




Goodrich Global
SINCE 1983

FOREVER

STAIN FREE • SUSTAINABLE • BEAUTIFUL



 Mohawk Group

duracolor[®]
FOREVER STAIN FREE



PERMANENT PROTECTION

RESISTS 99% OF ALL COMMON STAINS



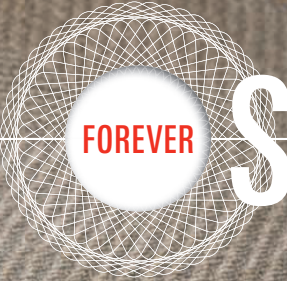
FOREVER

STAIN FREE

NO WORRIES: When accidents happen, there's no need to worry with carpet made from Duracolor fiber. Duracolor is an advanced, stain resistant fiber technology that resists 99% of all common stains—FOREVER. That's right, the stain protection is permanently built in, so you don't have to worry about it washing off or wearing away like the temporary, topical treatments used by many other carpet fibers. In fact, the permanent stain protection is so good, Mohawk guarantees it.

PROVEN PERFORMANCE

Originally patented by Mohawk in 1991, Duracolor is known for unsurpassed performance. Hundreds of millions of yards of Duracolor carpet have been installed in some of the most demanding, high-traffic commercial locations. Duracolor proves its value by delivering longer product life cycles, and reduced impact to your bottom line and the environment.



PERMANENT PROTECTION
RESISTS 99% OF ALL COMMON STAINS

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Duracol

STAIN FREE

PASSES THE MOST RIGOROUS TESTING STANDARDS

The U.S. federal government's rigorous test for carpet stain resistance is called AATCC Test Method 175. Unlike topical protective treatments that wear off over time, Duracolor passes this third-party certified test with flying colors.

AATCC TEST METHOD 175



Samples of Duracolor and a competitor's carpet are put through 100 revolutions of the Taber Abrader, which is used to simulate years of foot traffic.



A portion of each sample is stained with Red Dye #40.



After the stain has set for 24 hours, the samples are rinsed with water.



The samples are then rated against the government's AATCC Red Dye #40 10-point scale.

THE RESULTS: Duracolor delivers superior stain resistance despite the simulation of heavy foot traffic.



DURACOLOR
SCORES 8.0+ ON THE
10-POINT SCALE

Duracolor passes this test because its stain protection is an inherent property that cannot wash off or wear away. It does not use a topical treatment.



COMPETITOR
TOPICALS WEAR OFF
CAUSING THEM TO FAIL



DURACOLOR NYLON FIBERS have a positive charge that repels the 99% of common stains that are negatively charged, preventing many permanent stains from occurring.



DURACOLOR FIBERS have a negative charge that actually repels 99% of negatively charged, common staining substances.

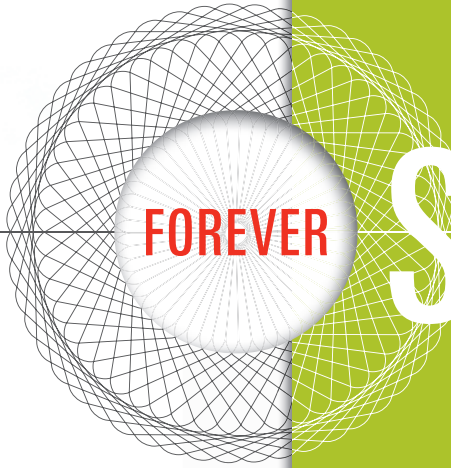
PERMANENT PROTECTION

It is not a topical treatment that can wash off or wear away with use. Its unique ability to resist stains is engineered into its molecular structure, resulting in a fiber that through its inherent characteristics repels stains forever. In fact, the stain resistance is such a permanent part of the fiber that we guarantee it.



30% RECYCLED

25% PRE-CONSUMER & 5% POST-CONSUMER



SUSTAINABLE

A BETTER BUILT FIBER: In addition to its remarkable water-only cleaning properties, Duracolor is made with 30% recycled content. With 25% pre-consumer and 5% post-consumer recycled content, Duracolor has become one of the most sustainable fibers on the market today—all without sacrificing performance, style or durability. Duracolor is truly a better built, sustainable fiber.

Declare.

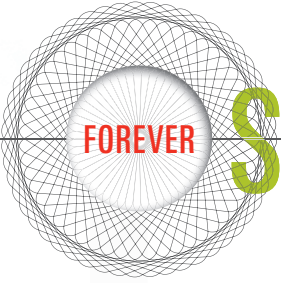
DECLARE RED LIST FREE

Duracolor Fiber is red list free in accordance with the Living Building Challenge. To learn more about our numerous Declare red list free carpet options, and to view the ingredients of our carpet, visit us at: www.mohawkgroup.com.





30% RECYCLED
25% PRE-CONSUMER & 5% POST-CONSUMER



NO
ST

SUSTAINABLE

LOOKS BETTER LONGER

NO CHEMICALS
STAINS ARE REMOVED WITH
JUST WATER



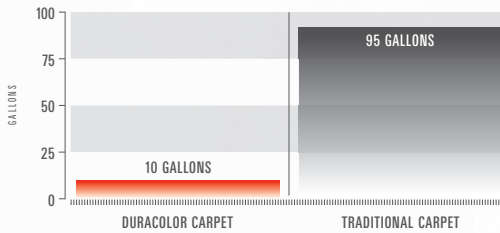
Environmental experts in our industry cite extended product life as one of the more important attributes of sustainable products.

Duracolor doesn't just last longer than other systems, it lasts a lifetime. The longer product life cycle reduces environmental impact, and saves thousands of dollars in reduced carpet replacements.

recover

Duracolor is recyclable through Mohawk's ReCover program.

10-YEAR PROJECTED CHEMICAL USE
Estimated gallons based on care for a 10,000 yd. facility.



BIG BENEFITS WITH WATER ONLY CLEAN-UP

While other stain resistant fibers require costly, labor-intensive maintenance and expensive chemical cleaners, Duracolor allows you to remove stains with just water, greatly reducing the need for chemical cleaners. It improves indoor air quality, as well as overall environmental sustainability by reducing the need to transport, store and dispose of harmful cleaning chemicals.

300+ COLORS

PROVIDE YOU WITH THE
DESIGN FLEXIBILITY YOU NEED





FOREVER

BEAUTIFUL

BEAUTY YOU CAN BELIEVE IN: Any carpet can look good when it's new. But carpet that stays beautiful forever can only mean carpet made with Duracolor fiber. With Duracolor, you can rest easy that your carpet's beauty will last. Even lighter colored carpet in high traffic settings are guaranteed to look great for a lifetime. Available in more than 300 pure, vibrant colors, Duracolor provides you with the design flexibility and lasting beauty you desire.

ENGINEERED TO ENDURE

Duracolor fibers never compromise on quality. Choose from a range of brilliant color options, knowing the allure will last a lifetime. Our fibers are the best in colorfastness to light and atmospheric contaminants, so your striking palette won't ever fade. And with color choices that vary from solution-dyed to space-dyed yarns, the design flexibility Duracolor offers is unmatched.



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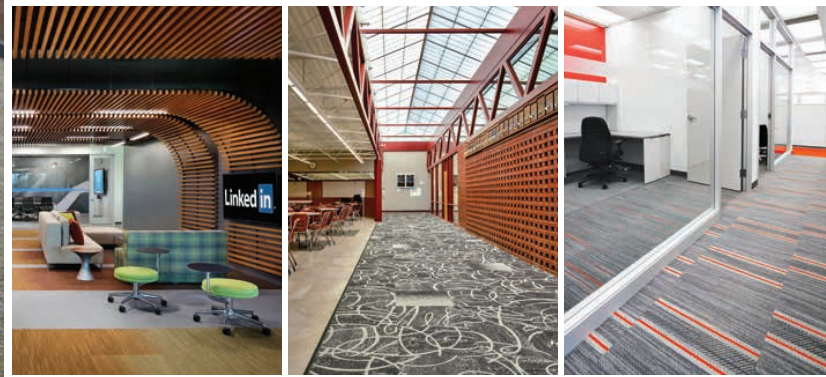
STARTS BEAUTIFUL, STAYS BEAUTIFUL

The Duracolor promise of lasting beauty has been fulfilled in thousands of real life commercial settings.

Duracolor performs in the most demanding environments—including retail locations, healthcare facilities, corporate offices, education centers or any other public space. No other commercial carpet can match Duracolor's proven track record of success over the past 20 years.

PERFECT FOR ANY SPACE

Every space is designed with specific flooring needs and Duracolor can fulfill every one. From large-scale, high energy spaces to quiet, intimate interiors, Duracolor gives you the freedom and confidence to design any space that requires beautiful, high performance carpet.



SEQUENCES II COLLECTION: Pix II-539 Crystalline

LEFT: State of Mind Collection installed at LinkedIn Corporation. MIDDLE: Street Thread Collection installed at Conestoga Junior & Senior High School. RIGHT: Denim Collection and Colorbeat installed at Ministry of Training, Colleges and Universities.

Mohawk Group



To learn more about Duracolor or to review Duracolor's warranty information, contact your local Mohawk Group sales representative, or visit our website.

800.554.6637 | MOHAWKGROUP.COM/DURACOLOR