


MOHAWK

everSTRAND 



Starts clean. Stays clean.

everSTRAND™ 

YOUR CHOICE FOR A CLEAN HOME MAKES A WORLD OF DIFFERENCE.

EverStrand represents the perfect balance of value and beauty, with the convenience of a stain-free carpet that is easy to clean.

- Made using patented Continuum™, the ultimate innovation in PET carpet
- Premium recycled content: EverStrand carpets are made with up to 100% post-consumer recycled content
- Keep your carpet clean with EasyClean™ stain and soil protection



Mohawk Continuum process is the ultimate innovation in PET carpet that provides the best in cleanability and performance

Cleaner PROCESS

Continuum utilizes a stronger, higher quality PET polymer

Cleaner PRODUCT

Continuum removes the oily lubricants that can cause other PET carpets to become dingy over time

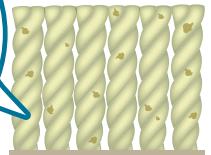
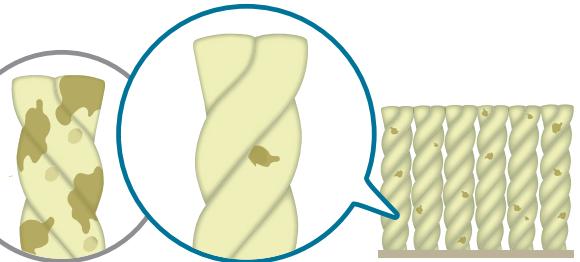
Cleaner PLANET

Continuum is made with up to 100% post-consumer recycled content

EverStrand PET carpets featuring Continuum technology undergo a patented process to strengthen the fiber and remove the dirt-attracting residue found on other PET carpets. This multi-step purification process ensures that EverStrand carpets resist the dirt, grime and contaminants that cause other PET carpets to become dingy over time.



COMPETITIVE UN-PURIFIED CARPET



MOHAWK PURIFIED CARPET

THE SURPRISING TRUTH ABOUT RECYCLING

Many people are surprised to learn that Mohawk uses recycled plastic bottles to make EverStrand carpets. They are even more surprised to learn that the primary reason is that these bottles actually create a stronger yarn than other PET. Through our patented Continuum™ process, Mohawk makes the strongest PET yarn while at the same time contributing to a cleaner planet. Mohawk recycles 1 out of every 3 bottles recycled in the U.S.

Bottles-to-carpet Process







www.MohawkFlooring.com



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