

duracolor

FOREVER STAIN FREE



The performance standard for every application, Duracolor nylon is forever stain free, forever sustainable and forever beautiful, guaranteed*. Carpet is easy to maintain with inherent stain resistance and water-only stain removal. What's more, its 30% recycled content makes Duracolor one of the most sustainable fibers on the market today. With more than 300 beautiful colors that last, Duracolor is the right choice forever.



PERFORMANCE

Forever Stain Free

- Permanent built in protection
- Resists 99% of all stains
- Passes the GSA Test Method for stain resistance: AATCC Test Method 175
- Lifetime Warranty: We guarantee it for Life*



SUSTAINABILITY

Forever Sustainable

- Made with 30% recycled content: 25% pre-consumer & 5% post-consumer
- No Chemicals required: 96% of all common stains clean with just water
- Declare Red List Free: Duracolor fiber is Declare red list free in accordance with the Living Building Challenge

- Lasts Longer: Product life is extended, reducing the impact to your bottom line and to the environment
- Recyclable through Mohawk's ReCover Program



DESIGN

Forever Beautiful

- Available in more than 300 colors
- Unsurpassed colorfastness to light and atmospheric contaminants so colors won't fade
- Unmatched design flexibility without compromising color retention or stain resistance
- Proven track record of success over the past 20 years



BUDGET

- Extended carpet life leads to a much lower total cost of ownership
- Water clean up means less money spent on cleaning chemicals
- New Duracolor products offer access to high performance products even with increasingly tighter budgets
- Reduced maintenance demands are a big perk for tight budgets; many styles are also available under \$20 in broadloom and under \$25 in modular, with no compromise in performance



SERVICE

- Excellent lead times and service reliability thru vertical integration

* See Mohawk Group official warranty documents for further details at www.mohawkgroup.com

DURACOLOR LIFETIME LIMITED STAIN RESISTANT WARRANTY*

PERMANENT STAIN PROTECTION AGAINST ACID TYPE SPILLS: LIFETIME

96% of all stains are acid based, i.e. coffee, tea, sodas and many healthcare spills. The Mohawk Group warrants that all carpets incorporating Duracolor technology will retain permanent stain protection against acid type spills for the life of the carpet.

COLORFASTNESS (WET AND DRY): LIFETIME

All carpets made incorporating Duracolor technology will resist color transfer from wear for the life of the carpet.

WETFASTNESS: LIFETIME

All carpets made incorporating Duracolor technology will resist color change after exposure to water damage for the life of the carpet.

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STATIC PROTECTION: LIFETIME

All carpets incorporating Duracolor technology will offer protection from static discharge in excess of 3.0 KV for the life of the carpet.

LIGHTFASTNESS: 10 YEARS

All carpets incorporating Duracolor technology will resist color loss from light exposure for 10 years.

ATMOSPHERIC CONTAMINANTS: 10 YEARS

All carpets incorporating Duracolor technology will resist color loss from atmospheric contamination for 10 years.

DURACOLOR PASSES THE GSA TEST METHOD

The U.S. federal government sets a high standard for stain resistant carpet. Under the GSA Test Method, carpet must pass the stain test after simulated traffic. Duracolor is the only stain resistant system for yarn dyed carpets that meets this standard.

- Carpet samples are subjected to 100 cycles with a Taber Abrader to simulate traffic and cleaning
- Samples are stained, and stains are allowed to set for 24 hours
- After cleaning, the samples must score at least 8.0 on the 10-point AATCC Red 40 Stain Scale
- Only Duracolor passes this rigorous test
- Duracolor passes this test because it is not a topical "treatment," but an inherent property of the carpet; it cannot wash or wear away



Duracolor



Competitor

Solution Dyed / Yarn Dyed Blend

duracolor[®]
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