SmartStrand® Forever Clean.™
The Toughest, Easiest to Clean Carpet on the Planet.™
SmartStrand® Forever Clean™
The Toughest, Easiest to Clean Carpet on the Planet™
The best carpet ever invented...AGAIN.

When SmartStrand was unveiled in 2005, it was quickly embraced by consumers looking for an innovative alternative to traditional carpets. In the first ten years, SmartStrand has earned an impressive record.

- The first new fiber introduced in over 50 years
- The first bio-based carpet using a rapidly renewable resource
- The only carpet that boasts durability and permanent, built-in stain resistance
- The highest-rated carpet for consumer satisfaction, cleanability and durability
- SmartStrand Silk, the world’s most luxuriously soft and durable carpet

Now introducing SmartStrand Forever Clean, the first carpet to combine built-in stain protection with a nanotechnology spill shield.

Any SmartStrand carpet you buy today is now SmartStrand Forever Clean.
Using the most advanced fiber innovation, SmartStrand Forever Clean carpets offer the highest level of beauty, comfort and performance available.

- The perfect carpet for families with kids and pets
- New Nanoloc™ spill protection technology for quick and easy cleanup
- The only carpet with permanent built-in stain and soil protection that won’t wear or wash off
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- A breakthrough technology in renewable and sustainable carpet fiber to preserve the beauty of our planet
M&M DISASTER AVERTED

“My dog got into a large bag of M&M’s while we were out and I came home to a rainbow of colors on my new carpet...10 minutes, a washcloth and some warm water later there was no sign of the M&M dye.”

EGICO, COLORADO

FULL PET WARRANTY

FULL PET WARRANTY
SmartStrand Forever Clean with Mohawk SmartCushion™ provides the ultimate protection against stains and odors associated with pet accidents.

- ENHANCE YOUR WARRANTY
- REDUCE PET ODORS
- MOISTURE BARRIER

THE PERFECT CARPET FOR KIDS AND PETS
Proprietary carpet protection system

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming a stain. SmartStrand Forever Clean features Nanoloc™, an advanced nanotechnology that completely encapsulates the SmartStrand fiber to create a superior spill and soil barrier.

Up to 3x easier to clean*

SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release up to 3X more dirt than other carpets. That means you can breathe easy knowing that your floor cleans faster, better and easier than ordinary carpets.

* Based on CRI XRF soil testing, a technology developed by NASA and used to measure the exact amount of soil removed when carpet is cleaned.
Permanent built-in stain protection

SmartStrand Forever Clean is the only carpet with lifetime stain resistance built into the core of the fiber. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.

100% LIFETIME PROTECTION
Core stain resistance is built into the fiber and will never wash or wear off.

CORE STAIN PROTECTION
SmartStrand Forever Clean has no dye sites for spills to adhere. Permanent protection is built into the fiber to keep spills from becoming stains and to ensure the carpet is easy to clean.

PERMANENT PROTECTION

*Results of stain test using SmartStrand Forever Clean carpet

LIFE-TIME STAIN AND SOIL WARRANTY
The remarkable alternative to nylon

For many years nylon was the only durable carpet fiber available. Unfortunately, nylon carpets are prone to staining and can be difficult to clean and maintain over time. As nylon gained popularity, people began to believe stains were an unavoidable part of life. Then in 2005, SmartStrand was introduced. Now, more than 7 million households have discovered that stains were not their fault; it was the nylon carpet. Nylon has no core stain protection in the fiber, so it has to rely completely on temporary, topical treatments to prevent stains. Only SmartStrand Forever Clean provides long-lasting durability with complete inside and outside protection from dirt and spills. This revolutionary difference means that SmartStrand Forever Clean will always be the easiest carpet to clean.

*Nylon has no core protection

Spills absorb into the fiber and attach to dye sites where they are locked in as stains, making nylon difficult to clean.

*Nylon has no core protection

Spills absorb into the fiber and attach to dye sites where they are locked in as stains, making nylon difficult to clean.

*Nylon has no core protection

Spills absorb into the fiber and attach to dye sites where they are locked in as stains, making nylon difficult to clean.

*Temporary protection

Nylon carpets use topical treatments to protect from stains. On average, nylon carpets lose 50% of this protection after just three cleanings.

*Solution dyed nylon stain

*Results of stain test using solution-dyed nylon 6 carpet

*Temporary protection

Nylon carpets use topical treatments to protect from stains. On average, nylon carpets lose 50% of this protection after just three cleanings.

*Solution dyed nylon stain

*Results of stain test using solution-dyed nylon 6 carpet
The truth about stain protection

SmartStrand Forever Clean is the ONLY carpet that contains permanent, built-in stain and soil protection that never washes or wears off.

The stain and soil protection on other carpets is temporary and has to be reapplied when it wears or washes off. In fact, in an independent study, nylon carpet lost, on average, nearly 50% of its stain and soil protection after just three steam cleanings. That’s why other carpets become difficult to keep clean over time. SmartStrand Forever Clean eliminates this problem, so you can enjoy 100% protection for life.

*Based on independent stain tests of nylon verses SmartStrand carpet after multiple professional cleanings.
SmartStrand Forever Clean uses a completely different stain protection system that’s built into the fiber’s core. This means SmartStrand Forever Clean never loses its stain resistance and is the easiest carpet to clean time after time.

**SmartStrand Forever Clean with built-in protection**

SmartStrand Forever Clean was stained and cleaned with just water. Even after three cleanings, SmartStrand Forever Clean remains 100% free of staining. Because the stain resistance is built into the fiber’s core it can never be washed or worn off, which means SmartStrand Forever Clean will be the easiest carpet to clean time after time.

**Competitive nylon treated with topically-applied stain protection**

Nylon carpet was stained and cleaned with just water. After one professional cleaning, nylon carpet lose its stain protection. After two professional cleanings, nylon loses significant protection resulting in visible stains. After three professional cleanings, nylon lost most of its protection and is dramatically stained.
Live life worry free

Whether it’s kids, pets or one of life’s unexpected spills, with SmartStrand Forever Clean you can live life without worrying about your carpet.
DEFINITELY RECOMMEND

“Any spots caused by kids or food have come right up.”

REVIEWED BY JENS

⭐⭐⭐⭐⭐
“My 5-year-old has taken to roller skating on it and even that hasn’t damaged it. We never intended this to be a forever carpet, we just wanted it to last until our second child passed the toddler years....”

GREAT STUFF

REVIEWED BY PKOVO

⭐⭐⭐⭐⭐
Durability in the fiber’s DNA

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind.

SmartStrand Forever Clean is made with an innovative fiber, engineered to resist matting and crushing. This unique trait is built into the fiber at the molecular level causing the fiber to bounce back, maintaining its beauty and appearance over time.

This performance boost gives SmartStrand Forever Clean a particular performance advantage when it comes to premium soft fibers, such as SmartStrand Silk. Amazingly, in comparison tests, SmartStrand Silk Forever Clean retained its beautiful appearance after 60,000 footsteps*. That extraordinary durability proved to be up to 3X longer than comparable soft nylon carpets. So, rest soft and easy with SmartStrand Silk Forever Clean, the world’s toughest and softest carpet.

*Based on independent hexapod wear testing of SmartStrand Silk with comparable soft nylon carpets.
OUTSTANDING

“...so soft, I love getting out of bed in the morning...”

COLUMBIA, MO

⭐⭐⭐⭐⭐
Entirely new category of luxury soft carpet

One of the unique attributes of carpet is its natural softness, but not all carpets are sink-your-toes-in soft. If you’re looking for a super soft carpet, SmartStrand Silk Forever Clean will exceed your expectations.

Achieving the soft, luxurious feel of SmartStrand Silk Forever Clean requires a new yarn with 3X the amount of fiber found in ordinary soft nylon carpets.

Choosing softness doesn’t mean you have to sacrifice performance. The result of packing more than 700 silk-like fibers into one yarn is amazing softness and incredible durability.
The next generation of sustainable carpet

SmartStrand Forever Clean is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources. This also enables us to reduce our energy consumption in the manufacturing of all SmartStrand Forever Clean carpets. It’s good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

OEKO-TEX® certified free of harmful substances

SmartStrand Forever Clean is made with Dupont™ Sorona® polymer, which is OEKO-TEX® certified free from harmful substances. With SmartStrand Forever Clean, you can rest easy knowing your carpet fiber is certified for a safe and healthy home.

Dupont™ Sorona® is made in part with annually renewable plant-based ingredients

DuPont™ and Sorona® are trademarks or registered trademarks of DuPont used under license by Mohawk.
BEST CHOICE I’VE EVER MADE

“We love laying on it and feel safe letting our baby play on the carpet now.”

REVIEWED BY COZY COMFORT

⭐⭐⭐⭐⭐
An extraordinary carpet proven through extraordinary challenges

Over the last 10 years, SmartStrand has proven itself in over 7 million homes. It has also endured some of the most extraordinary challenges in the history of carpet.

In 2009, Mohawk put SmartStrand to the test by installing the carpet in the home of Ricko the Rhino.

In 2010, Mohawk took its challenge to the Dallas Zoo to prove that no animal can outmatch the durability and stain resistance of SmartStrand.

In 2011, Mohawk took its challenge to the Family Circle Cup and proved that active families are no match for SmartStrand carpet.

In 2012, Mohawk searched the country for the messiest kids to challenge the carpet.

In 2012, Mohawk searched the country for the messiest kids to challenge the carpet.

THE PERFECT CARPET FOR KIDS, PETS
In 2013, Mohawk went on the road to 12 food festivals to see if anyone could stain the carpet.

In 2014, Mohawk installed SmartStrand onto the Puppy Bowl X field to show that household pets are no match for SmartStrand.

In 2015, SmartStrand will go up against Tough Mudder, the toughest, dirtiest challenge yet.

SmartStrand Forever Clean™ is the toughest, easiest to clean carpet on the planet.

Proven in more than 7 million homes over 10 years.

That’s tough tested.

* Mudder is a trademark of Tough Mudder, LLC.
A 65-year quest results in the ultimate carpet

Throughout the years, the industry has strived to achieve a carpet that is both long-lasting and stain-resistant. New SmartStrand Forever Clean is now the toughest, easiest to clean carpet on the planet.

Nylon is durable, but easy to stain
- Developed by DuPont™ in 1935 – first used in women’s hosiery and then in WWII parachutes
- Until 1940, carpet was made of cotton and wool; nylon fiber made carpet affordable for all

PET is stain resistant, but less durable
- Invented in 1941 and developed for the next two decades before it was used in carpet 1965
Combining built-in stain resistance with lasting durability

- 2005 marked the end of a 60-year quest to create a carpet fiber that combines durability and stain resistance

1990s

NEW FIBER TRIEXTA IS BORN

- In the mid-1990s, DuPont™ and Mohawk co-produced an enhanced polymer to yarn:
  - resiliency and durability of nylon
  - flexible dye-ability of nylon
  - inherent stain/soil protection of PET

2005

SMART STRAND

New SmartStrand Forever Clean

- The only carpet with permanent built-in stain and soil protection that never washes or wears off

- New spill-protection technology for quick and easy cleanup

- Exceptional durability that preserves the style, beauty and appearance of your carpet

- Luxurious softness that you can sink your toes into

- Breakthrough technology in renewable and sustainable carpet fiber to preserve the beauty of our planet

2015

FOREVER CLEAN

SmartStrand’s unique spring-like “kinked” fiber molecules

The DuPont oval, DuPont™, and Sorona® are trademarks or registered trademarks of DuPont used under license by Mohawk.
SmartCushion™ by MOHAWK
Enhanced your carpet warranty with SmartCushion™

Decorate for the Cure.
Ask your retailer how your purchase of Mohawk’s SmartCushion can support Susan G. Komen for the Cure®