comprised of three brands - **Karastan, Lees and Bigelow**— we represent over 320 running line woven and tufted broadloom product families and over 175 running line cushion, hard-back and PVC-free modular carpet tile product families. In addition to soft surface flooring, we also offer a comprehensive package of hard surface flooring including VCT, luxury vinyl, rubber flooring including rubber sport floors, wood, laminate, ceramic, and stone. The Mohawk Group's focus is on the customer, offering the broadest range of products and services to meet any flooring requirement and offering flexible services to insure our customer's individual needs are met.

Mohawk is founded on three of the oldest and most respected brands in the industry, dating back to 1825. We have been producing carpeting continuously for over 180 years. Today, Mohawk (NYSE: MHK) is the largest flooring company in the world with annual revenues over \$7.5 billion. A series of strategic acquisitions, a commitment to reinvestment in existing business and sound operational management has led to a 10-year compound annual growth rate of 13 percent in net sales and 22 percent in earnings per share. Named the 327 Company by 2006 Fortune, Mohawk has a strong financial sheet dedicated to reinvesting corporate profits into new cutting edge technologies, products and services that our customers value and utilize.

The scope of Mohawk's manufacturing and marketing operations extends to an industry-leading distribution infrastructure. The backbone of Mohawk's customer service effort is a distribution fleet and logistics system that includes more than 1,000 trucks, 2,000 trailers and more than 50 distribution warehouses across the lower 48 states.

We are the largest exporter of flooring products worldwide. Operating from five Regional Offices and more than a dozen District offices strategically located around the globe, we are able to respond with a professionalism and global perspective while providing local service in conjunction with our dealer partners in over 120 countries. With a first hand knowledge of the history and culture of the local markets along with local language skills and understanding of local customs, duty and restrictions, we can provide exceptional service beyond that of our competition. Our dedicated Customer Service Specialists are able to process orders using their first hand experience to minimize the cost and difficulties incurred in numerous markets around the world. Through local contacts we can assist with specification, installation and maintenance questions as well as other issues that may occur before, during and after the sale.

Mohawk provides you with a strong contingency program in the event of emergency, with your carpet standards capable of being serviced at four different Mohawk facilities – Dublin, Chatsworth and Dalton, GA and Glasgow, VA. This will allow us to provide you with uninterrupted service, even in the event of emergency, to produce the quantities of material required in an expeditious manner without capacity concerns.

Our competitive advantage is tied to our commitment to carpet performance on the floor. The Mohawk Group utilizes premium type 6,6 fibers such as Solutia Ultron and Antron Legacy. In addition Mohawk offers our own branded nylon fibers – Fortis and Colorstrand. Each of the three Mohawk Group brands select fiber based on market application, design intent, traffic level and budget, to ensure that our customers always get the right fiber for their facility type. In addition we offer high performance backing systems backed by the best warranties in the industry.

Mohawk believes that corporate citizenship is exemplified by environmental stewardship that translates into sound business strategies. Mohawk's sustainability goals are simple - engineer quality carpets that last longer, dramatically reduce energy use, evaluate preferable procurement, increase the use of recycled materials, and continue to improve our percentage of end-of-useful-life reclamation.

Strategic Account Proposal for **Monterey County Office of Education**

We do not wish to be a transactional company. We look to cultivate long-term relationships. When we secure end users, we want them to be customers for life. Additionally, we have a philosophy to provide true value. Be it in service, performance or aesthetics, we look to long term, lifecycle value. Part of our strategy to ensure customers for life is developed from our reputation for accountability. When problems occur, it is our reputation for prompt resolution that ultimately defines us.

**Sustainability - GreenWorks**

At The Mohawk Group, we make a bigger impact on the world around us by making far less impact on our environment. Our commitment to sustainability touches everything we do. From the initial design and manufacturing to the marketing, installation, and recycling of our carpets. We're going beyond carpet to develop sustainability programs that work.

**Our parent company, Mohawk Industries, Inc. remains steadfast in our belief that sustainability is an essential business practice in today's global economy.**

- Significant investment in state-of-the-art technologies which make a bigger impact as a leading Fortune 500 corporation and the world's largest flooring manufacturer.
- In 2007 we opened our first Mohawk GreenWorks Center, our latest recycling endeavor, which is able to process all major types of synthetic carpet fiber with a 90% recovery rate – the highest in the industry. Every year we turn 3 billion plastic bottles into 170 million pounds of useful fiber as the world's largest recycler of PET bottles.
- Annually, we recycle 30 million pounds of crumb rubber into doormats – which equated to over 2 million automobile tires – reducing waste and eliminating hazards.
- We divert post consumer carpet from landfills and recycle the polymers into useful resins.
- Waste prevention teams find economical solutions to recycle our manufacturing by-products and eliminate them completely where possible.
- For full information on our green initiatives, from Products to Manufacturing to Recycling, visit [www.mohawkgreenworks.com](http://www.mohawkgreenworks.com)



**Sustainable manufacturing – committed to reducing our environmental footprint from process to product.**

- **ISO Certifications** – Our major manufacturing facilities are certified ISO 14001 and ISO 9001, which ensures all plant activities are regulated for measurable improvements in sustainable environmental manufacturing and quality. Breakdown as follows:

<u>Location</u>	<u>ISO 9001</u>	<u>ISO 14001</u>
Glasgow, VA	Since 1998	Since 2004
Dublin, GA	Since 2007	Coming March 2008
Landrum, SC	Since 2000	Since 2007
Eden, NC	Since 2007	Pending

- **LEED Certification** - In late 2007, The Mohawk Group embarked on its greatest redesign adventure to date, our Chicago Showroom. We are proud to announce the Chicago showroom has received the prestigious LEED Gold certification for Commercial Interiors.
- **Investment** – State of the art technology has resulted in substantial improvements in environmental metrics, most notably an 84% decrease in water consumption, 48% reduction in energy usage, 53% reduction in solid waste, 39% reduction in emissions while increasing the usage of recycled materials by 128%.
- **Awards** – Awarded major accolades including the GSA Evergreen Award in 2003 and again in 2007 for conservation across design, engineering, and operation. The Glasgow facility received distinction in the Virginia Manufacturers Association's 2003 Governors Environmental Excellence Awards and honorable mention in the Chesapeake Bay Excellence Awards.
- **Facility** – Being located 1 mile west of Jefferson National Forest, the Glasgow facility is a mandatory Clean Air Class 1 facility, the most stringent standards for any carpet manufacturing facility in the industry.
- **Affiliations** – We are affiliated with the U.S. Green Building Council, the Carpet and Rug Institute, the Carpet America Recovery Effort (CARE), the National Recycling Coalition, IIDA, AIA, and IFMA.

### **Sustainable product technologies for a sustainable future.**

- **EverSet (Karastan/Bigelow) & DuraColor (Lees)** – These patented, permanent stain resistance systems are guaranteed for life. Engineered to clean with water, no harsh chemicals are emitted in the downstream waste water treatment facilities.
- **Encycle Modular Backing** – This non-PVC thermoplastic modular backing technology is an example of dematerialization and environmental responsibility. Contains 35% pre-consumer recycled content and 2% bio-based renewable resource. Uses 28% less virgin raw materials than traditional PVC tiles. Can be recycled back into itself. Reduces shipping costs. Improves ergonomic installation.
- **UPS RE & UPS RE Bloc (Karastan/Bigelow)** – Unique combination of construction and chemistry gives this backing unique strength, flexibility and stability. SCS certified for high recycled content. UPS RE contains 15% post-consumer recycled content by total product weight, while UPS RE Bloc contains 12%.
- **Unibond® (Lees)** - Introduced in 1971 by Lees as the first high-performance backing system, Unibond continues to set the standards for strength, durability and longevity. Recently, Unibond was certified as an Environmentally Preferable Product (EPP).
- **Unibond RE (Lees)** – Unique broadloom backing system is EPP certified and contains bio-based renewable resources. Certified by SCS to contain 20% post consumer recycled content based on total product weight.
- **Dematerialization** – The Mohawk Group is leading a steady shift from resource depended practices to dematerialization design. We create products with fewer resources with no compromise in performance.
- **Micro Engineering** – By investing in fine gauge tufting machines, we reduced the amount of carpet face fiber while achieving the same aesthetic appeal and overall performance.
- **Environmentally Preferable Product (EPP)** – The Mohawk Group offers the most extensive product offering which are certified as EPP products under the NSF 140 Sustainable Carpet Assessment standard.
- **Invista Antron & Solutia Ultron** – These premium, branded 6,6 carpet fibers have been widely recognized as the performance leaders for over 30 years, demonstrating superior soil resistance, wear resistance, and pile height retention. Antron is the industry's only EPP face fiber. Ultron is involved in the Partners for Renewal initiative to reuse valuable natural resources.
- **Colorstrand SDN** – A premium 100% solution dyed nylon with 15% post industrial recycled content, exclusively used by The Mohawk Group.
- **EcoFlex** – Ergonomically effective and environmentally friendly, these cushioned carpet tiles are built to last.
- **CRI Green Label Plus** – All Mohawk Group products pass the CRI Green Label Plus certification for VOC emissions.



### **Sustainable installation and maintenance technologies.**

- **Self Lock** – Easy to install, remove, and reuse, this patented, pre-applied releasable adhesive system is the most sustainable carpet installation system on the market. No off-gassing, no buckets or transfer papers to landfill. Reduces adhesive installation waste to zero.
- **PermaLink** – Replace old carpet without removing it. A unique system that allows new modular carpet to be installed over existing carpet while maintaining a Class 1 fire rating.
- **NuSprayLok** – Simplifying and speeding carpet installation, these Green Label Plus products are ergonomic and effective.

### **Sustainable design and marketing initiatives.**

- **SMART Book** – Sustainable Materials and Responsible Technologies – Using 63% less virgin raw materials than traditional carpet samples with fully accurate digital photography reproductions.

- **SIMS** – This unique technology allows designers to view simulated designs, colors, and even textures with remarkable accuracy, significantly aiding product development while reducing the need for tufted samples.
- **ADS** – Our Accelerated Design System allows customers to use carpet simulations in pre-designed room scenes instead of tufted carpet samples.
- **Online Custom Programs** – Unique online visualization tools (Thought Patterns, Design Studio, LE12 and Folio Series) to aid custom design process. Customers design their own carpets online without needing actual samples. Drag & Fly takes the customization process one step further by allowing the designer to download files into their CAD 3D renderings.
- **Drag and Fly™** - Easy to use web-based innovation provides architects and designers with an arsenal of high resolution, properly scaled modular carpet images to use in 3D rendering programs or computer aided drawings (CAD) saving time and money!
- **Flash emails** – Instead of sending large quantities of printed marketing collateral and postcards, resources are minimized which reduces our environmental footprint.

#### **End of life programs that make recycling easier.**

- **ReCover** – We make recycling carpets easy for everyone. Regardless of what manufacturer, we recycle post consumer carpet through our North America ReCover program. It reduces the strain on local landfills and minimizes the total environmental impact of carpet. Call 877-3RE-CYCL.
- **Mohawk GreenWorks Center** – This unique recycling program is able to recycle *all* major types of synthetic carpet fiber, not just nylon type 6, into usable products. This is just one avenue of recycling through our ReCover program. We are able to keep 90% of old carpets out of the waste stream and have developed products to use 90% of the material. This is the highest recovery rate in the industry – approximately three times that of the next-best carpet recycling program. The facility is also portable, so it can go to the carpet, which makes recycling more feasible and environmentally efficient. For more information about green products, green manufacturing, recycling and green at work, visit our website at [www.mohawkgreenworks.com](http://www.mohawkgreenworks.com).
- **Sample ReCover** – This extension of our ReCover program means that once designers are finished with their samples, they can easily recycle them just by giving us a call.
- **PermaLink** – This system for installing modular carpet over carpet completely eliminates the need for carpet removal. Diverts 100% of carpets from landfills. Repurposes old carpet into carpet pad.

#### **Affiliations**

At Mohawk, we don't pretend to stand alone in our efforts to make a real, lasting difference for sustainability. We have partnered with a variety of industry, government, and non-profit organizations to gain new insights, achieve greater results, and help others incorporate more environmentally friendly practices. It's all part of our holistic, comprehensive approach to sustainability. By working closely with other organizations that share our values, we are able to enhance our efforts, accomplishing things that we simply would not have been able to achieve on our own.

#### **Community Initiatives**

For all our emphasis on sustainability, on supporting and protecting our natural environment, we also recognize that we haven't done our job well unless we're working just as hard to support and protect the people who live in that environment. This commitment has led to our engagement in a wide variety of social and community focused efforts. We're especially committed to helping build a better, more sustainable future for the underprivileged individuals in our communities. Here are a few examples of our current community initiatives.

- **Easter Seals** – We provide valuable and meaningful employment for many people with physical or mental disabilities by employing Easter Seals clients. In fact, these clients produce thousands of sample folders for Mohawk every week.

- **Susan G. Komen** – We created our own "Specify for a Cure" program to support "Komen for the Cure" in fighting breast cancer. Through this program, we donate 25 cents per square yard of selected carpet that is specified, registered, and sold in the commercial market. To date we have donated over 11 million dollars to this worthwhile cause.
- **United Way** – Our partnership with America's largest charity, United Way, allows us to support the widest possible range of charitable organizations in our local communities. We participate in various United Way programs across our more than 200 different facilities.
- **GED Education** – We're not only creating valuable employment opportunities in our communities, but also helping our colleagues further their education and advance in their careers by helping them pass the GED exam.
- **Volunteer Programs** – We believe in volunteerism and encourage our employees to be involved in their communities. We're proud to see that the many volunteer activities of our employees are as varied and diverse as our workforce itself, and we strive to support their community involvement as much as possible - for example, giving employees paid time off to serve in capacities such as volunteer firefighters.



### **Innovation at Work – LEED Plus Calculator**

The Mohawk Group plans for the future, while accepting the urgency of today. We are committed to the communities where we live and work. In line with these principles, The Mohawk Group has launched an exclusive LEED Plus Calculator to expedite achieving your green rating goals.

Searching through sustainability certifications can be complex and time consuming. LEED Plus Calculator was designed to reduce the time associated with evaluating and specifying Mohawk products based on the environmental attributes, and provides documentation of those attributes.

The Calculator, powered by EcoScorecard™ is the latest in technology allowing our customers to easily source and evaluate our branded products against all major greenbuilding rating systems in North America, including:



















- All LEED rating systems (NC v 2.2 CI, SC, EB, LEED for Canada NC and CI)
- CHPS
- GGHC
- LABS21
- Compliance for all prevalent 3rd party certifications.

The site is easy to access. Go to [www.mohawkgroup.com/lpc](http://www.mohawkgroup.com/lpc). You must begin by creating a private, secure account. From there, you pick a brand, do a product search, and put a check mark next to each product you want to calculate. At the bottom, you enter the price, quantity and zip code, and hit Evaluate Project. You can save your results and download as a PDF. This allows you to continually update your calculation as you move through the project. At the end of the project, the LEED Plus Calculator will deliver the product(s) specific documentation required for the submission process for LEED certification.\*

\* Documentation is provided for a particular product's documentation for inclusion in the submission process along with other finishes. This should not be considered the final submission document for LEED or equivalent rating systems.

**LEED Certification**

The Mohawk Group has environmental attributes to nearly every one of the hundreds of running line products we produce. Below is a table showing how we can contribute to LEED certification.

<b>LEED Contributions</b>	<b>LEED-NC</b>	<b>LEED-EB</b>	<b>LEED-CI</b>
<b>Materials Credit 2: Construction Waste Management</b> Credit based on diverting construction waste from job site. Carpet can help contribute by calling toll free 877-3RE-CYCL.			
<b>Materials Credit 4: Recycled Content</b> Carpet products with pre and post consumer recycled content help contribute towards this credit area.			
<b>Materials Credit 5: Local Regional Materials</b> Carpet raw material ingredients which are extracted within certain mile radius help contribute toward this credit.			
<b>IEQ Credit 4.1</b> All Mohawk Group products pass the CRI Green Label plus certification for VOC emissions.			
<b>IEQA Credit 4.3 Adhesives</b> All Mohawk Group recommended adhesives pass the SCAQMD #1168.			
<b>LEED for Existing building</b> Carpet products help contribute toward Materials Credits 1, 2 and 3.			

## **MVP Strategic Accounts Program**

The Mohawk Group's Strategic Accounts program is called **MVP – Mohawk Valued Partners**. Our program is a cost reduction and standardization method that allows companies like yours to create a purchasing program in conjunction with Mohawk Group either through our dealer partners or manufacturer-direct. Through this program we can become your single source, total solution for commercial floor coverings.

### Features & Benefits

- Contract Pricing = exceptional buying power
- Comprehensive Purchase & Analysis Reporting = efficient budget planning
- Blanket Inventory Programs = efficient inventory planning
- Custom MVP Website = automated information & transactions
- MVP Services = single point of contact in Customer Service
- Local Sales Representation = personalized service



### Custom MVP Website

The Mohawk Group can provide a dedicated e-commerce website designed to meet your specific needs. The sites are dynamic and administrative rights can be controlled by the client, with multiple levels of administrative rights available. This tool is a major differentiator in the Mohawk Group service model. The custom portal has been used by clients for as little as contact information to as much as total business experience. We presently have a client doing over a million dollars a year with over 200 transactions via this tool. Features include:

- Standardized product listing or full-scale product search functions across brands
- Online ordering and sample request with emailed confirmations
- Quick Ship product search
- Technical services including installation and maintenance guides, product specifications, warranties
- Contact lists

### Simple, Effective Management

- **Streamlined Product Selection and Purchasing** – Reduce up-front project management by selecting products and setting schedules one time for multiple locations
- **Comprehensive Purchase and Analysis Reporting** – Your MVP Coordinator provides monthly, quarterly or annual reports covering available inventory and up-to-date purchase history
- **Project Management** – These turnkey specialists can provide complete project management from estimate and seam diagram development to coordinating scheduling of installation with jobsite contact and installing dealer
- **Installation Services** – The Mohawk Group has a network of certified dealers throughout the US providing full service installation and project management services.

### Where you need it, when you need it

- **QuickShip** - Choose from a vast array of broadloom and modular styles, for orders up to 2000 yards, and enjoy expedited delivery times
- **Blanket Inventory Programs** - Material that is stored specifically for your company and offers you the ultimate in quick ship availability. There is no charge for this service. We only ask that this inventory generally rotate within a 6-month period. The inventory will be monitored and quantities adjusted according to your needs. Products in your inventory are available for immediate shipment.
- **Ready to Tile/Ready to Roll** – Gives you immediate online access to available inventory for the fastest service possible.

### Your Dedicated Team

The Mohawk Group will establish a customized, dedicated service team consisting of one or more of the following. This team can be developed with your input to best meet *your* needs.

- **Dedicated Account Executive** – This is your local, brand-specific account manager and is the most important member of your team. They manage all aspects of your day-to-day needs. They are available for product presentations at your facility as well as site visits for installation and maintenance walk-thrus. They also keep you abreast of new product introductions and work to coordinate all account activities within their territory.
- **Dedicated MVP Coordinator**– This single point of contact in our MVP Services department is responsible for handling all customer service activities related to your account. They will provide you with one point of contact for everything from ordering to delivery, as well as coordinate your reporting metrics and assist with technical information.
- **Strategic Account Manager** – This is your “quarterback” no matter what your real estate footprint looks like. They manage the relationship on a global level in regards to sharing cost savings and revenue-generating ideas, establishing enterprise-wide product standards, and coordinating the successful rollout of the program.
- **Environmental Consultant** – We have a team of in-house environmental experts who can assist you with sustainability training, LEED accreditation and help you achieve your sustainability goals.
- **Design Consultant** – Our regional interior designers are available to work with you to achieve the specific look that matches your aesthetic requirements and performance needs at the lowest possible cost basis. We can not only help you choose the right flooring for your needs, but help you tie your flooring into your company’s brand image.



## Performance Criteria

### FIBER

**Colorstrand® Solution Dyed Nylon** - Longer lasting beauty that is beautiful for the environment, Colorstrand solution dyed type 6 nylon contains a minimum of 15% pre-consumer recycled content and utilizes one of the most pollution-free, energy efficient dyeing methods, using less than 25% of the energy consumed in conventional dyeing. The color is locked in to the fiber and stays beautiful longer.

- Over 100 fresh colors that offer design aesthetics unsurpassed by other solution dyed fibers
- Excellent resistance to color loss from harsh chemicals and ozone degradation
- Five times more resistant to fading than conventionally dyed nylons
- Heavy denier creates soil hiding cross section which helps repel dirt and prevents soiling
- Fiber resiliency prevents crushing or fading, so your carpet looks newer longer
- Available with Sentry Plus Soil and Stain Protector
- Recycled content is third party certified by Scientific Certification Systems
- Meets the USGBC LEED criteria for recycled content
- CRI Green Label Plus certified for low VOC emissions
- Backed by Lifetime warranty for wear, static protection and colorfastness to light and a 10 Year Warranty for colorfastness to atmospheric contaminants as well as a 10-Year Stain Resistance Warranty

**Antron® Legacy Nylon** - Lees performance-based products are constructed with Invista® Antron® Legacy Fibers, recognized as the best the industry has to offer. Antron Legacy is a type 6,6 polymer engineered for specific commercial performance requirements that defies the effects of heavy traffic and soil. Longer wear and less maintenance equates to reduced costs.

- Invista Antron Fibers are the premier performance fibers offering you the best in durability and soil resistance
- Invista Antron Fibers are 12% harder and 20% more resilient than conventional fibers
- Better resistance to crushing and matting
- Invista Antron Fibers have a superior hollow filament design and patented Duratech protective coating for unsurpassed soil resistance
- The only fiber that is EPP (Environmentally Preferred Product) certified
- Backed by a Lees Lifetime Wear Warranty

**Solutia Ultron® Nylon** - Ultron premium nylon 6,6 fiber redefines advanced soil-fighting technology. Unlike other contract carpet fibers, Ultron nylon features a patented mix of fiber shapes and sizes specifically engineered for improved soil-hiding ability and extra bulk and cover. By altering fiber sizes and reducing the area where dirt may adhere, Ultron nylon's innovative blend of deniers and cross sections inhibits soil from sticking and makes it easier to remove.

Carpet made with Ultron nylon stays newer looking two-to-three times longer than unprotected carpet with demonstrated resistance to crushing, excellent restorability and outstanding resistance to abrasion and pilling.

- Ultron nylon is available in both staple and continuous filament (BCF) enabling you to combine performance with up-to-the-minute carpet colors, textures, and styles
- Features 3M™ Commercial Carpet Protector, powerful protection against dry soil as well as water- and oil-based spills
- Colors are indisputably rich and vibrant, with the most wool-like luster in the industry
- Ultron uses a low-soiling combination of delta and trilobal fiber cross-sections. Its unique shape decreases the surface area to which dirt may cling

- Fibers refract light, so nylon appears more colorful, more vibrant, more deeply saturated
- Proven to be colorfast against sunlight and atmospheric fading.

**Fortis™ Solution Dyed Nylon** - Fortis is a type 6,6 solution dyed nylon from a premium branded manufacturer with superior appearance and pile height retention, colorfastness and superior stain and soil resistance.

Engineered as a cationic nylon, Fortis is more stain resistant than traditional solution dyed nylons and provides superior stain resistance and cleanability as compared to competitive type 6 solution dyed nylon. Fortis is made to withstand the wear and tear of day-to-day activities including high traffic, soiling, matting and crushing.

- Features Averta Stain Protection and Sentry Soil Protection
- Backed by a 10-year Stain and 10-year Lightfastness and Atmospheric Contaminant Warranty

#### STAIN RESISTANCE

**Duracolor® Stain Resistance** - Lees Duracolor patented, permanent stain resistance system is light-years ahead of other technologies. Unlike topical treatments, Duracolor is an integrated molecular technology that works from within the fibers, providing permanent protection for the life of the product that cannot be washed away or worn off.

Duracolor has been providing permanent stain resistance for over 10 years in the harshest environments - hospitals, airports, schools and corporate offices - with 250+ million square yards installed.

- Lees' patented dyeing technology provides infinite color flexibility - solid colors, space dyed multi-colors and Elumicolor™ are all permanently stain resistant
- Only Duracolor offers patented, permanent stain resistance on space dyed nylon carpet
- Duracolor maintains superior colorfastness to Xenon arc light and atmospheric contaminants - more than twice as long as conventional yarn dyed carpets. It also withstands exposure to atmospheric contaminants and in colorfastness and fade resistance, Duracolor rates as high as the less flexible solution dyed yarns.
- The ultimate in soil resistance - Duracolor offers all the superior cleaning and anti-soiling advantages of Antron® Legacy nylon by Invista.
- Ease of cleanability - 96% of spills can be cleaned with just water or water and a mild detergent
- Backed by Lees Lifetime warranty

**Everset®** - Used on the Karastan/Bigelow commercial brands, EverSet by The Mohawk Group offers advanced stain protection backed by a lifetime, non-prorated stain and color warranty. With EverSet protection, carpet resists stains without altering other performance characteristics, including colorfastness, lightfastness and static control.

- Maximum color flexibility – carpet color stays clear and vibrant for the life of the carpet, with no limitations on running line or custom colors
- Ease of cleanability - most spills can be cleaned with just water or water and a mild detergent
- Lifetime protection against stains, color transfer, water bleed, acid and alkalis

#### MODULAR BACKINGS

**ICT™ and ICT™ RC** - ICT is Lees **Integrated Cushion Thermobond**, a dense hard back modular tile that offers additional resiliency. This technology eliminates the need for seam welds, which can negatively impact Indoor Air Quality (IAQ). **ICT™ RC** is certified by SCS to contain minimum 35% pre-consumer recycled content by total product weight

- Provides permanent dimensional stability
- Will not cup, dome or dish
- Will not edge ravel
- Will not delaminate - no chair pads necessary
- Impervious to moisture damage
- Immediately accessible to foot traffic
- Backed by Lees non-prorated Lifetime Performance Warranty
- Passes CRI Green Label Plus for low VOC emissions

**UltraSet™** and **UltraSet™ RC** Modular Systems – Bigelow's UltraSet structured backing system produces a synergistic result of high tuft bind, high stability, and lifetime performance. The thermo-stable attributes of UltraSet resists cupping, doming and dishing to produce modular installations that will perform for the life of any project. **UltraSet™ RC** contains 35% pre-consumer recycled content by total product weight.

- Will not cup, dome or dish
- Long term strength and stability
- Resists mold and mildew and are impervious to moisture
- Superior acoustical and sound absorption properties
- Meets or exceeds the requirements of the British Spill Test (not at seams)
- Lifetime, non-prorated warranty

**EcoFlex®** - The real beauty of our cushion modular products lies in the advanced composite structure – our patented ECOFLEX Modular System. We start with an advanced non-woven primary foundation, then combine it with a multi-layer composite structure featuring thermoset copolymer chemistry and a thermoset polyurethane cushion. The combination results in a modular system that is ergonomically effective and environmentally friendly.

- Unsurpassed cushion underfoot which enhances ergonomics and reduces employee leg fatigue by as much as 30%
- Unsurpassed dimensional stability
- Laminated with advanced thermoset polyurethane co-polymer compound which gives long-term strength and stability
- Lifetime product warranties covering wear, static protection, edge ravel, zippering, delamination, impervious to liquids, liquid barrier, dimensional stability, cushion resiliency, high tuft bind, pilling and fuzzing
- Carpet & Rug Institute Green Label Plus Certified. Contains 16% post-industrial and 3% post-consumer recycled content based on total product weight
- Superior thermal insulation benefits over conventional hard-back tiles
- Superior acoustical and sound absorbing properties
- Meets all federal requirements for Americans with Disabilities Act
- Meets or exceeds the requirements of the British Spill and the 10,000 Impact Penetration Test (not at seams)

**Encycle™** is a revolutionary non-PVC modular backing technology developed by The Mohawk Group. It is an innovative, award-winning design that can be completely recycled back into itself in a single process. That's sustainability that works for you. We are currently offering this backing on four running line Bigelow styles, although it is available on a custom order basis across all brands. We hope to offer this as our standard backing by the end of 2009.

- Encycle products are made with 100% non-PVC thermoplastic. The thermoplastic components of Encycle do not contain any plasticizers – eliminating any potential environmental and installation concerns.
- 28% reduction in virgin raw material requirements

- All Encycle products are manufactured with 35% pre-consumer recycled content (ultimately our standard will be Encycle RE which is 10% post-consumer, 25% pre-consumer and 2% bio-based)
- Thermoplastic precoat, non-water based material is completely impervious to moisture
- Withstands traffic – retains appearance in the highest traffic applications
- The Encycle modular backing system carries The Mohawk Group's non-prorated Lifetime Performance Warranty
- Meets or exceeds the requirements of the British Spill and the 10,000 Impact Penetration Test

## BROADLOOM BACKINGS

**Unibond® Backing System** - Introduced in 1971 by Lees as the first high-performance backing system, Unibond continues to set the standards for strength, durability and longevity. 300 million square yards of carpet with Unibond backing have been installed around the world. Most recently, Unibond was certified as an Environmentally Preferable Product (EPP).

The Unibond system was the first carpet backing system to eliminate the need for seam sealers and welds; the first to eliminate the need for chair pads; and the first to offer a lifetime warranty. Unibond provides a moisture barrier and is impervious to moisture; moisture will not affect Unibond's strength and performance.

- Does not require use of chair pads and will not edge ravel (seam sealers not required)
- Maintains its tuft bind wet or dry, will not delaminate, and offers an impervious backing system creating a moisture barrier to keep spills on the surface
- Nearly four times as strong as conventional latex-backed carpets
- Meets or exceeds the requirements of the British Spill Test
- Backed by Lees' exclusive Lifetime non-prorated Performance Warranty

**Unibond RE™ Backing System:** Unibond RE backing is the first broadloom backing system certified by Scientific Certification Systems to contain not less than 20% post-consumer recycled materials by total product weight. Unibond RE offers all of the performance benefits of Unibond backing.

## Ultra Performance System™

Ultra Performance System (UPS) is a state-of-the-art, high performance, patented technology that greatly enhances tufted carpet performance and offers installation flexibility. This system consists of processes that employ multi-layer and multi-density backings combined with our exclusive binder chemistry modification. This combination of construction and chemistry gives UPS its unique strength, flexibility and stability. In addition, UPS is the only high performance broadloom tufted product that you may stretch in or direct glue, based on your specific needs. With over 20 million yards installed, UPS offers proven performance.

- Moisture resistant
- Greater dimensional stability – avoids growing or shrinking
- High tuft bind
- Lower Life Cycle Cost
- Backed by Lifetime, non-prorated Warranty
- CRI Green Label Certified
- Recyclable

**UPS™ Bloc** – Ultra Performance System by The Mohawk Group is a tufting technology engineered for peak performance with over 20 million yards installed. UPS Bloc, the second generation, has the ability to resist spilled substances and keep those substances from penetrating through the carpet to the subfloor. This system employs multi-layer multi-density backings combined with our exclusive binder

chemistry modification referred to as advanced thermoset co-polymer. This gives UPS RE it's unique strength, flexibility and stability.

- Eliminates edge ravel, zippering and delamination
- High tuft bind
- Superior appearance retention
- Greater dimensional stability – no growing or shrinking
- Enhanced moisture barrier
- Meets or exceeds the requirements of the British Spill Test
- Lifetime, non-prorated warranty

**Lifeloc Laminate™** - Lifeloc Laminate is a 100% urethane laminate backing system engineered for heavy commercial use. Lifeloc Laminate is recommended for use in airports, hospitals, schools, medical offices, assisted living centers, convention and exhibit halls, and areas subject to heavy commercial traffic and liquid spills

- Lifetime warranty
- Superior appearance retention
- Lower life cycle cost
- Enhanced moisture barrier
- Passes British Spill test

**Duraloc MG™** - Duraloc MG is a high performance backing system designed to meet the tough demands of a variety of commercial interiors where heavy rolling traffic is the prime concern. It is made of a 3/32" 24 lb. density polyurethane cushion in a sophisticated process that ensure consistency in gauge. Engineered for optimum roller mobility.

- Lifetime warranty
- Greater dimensional stability
- Lower life cycle cost
- Enhanced moisture barrier
- Passes British Spill test

#### INSTALLATION ALTERNATIVES

"No glue" installation alternatives listed below. These methods have virtually no VOCs, improving the Indoor Air Quality during installation.

**SelfLock®** is a patented, factory-applied, releasable adhesive system, available exclusively on The Mohawk Group's modular carpets. The adhesive is manufactured directly to the back of each module, so carpet tiles go down quickly, cleanly and economically.

The SelfLock system prevents shifting even at pivot points, on ramps and under rolling chairs. Chair pads are not required. SelfLock is perfect for raised floors where adhesives should be avoided. Tiles may be taken up over and over, without loss of bonding strength

SelfLock is the most environmentally friendly carpet system available. There's no off-gassing, no buckets or transfer papers to discard, nor fuel cost required for their removal. SelfLock is guaranteed never to delaminate; edge ravel; cup, dome or dish; or, lose dimensional stability.

**Permalink™** installation system is environmentally friendly and facility friendly. The Permalink adhesive film system is specifically engineered to let you install carpet tile over existing carpets.

- Eliminates need for removal of old carpet
- Ideal for carpet installed over VAT
- For use with modular carpet tiles
- Maintains Class 1 fire rating
- No exposure to adhesives, dust or debris from removal of old carpet
- Reduces cost and downtime
- Diverts carpet from landfill
- Creates a cushion base for new carpet
- No asbestos abatement
- Non-prorated Lifetime Warranty

**NuSprayLok Flooring Adhesive Spray System** – Developed by The Mohawk Group for superior performance when moisture conditions exist.

- Combats high moisture problems (Standard - up to 7 lbs. and 11 pH, Platinum – up to 10 lbs. and 12 pH)
- Apply standing up – reduces installation time up to 50%
- Releasable formula allows for easy removal later
- Adheres to both porous and non porous surfaces
- Floor may be used immediately after installing modular carpet or VCT
- CRI Green Label Plus certified
- Easy clean up, dries fast, long open time, no VOC's

## WARRANTIES

The Mohawk Group has the most comprehensive and longest warranty in the industry. Our non-prorated Lifetime Warranty is valid as long as the carpet is on the floor.

### Performance Backings Lifetime Warranty

- Tuft bind integrity – wet or dry
- Dimensional stability (shrink, grow, cup, dome)
- Edge ravel or zippering
- Delamination
- Wear
- Static protection

### Duracolor and Everset Lifetime Warranty

- Permanent stain protection against acid type spills
- Colorfastness/Color transfer (wet or dry)
- Wetfastness/Water bleed
- Static protection
- Lightfastness – 10 Years
- Atmospheric contaminants – 10 Years
- 96% of all stains can be removed with WATER only

### Fortis Nylon Lifetime Warranty

- Wear
- Static protection
- Stain protection – 10 Years (Fortis with Averta only)

### Colorstrand SDN Lifetime Warranty

- Wear
- Static protection
- Colorfastness to Light
- Atmospheric contaminants – 10 Years
- Sentry Plus stain protection – 10 Years

## Design Services

At The Mohawk Group, over 30% of our total carpet business comes from non-standard offerings. We pride ourselves on having the ability to work with a client to achieve the specific look that matches their aesthetic requirements and their performance needs. We have developed private collections with multiple strategic partners that often outsell running line patterns and colors. Working with our Regional Design Consultants and our Product Development team we can translate your vision into reality. From non-standard colorations of standard construction to ground-up product development, we are unmatched in the industry.

Our design process is the embodiment of teamwork between the sales, marketing, style and design, and research and development teams. The design department contains pilot manufacturing machinery in miniature, which mirrors the capabilities of the manufacturing plant. This is a significant and unusually comprehensive facility. The design process stresses technical appropriateness for anticipated and unanticipated end-use, and aesthetics that are both fashionable and functionally appropriate.

Commitment to innovation can be measured by 40 design awards since 1996 (including Best of NeoCon), many being the fruit of collaboration between customers and our design team. Two patents were awarded to the Research and Development team in 2002, one more in 2003, with more applications in progress.

### **Interactive Design Tools**

Design your very own carpets or mix and match endless stocked styles and colors online. Save time and resources with high definition simulations (SIMS). You will receive photo realistic images within 48 hours via our unprecedented simulation process from Tricycle – guaranteed to be pattern and color accurate. These SIMs use zero oil and 95% less water and energy than a tufted strike-off, and are printed on recycled paper.

- **Accelerated Design Systems (ADS)** – All initial custom sample requests will be serviced with ADS. See your carpet in the color you want, on the floor in a complete room setting – delivered overnight.
- **Thought Patterns/Design Studio** – Lees' broadloom and modular custom programs. Choose pattern repeat options from intricate small-scale designs to 12' wide repeats. Use our interactive website, [www.leescustomdesign.com](http://www.leescustomdesign.com) to instantly create simulations of every color and pattern combination you can imagine. Your selections are instantly displayed as a swatch or in a room scene along with the recommended installation method.
- **Folio Series/LE12** – Karastan's custom broadloom (Folio 12), tile (Folio 24), and woven (LE12) interactive sites allow you to mix designs and colorways for fast and easy customs. Folio 54 allows you to recolor your designs, fiber by fiber. Visit [www.karastancustomdesign.com](http://www.karastancustomdesign.com) for more information.
- **Drag & Fly** takes the customization process one step further by allowing the designer to download files into their CAD 3D renderings.

### **Drag & Fly**

The perfect solution for placing accurate, high resolution carpet tile images in your 3D renderings and presentations, and The Mohawk Group is the only manufacturer to offer this innovative design tool.

Gone are the days of waiting for carpet samples, sending them out to be photographed and retouching in Photoshop. With Drag & Fly this work is already done. Simply select the style, color and install format you need and import directly to your rendering program.



This easy-to-use web application gives you instant access to accurate modular carpet images that are light balanced, color corrected and sized to scale. All images are processed at 150 dpi and are available for each of the installation formats recommended for a given style. All of this makes rendering faster, more accurate and more sustainable since there is no need to ship multiple samples. A simple drag and drop places your selected images right where you need them, right now. We're sure you'll find this innovative tool makes it easier than ever to create beautiful, accurate, high-quality renderings of your design inspirations.

To get started go to [www.leescarpets.com/dnf](http://www.leescarpets.com/dnf) and click the "Download I-Drop" link to download your free copy of this essential software. Then, simply choose your carpet and drop it into your CAD program or download onto your desktop.

### **Design Consultants**

The Mohawk Group Design Consultants are available to provide assistance to members in selecting the right flooring for your projects. Our design consultants are regionally located throughout the country and at our Glasgow facility. They work regularly with our account representatives and their customer base on custom products and projects. Mill visits for educational purposes and custom design purposes are also encouraged.

## **The Mohawk Group – Single Source, Total Solution**

It's hard to beat The Mohawk Group. In addition to our key brands – Karastan, Lees and Bigelow - we have a full spectrum of hard surface flooring solutions for even your toughest environments. Mohawk hard surfaces exceed the most rigorous performance standards, all with the industry's best warranties. What's more, these surfaces coordinate perfectly with our carpets for a beautifully unified aesthetic for all of your commercial installations. The Mohawk Group offers a well-coordinated total solution that works as independent brands or a consolidated single source solution.

### **Karastan– A Step Above**

High end woven and coordinated modular and broadloom styles

### **Lees – The Art of Performance**

Modular and broadloom carpets that deliver style and performance

### **Bigelow – Sensible Style**

Woven, modular and broadloom carpets you don't have to sacrifice style to afford

### **Mohawk Hard Surfaces – Beauty & Strength**

- VCT
- Sheet Vinyl
- Luxury Tile
- Rubber Tile
- Wall Base
- DuraHealth (Rolled Rubber)
- StoneWalk (Non PVC Tile)



For more information, visit our websites at  
[www.mohawkgroup.com](http://www.mohawkgroup.com)  
[www.mohawkgroup.com/hardsurfaces](http://www.mohawkgroup.com/hardsurfaces)  
[www.mohawkgreenworks.com](http://www.mohawkgreenworks.com)

