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## MOHAWK EXPANDS SOLIDTECH LINE, OFFERING LMF, FLEX AND SPC RIGID OPTIONS TO REACH A DIVERSE RANGE OF CONSUMERS

## SOLIDTECH

Responding to increased consumer demand for resilient flooring, Mohawk is expanding its successful SolidTech line in 2021 to offer retailers a full assortment of product from LMF to flex and rigid. Branded Mohawk SolidTech on the same merchandising unit and with 68 new trending wood and stone looks, the revamped line gives retailers and retail sales associates the ultimate flexibility to reach a diverse range of consumers.

"We know that not all homeowners need or want the exact same performance attributes, nor do they all share a common budget," said Mary Beth Sharp, vice president of marketing, resilient. "This new, simplified trade-up story really opens up our SolidTech line of products to offer her the looks she wants with the performance she needs at a price point that makes her comfortable."

Divided into Essentials, Select and Plus tiers, SolidTech products are durable for any room, any style. While SolidTech Essentials offers beautiful vinyl at the most affordable prices, SolidTech Select provides consumers with enhanced visuals, such as proprietary painted bevels that create an authentic hardwood visual at the joint, as well as the All Pet Protection and Warranty - the industry's leading protection against all pets, all accidents, all the time. SolidTech Plus adds to these features with enhanced stain and scratch protection and a lifetime limited residential warranty.

"With a variety of domestically produced styles, Mohawk's proprietary EasyClean technology that adds enhanced stain and soil protection, and collections featuring our easy click installation, SolidTech is the perfect choice for consumers," explained Ed Sanchez, vice president of product management, resilient. "Marry that with new wood and stone collections across multiple pricing tiers, SolidTech truly has it all."

Mohawk will continue to provide firstclass marketing support for SolidTech through dealer advertising options and national promotional events. SolidTech Plus will be included in Mohawk's first national sale of the year and select SolidTech products will be featured in Mohawk's second national sale.

For more information on Mohawk SolidTech, visit MohawkToday.com or see your local Mohawk sales representative.



## A CLEANER HOME AND A CLEANER PLANET ARE THE HALLMARKS OF MOHAWK'S ECO-FRIENDLY EVERSTRAND LINE IN 2021



Mohawk is refreshing its stylish, environmentally-friendly EverStrand carpet line to make it even easier for retailers to provide homeowners with a solution for a cleaner home while contributing to a cleaner planet.

"Mohawk is giving our EverStrand and EverStrand Soft Appeal product lines a bit of a facelift in 2021," said Denise Silbert, vice president of marketing, soft surface. "We are making the series look and feel more relevant in order to help our retail partners build a stronger connection with today's growing consumer base."

With consumers, particularly millennials, preferring sustainable flooring options more than ever before, EverStrand allows homeowners to make a real difference.

"That's because our polyester carpet features the highest quality PET fiber made from up to 100 percent recycled content including plastic bottles, a sustainable source that most consumers use every single day," explained Jamie Welborn, vice president of product management, soft surface. "These bottles are recycled daily, with billions recycled annually, through our Continuum process. Since we started Continuum, we have recycled more than 50 billion bottles. This patented process allows us to help keep plastics out of oceans, waterways and natural environments."





While EverStrand contributes to a cleaner planet, it also offers additional advantages for busy families: timeless style made from the highest quality PET fiber that is easy to clean. The stain and soil protection of EasyClean protects EverStrand carpets from spills and makes them simple to clean, keeping carpets looking newer, longer. Additionally, EverStrand Soft Appeal provides enhanced softness and ForeverFresh odor-reducing technology.

"This slight re-positioning elevates the brand and product benefits, in keeping with our strategy, while using our process, Continuum, as a primary reason to believe this promise," continued Silbert. "We are focusing more on the benefits that the process and innovations bring to consumers. For instance, a reduced cleanup time and simplified maintenance means families can spend more time making memorable moments and less time worrying about their floors. Plus, they can still feel good knowing they've selected an environmentally conscious carpet option."

Retailers will be able to promote 19 exciting new introductions and refreshed messaging with updated EverStrand displays, including expanded merchandising for new Berber looks, giving them the most complete and diverse polyester offering in the industry.

On average, 63 reclaimed high-quality plastic bottles go into each square yard of EverStrand carpet. In 2020 alone, Mohawk recycled about six billion plastic bottles—enough to wrap around Earth almost 30 times.

The full EverStrand line holds third-party certifications that illustrate Mohawk's leadership in product transparency and commitment to manufacturing flooring that helps contribute to healthy spaces. EverStrand and EverStrand Soft Appeal recently achieved the rigorous Declare Red List-free status certification from the International Living Future Institute (ILFI), as well as a Health Product Declaration (HPD) from the Health Product Declaration Collaborative.

For more information on EverStrand, visit MohawkToday.com or speak to your local Mohawk sales representative.



## MOHAWK REINVIGORATING SMARTSTRAND BY APPEALING TO CONSUMERS WITH INCREDIBLE STORY OF EASY CARE, DURABILITY AND ENVIRONMENTAL FRIENDLINESS



Introduced more than 15 years ago, SmartStrand is still the softest, most durable and easiest to clean carpet on the planet. In 2021, Mohawk will continue the celebration of this story by reaching out to both longtime fans and excited newcomers with more ways to enjoy SmartStrand.

"SmartStrand is our exclusive and differentiated soft surface offering," said Denise Silbert, vice president of marketing, soft surface. "We are renewing our focus and simplifying the message of SmartStrand to reinvigorate the collection and support our retail partners to drive trade up sales in a category where hard surface is stealing from soft and there is a growing divide between value-priced and premium carpet."

Since its introduction in 2005, SmartStrand carpet has been installed in more than 11 million homes—and counting—largely due to its tested and proven features and benefits:

**Extraordinarily Clean.** SmartStrand offers extraordinary cleanability and permanent stain resistance, resulting in fewer customer claims.

**Exceptionally Durable.** SmartStrand provides exceptional durability that preserves the style, beauty and appearance while offering consumers the confidence they can only get from one of the most recognized names in carpet.

**Environmentally Friendly.** Made inpart from annual renewable plant-based ingredients, SmartStrand makes it easy to connect with your environmentally conscious customers.



Both SmartStrand and SmartStrand Silk include Mohawk's exclusive All Pet Protection, the most comprehensive pet warranty in the industry covering all pets, all accidents, all the time.

In addition, SmartStrand Silk adds superior softness to the mix. Each strand is packed with 700 silk-like, stain-resistant fibers. That is three times more individual fibers than found in traditional carpets—making it a soft and luxurious choice.

"Because of its relevance to today's consumer, we are expanding our messaging for all SmartStrand and SmartStrand Silk products to reinforce its environmental impact. SmartStrand carpet fiber is OEKO-TEX® certified free from harmful substances and made in part from annual renewable plant-based ingredients," explained Jamie Welborn, vice president of product management, soft surface. "That way, RSAs and consumers can easily understand that SmartStrand is safe for homes and the environment. Additionally, we are rolling out an enhanced warranty for SmartStrand products this year so that we can further differentiate the line."

Mohawk's refreshed in-store and online messaging and national promotions will continue driving sales. Mohawk will also build on the success of last year's SmartStrand Silk destination display with new SmartStrand Silk pattern additions.

For more information on SmartStrand, visit MohawkToday.com or speak to your local Mohawk sales representative.



SmartStrand is safe for homes and the environment.

# MOHAWK INTRODUCES ULTRAWOOD: THE ULTIMATE PERFORMANCE HARDWOOD THAT PROVIDES LONG-LASTING DURABILITY AND SUPERIOR WATERPROOF PROTECTION



Mohawk is taking performance to the next level with a breakthrough new hardwood offering. Slated as the ultimate performance hardwood, UltraWood is domestically produced at the company's Danville facility in Virginia and features the latest in technological innovations: Everlast, WetProtect and EasyClean.

"After four years in the making, we are thrilled to bring UltraWood to the market this year," said Seth Arnold, vice president of marketing, wood and laminate. "Eighty percent of consumers say performance is the number one driving factor in selection. That is why, with UltraWood, we are delivering features and benefits such as ultimate durability and superior waterproof protection that truly give our retail partners a differentiated product in the hardwood category that consumers cannot get anywhere else."

UltraWood includes Mohawk's new Everlast hardwood protection system that reinforces its hardwood veneer against scratches, wear and dents. Everlast technology promises four-times greater scratch protection, two-times stronger wear protection and five-times greater dent protection. Therefore, with Everlast hardwood protection, the floor's appearance remains beautiful and is supported by a lifetime wear warranty.

UltraWood also utilizes Mohawk's new patented WetProtect technology. WetProtect is the right kind of waterproof because of its innovative protection for the top of the floor and from water leaking through and damaging the subfloor. WetProtect provides the only lifetime surface and subfloor waterproof warranty.



EasyClean, Mohawk's enhanced lacquer, resists stains and soil buildup within the grain of each UltraWood board and keeps the floor looking its best longer.

Along with added durability and reliability from the best of Mohawk technology, UltraWood features four styles with 20 decors of clean, elevated visuals that only natural hardwood can provide.

"Wood décor flooring is the fastest growing category within hard surface," explained Adam Ward, senior product director, wood and laminate. "It is growing 14 times as fast as tile and stone looks. Consumers want wood, and they prefer natural wood. When you can combine ultimate performance with genuine hardwood - it is a win-win for our retail partners."

Additionally, UltraWood is easy to install with Mohawk's Uniclic glueless locking system. With minimal acclimation time, UltraWood can be installed quickly unlike traditional hardwood that requires a longer acclimation time.

UltraWood's dedicated merchandising display includes a large graphic space with messaging and a QR code for consumers to scan to learn more online, visualize the product in their spaces and order samples. High-impact performance demos will also be exclusively available for Mohawk's Five Star retailers.

Mohawk will support the launch with a full digital campaign for Omnify retailers and provide high-quality content to support local retail co-op advertising. UltraWood will also be included in Mohawk's second national sale event of the year.

For more information on UltraWood, speak to your local Mohawk sales representative.



## REVWOOD NOW FEATURES PATENTED WETPROTECT TECHNOLOGY: MOHAWK'S REVOLUTIONARY WOOD TO PROVIDE HOMEOWNERS WITH LIFETIME WATERPROOF SURFACE AND SUBFLOOR WARRANTY



M ohawk is expanding its extremely popular and top-selling RevWood

line with the addition of two new collections in summer 2021, including RevWood Plus styles that feature Mohawk's patented WetProtect technology, so that retailers can offer even more options for wood without compromise.

"From the beginning, RevWood has truly been revolutionary wood and has been one of our fastest-growing product lines," said Seth Arnold, vice president of marketing, wood and laminate. "Sales did not slow down during the pandemic, and we expect them to continue to climb this year. That is because RevWood does not make consumers choose between the beauty of hardwood and the toughness of laminate. With RevWood, they can have both."

RevWood Essentials, RevWood Select and RevWood Plus feature premium hardwood realism with incredible durability that resists fading and includes maximum scratch protection. In fact, the RevWood line is four times more scratch resistant than other competitive products thanks to an infused Crystal Shield aluminum oxide top layer, resulting in fewer consumer claims. With a waterproof flooring system designed to trap moisture on the surface, and Mohawk's All Pet Protection and Warranty, RevWood Select and RevWood Plus are the perfect choice for busy families with kids and pets.

Additionally, RevWood Plus features Mohawk's GenuEdge pressed bevels that allow the surface visual to wrap over the plank's edges, for added hardwood realism. RevWood Plus can also be wet and steam mopped.

"Now, we are further innovating RevWood Plus with our brand-new WetProtect technology," said Adam Ward, senior product director, wood and laminate. "WetProtect offers the right kind of waterproof with water-tight joints, Mohawk's proprietary waterproof finish and the industry's only lifetime surface and subfloor warranty."

Mohawk will continue to provide firstclass marketing support for RevWood through dealer advertising options and national promotional events. RevWood will be included in Mohawk's second national sale of the year.

For more information on RevWood, visit MohawkToday.com or speak to your local Mohawk sales representative.





We are further innovating RevWood Plus with our brand-new WetProtect technology - offering the right kind of waterproof.

### REVAMPED MOHAWK TECWOOD PRODUCT LINE **EXPANDS AND EVOLVES TO OFFER 100 NEW** PREMIUM NATURAL HARDWOOD VISUALS WITH TRUSTED PERFORMANCE



C eizing a tremendous opportunity to I revamp a successful product line and meet high consumer demand within the middle of a changing marketplace, Mohawk will begin to roll out the fully evolved TecWood product line and introduce 100 new SKUs through 2021 to give homeowners trusted performance and design from a natural hardwood veneer.

"Even as wood décor products continue to expand into other categories, natural wood remains the aspirational desire, the gold standard for consumers," said Seth Arnold, vice president of marketing, wood and laminate. "The TecWood program evolution aims to capture the consumer who wants reliable performance with a broad assortment of high-end visuals, wider plank sizes, colors, grain patterns and finished textures from genuine hardwood floors. Showcasing that nature never repeats itself, the vast design capability of the TecWood line allows homeowners to create 100 percent unique floors that can handle the rigors and unpredictability of everyday life."

To highlight the TecWood product evolution to consumers, Mohawk has also developed updated display options to easily tell the full product story, merchandise the 100 new SKUs and allow for updated product assortments in years to come. Approximately 70 new SKUs launched in mid-December 2020, with an all-new product launch of 30 SKUs set for March 2021 to reinforce Mohawk's commitment to the valuable hardwood market.



"To help our retailers expand their reach, TecWood is offered in four collections at a wide range of prices," explained Adam Ward, senior product director, wood and laminate. "All feature Mohawk's Crystal Shield aluminum oxide finish for superior scratch resistance and top-quality plywood construction for installation at any level of the home that will perform in all regions across the U.S."

TecWood also features exclusive performance technologies such as a Spill Protect™ moisture-resistant barrier and EasyClean stain resistance for easy-tomaintain hardwood flooring along with high-end premium looks.

While there are many alternatives to wood on the market, TecWood products allow active families to bring in the real beauty and durability of authentic wood that can hold up to their lifestyle in every room in the home. With dimensional stability and a variety of long-lasting finish technologies, TecWood also protects the color and appearance of floors from scratching and dulling over time.

Mohawk will continue to provide firstclass marketing support for TecWood through dealer advertising options and national promotional events. TecWood will be included in Mohawk's first national sale event of the year.

For more information on TecWood, visit MohawkToday.com or speak to your local Mohawk sales representative.



Natural wood remains the aspirational desire, the gold standard for consumers...TecWood can handle the rigors and unpredictability of everyday life.

### **TECHNOLOGIES ENHANCE THE INSPIRED DESIGNS, FLAWLESS** CRAFTSMANSHIP AND LONG-LASTING MATERIALS OF KARASTAN **CARPET COLLECTIONS**



he Karastan brand has always been synonymous with sophisticated styling, timeless design and exceptional quality. Karastan continues to build upon this legacy while also consistently bringing new innovations to the market. In 2021, Karastan will be offering new technologies that allow homeowners to live beautifully by merging modern classics with handcrafted visuals and stunning colorations.

"Karastan has always been an industry leader in color, and our new ColorMax technology expands on that leadership by providing beautifully blended colorations with superior color clarity," said Jason Randolph, senior vice president of residential sales for Karastan. "The proprietary dyeing processes create a high-definition visual with unmatched color depth, uniformity and clarity. We will also be expanding our KaraLoom technology, which replicates hand-crafted woven wool visuals with new constructions and colorations, including ColorMax."

In 2021, Karastan will introduce 24 new products-one of the largest broadloom introductions in the history of Karastan. This assortment features a wide variety of constructions including patterns, loops and textures in the latest and most fashionable colorations. These products are not only beautiful, they are also durable, manufactured with premium fibers including nylon, SmartStrand and wool to provide long-lasting beauty and performance.

#### Karastan with ColorMax

Karastan carpets with ColorMax technology bring designs and patterns to life with sharper, crisper and more precise color. This proprietary dyeing process creates intense color depth in every fiber for superior color clarity and saturation. ColorMax makes a consistent, balanced visual throughout the entire floor with beautifully blended natural colorations.

## Karastan featuring KaraLoom **Technology**

Karastan is expanding on the recent launch of its KaraLoom technology. These products replicate the look of woven wool carpet. In 2021, the Karastan assortment will include six new styles in some of today's most popular visuals. The new products feature large, chunky loops, intricate patterns and bold multicolor loops with fashionable color palettes.

Karastan retail partners can expect a comprehensive merchandising assortment featuring traditional card and cut set samples with new feature programs designed to highlight the latest innovations and styles. Karastan will continue to provide first-class marketing support through dealer advertising options and national promotional events. For more than 90 years, Karastan has been the world's leading luxury carpet brand. Karastan, combined with new technologies, carries on this well-earned legacy with inspired designs, flawless craftsmanship and long-lasting materials.





In 2021, Karastan will be offering new technologies that allow homeowners to live beautifully.

## KARASTAN ADDS A UNIQUE NEW STONE COLLECTION TO **LUXECRAFT, GIVING CONSUMERS EVEN MORE HARD** SURFACE PRODUCTS THAT ARE BETTER THAN NATURE INTENDED



In 2021, Karastan is embracing its evolution Karastan LuxeCraft will also launch two into a total luxury flooring brand with the addition of "Unearthed Beauty," a new stone collection in Karastan LuxeCraft luxury vinyl flooring. These new visuals tap into the strong consumer preference for hard surface flooring with inspired stone designs, flawless craftsmanship and long-lasting materials that are better than nature intended.

"Karastan LuxeCraft, the next generation of luxury vinyl flooring, offers consumers even more ways to live beautifully, bringing luxurious style and high performance to every area of the home," said Jason Randolph, senior vice president of residential sales for Karastan. "Karastan's LuxeCraft collection features bold yet timeless designs with inspiration from around the globe.

While searching for each unique stone design for Unearthed Beauty, our finders were inspired by historic relics found in antique shops and old estate homes."

The new Unearthed Beauty collection will feature six high-end décors inspired by the natural beauty found in stone, including soft onyx, high-contrasting marble and textured Breccia stone.

"Found in a dusty corner, a forgotten onyx table top that once held freshly cut flowers was given new life," continued Randolph. "In a historic home, black and white marble formed a grand staircase that our craftsmen painstakingly recreated; and in a house resembling a castle, a fireplace mantel made of Breccia was perfectly captured and preserved. Together, these materials form Karastan's brand-new stone collection."

additional wood offerings to its Refined Forest collection. This assortment takes inspiration from weathered fences that have stood defiant to the elements, softwood cypress that exudes elegance, and hickory marked by mineral streaking.

Like all Karastan products, LuxeCraft luxury vinyl flooring is meticulously crafted and lives up to the Karastan brand in style and quality. LuxeCraft gives new life to original wood and stone beauty by capturing it in multilayer luxury vinyl flooring that resists water, scratches and dents. It is easily installed with Uniclic Multifit and comes with Lifetime Residential and 10-Year Commercial warranties.

For more information on Karastan's hard surface lines, visit Karastan.com or speak to your local Karastan sales representative.



## MOHAWK REINVIGORATES PERGO EXTREME LINE, MAKING IT EASIER TO OFFER CONSUMERS HIGH PERFORMANCE THAT RUNS DEEP



Mohawk is expanding Pergo's resilient footprint and reinvigorating the Pergo Extreme line with the debut of five new collections featuring 50 new decors. With an assortment of domestically produced styles and multiple pricing tiers, specialty retailers can easily offer consumers extreme durability and product performance.

"The Pergo brand has power," said Mary Beth Sharp, vice president of marketing, resilient. "Pergo is the most recognized hard surface brand in the industry, and we are excited to bring this expanded offering to market to help our retail partners capitalize on the strength of the brand and new performance attributes, including advanced protection against water."

Pergo Extreme's innovative layered system with rigid SPC core drives its uncompromising performance and unmatched dimensional stability that makes it 100 percent dent proof, pet proof, kid proof and waterproof. It also offers an industry-leading, residential lifetime warranty.

Pergo Extreme will now be available in Originals, Preferred and Ultra, giving retailers a defined trade up offering. Domestically produced Pergo Extreme Originals meets customers at an affordable price point but with the high-quality visuals and unmatched performance they expect from the brand. Pergo Extreme Preferred features wider and longer planks, painted bevels and even more authentic visuals, while Pergo Extreme Ultra features WetProtect technology, offering the very best water protection of any product in the market.

"With the launch of Pergo Extreme Ultra, in 10 styles, Pergo adds even deeper protection with a lifetime waterproof warranty for the subfloor in addition to the top of the floor," explained Ed Sanchez, vice president of product management, resilient. "With water-tight joints and an advanced waterproof finish, our new patented WetProtect technology is a game changer that provides the right kind of waterproof."

Mohawk will continue to provide firstclass marketing support for Pergo through dealer advertising options and national promotional events. Pergo Extreme will be included in the first-ever Pergo national sale.

For more information on Pergo Extreme, visit MohawkToday.com or speak to your local Mohawk sales representative.



# NEW PERGO ELEMENTS LINE IS STRONGER THAN ALL OF LIFE'S ELEMENTS: LAUNCH BUILDS ON TREMENDOUS BRAND RECOGNITION TO PROVIDE WORRY-FREE WATERPROOF WOOD



Mohawk will introduce an exclusive Pergo line for specialty retail in summer 2021 that has the most innovative technologies yet. Pergo Elements features 24 SKUs of highly differentiated, worry-free waterproof wood with premium attached pad, patented WetProtect technology and new ActiveFresh antimicrobial protection.

"Consumers want worry-free floors, and Pergo is the most trusted brand for high performance, worry-free flooring," said Seth Arnold, vice president of marketing, wood and laminate. "The Pergo Elements line is built on this promise and will provide retailers with bold styling and the most advanced assortment of Pergo innovation with a lifetime performance promise that is Stronger than All of Life's Elements."

Pergo Elements features WetProtect, a proprietary locking system and surface coating that provides the only watertight floors on the market. Pergo's advanced wood laminating technology enhances the unique look of the wood with unparalleled scratch protection, fade resistance and dimensional stability that exceeds natural hardwood in every way.

"Two distinct collections, Originals and Preferred, with six different styles will help retailers drive upgrades," explained Adam Ward, senior product director, wood and laminate. "Retailers can sell Pergo Elements to any consumer budget, trade up as needed and compete at any price."

Pergo Elements Originals incudes a 10-year waterproof warranty along with a premium attached pad that provides warmth and absorbs surface impact to reduce noise and alleviate stress on the joints, ensuring that the planks remain tightly locked.

Pergo Elements Preferred, a trade-up offering, boasts WetProtect's lifetime surface and subfloor waterproof warranty, premium GenuEdge pressed bevels for an enhanced hardwood visual, a premium attached pad and Pergo's new ActiveFresh antimicrobial flooring protection. Pergo Elements Preferred is also steam mop approved so floors can be wet and steam mopped.

Building on its brand-name recognition to drive consumer traffic into stores, the Pergo Elements marketing story will place a major emphasis on the flooring being waterproof and worry-free, along with promoting its attached pad and antimicrobial properties. Mohawk will provide first-class marketing support for Pergo Elements through new merchandising, Omnify and dealer advertising options. Additionally, Mohawk will offer expedited 48-hour samples of all 24 SKUs to provide quicker sample delivery to consumers.

The Pergo Elements line will coordinate with products from Mohawk's Performance Accessories program that offers innovative, multifunctional transitions that are color-coordinated for retailers to sell a complete flooring package in one purchase.

For more information on Pergo Elements, visit MohawkToday.com or speak to your local Mohawk sales representative.



Consumers want worry-free floors, and Pergo is the most trusted brand for high perfomance, worry-free flooring.

## MOHAWK'S PERFORMANCE ACCESSORIES CREATES THE PERFECT FINISH FOR ANY FLOOR: LINE TO SUPPORT HARD SURFACE **BUSINESS FOR BOTH RETAILERS AND INSTALLERS**



This year, Mohawk will add even more innovation and multi-functionality to its Performance Accessories line to create a universal selling destination. This new, comprehensive accessories program will support hard surface business and benefit both the specialty retailer and the installer.

"For detail-oriented buyers, Performance Accessories products are the hard surface flooring accessories that perfectly complement our leading brands because of precision fit, color match and warranty assurance," said David Moore, senior director of accessories. "For retailers, Performance Accessories products are the perfect finish for any hard surface floor because they are easy to sell, easy to order and easy to install."

While hard surface accessories may once have been regarded as an afterthought within a retail space, Mohawk's Performance Accessories line represents an innovative product category that will streamline hard surface orders for easier, larger tickets, in addition to increasing the remodel share and order profit for retailers. The momentum from the first-of-its-kind accessories program is created by the versatility and superior technology used to engineer these valuable products.

Mohawk will build upon multifunctional technology seen across current accessories within the laminate category and extend it into the vinyl category. Additionally, the program will be bolstered in 2021 by new products, including a vinyl 4-in-1 transitional piece, a waterproof quarter round, a vinyl stair cap and underlayment perfect for any waterproof floor, including new WetProtect floors.

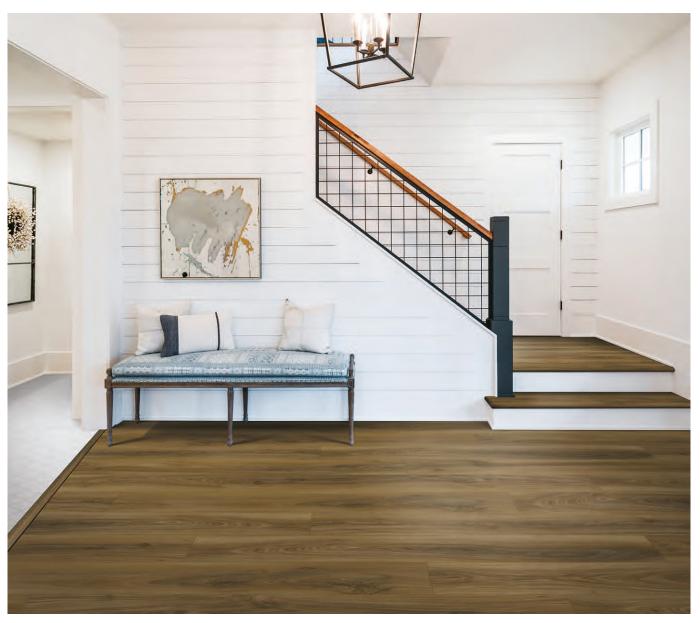
"All flooring options require transitions, and Performance Accessories products can be made to fit as needed," explained Moore. "These multifunctional characteristics will make it easier for both the dealer and the installer if the wrong pieces are brought to a job, resulting in reduced cost, labor and hassle during installation."

To communicate the multifunctional Performance Accessories story, Mohawk has also developed a comprehensive merchandising program for retailers to market these innovative products. In addition to cross merchandising these accessories on all Mohawk and Pergo branded hard surface displays, retail spaces can also utilize a stand-alone Performance Accessories display that will showcase the full product line and include a décor book of swatches to provide suggestions for coordinating flooring matches.



By adding innovative products and growing the Performance Accessories brand, Mohawk aims to increase the overall ticket size of every order for the flooring retailer by adding premium underlayment, glue, molding, and adhesives to the initial flooring purchase. Since flooring accessories deliver higher margins for the retailer, Mohawk will use the innovation in product development to support all hard surface sales and lead the industry conversation once again.

For more information on Performance Accessories, visit MohawkToday.com or speak to your local Mohawk sales representative.



For retailers, Performance Accessories products are the perfect finish for any hard surface floor because they are easy to sell, easy to order and easy to install.

### GODFREY HIRST TO DEBUT REFRESHED COLLECTION WITH NEW TEXTURES, PATTERNS AND LOOPS ALONG WITH UPDATED ASSORTMENT OF CUSTOMIZED DISPLAYS



odfrey Hirst is starting the new year J with a renewed focus and energy on high-end, fashionable carpets. The 2021 collection will consist of 12 new products featuring multiple constructions, stylings and colorations designed to target the premium segment of the market. These products expand on Godfrey Hirst's industry-known reputation for high-quality, well-styled carpets.

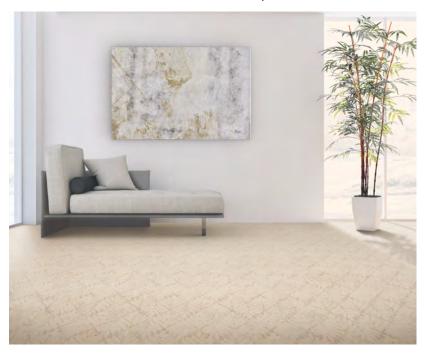
"Retailers can expect a fresh, updated feel to the Godfrey Hirst brand," said Jason Randolph, senior vice president of residential sales, Karastan.

"We have expanded our assortment of products, which feature nylon, wool and SmartStrand fibers, with a variety of constructions and colorations designed to coordinate with any décor. The unique styling and differentiated assortment will also provide our retailers with an opportunity to increase margin and overall sales ticket."

To complete the new product assortment, Godfrey Hirst is expanding its marketing and merchandising assets. These include targeted promotions, advertising assets and customized displays. These updated merchandising systems are available in multiple sizes and configurations, showcasing up to 50 styles.

"Godfrey Hirst continues to offer an alternative to heavily distributed brands by providing a curated assortment of unique and fashionable styles with select distribution," continued Randolph. "Godfrey Hirst expands on its reputation as the leader in tufted wool styling and is elevating its premium synthetic offering with best-in-class style and design."

For more information on Godfrey Hirst, visit GodfreyHirst.com or speak to your local Mohawk sales representative.



## MOHAWK LAUNCHES INDUSTRY-LEADING INNOVATION: WETPROTECT, THE RIGHT KIND OF WATERPROOF



Mohawk Industries' new patented WetProtect technology blows all other competitive waterproof claims out of the water and will be offered on both Mohawk and Pergo hard surface lines. Differentiated as "the right kind of waterproof," WetProtect is the next evolution of waterproof protection and features watertight joints and an advanced waterproof finish, guaranteeing protection with a lifetime warranty for both the floor surface and subfloor.

"Thanks to advances in technology, there are many waterproof flooring options on the market to choose from - but not all waterproof claims are created equal," said Seth Arnold, vice president of marketing, wood and laminate. "In fact, many waterproof flooring products only protect the surface of the floor, leaving the subfloor vulnerable to any water that leaks through. That's why Mohawk created WetProtect. We are addressing the confusion in the marketplace and making it easier for the consumer to select our products."

With water-tight joints, WetProtect solves the problem of water leaking through gaps in the floor that can cause mold, mildew or subfloor damage - preventing the need to replace and reinstall due to damaged subfloors. Its precision milling and patented Uniclic technology provide the tightest locking system of any hard surface flooring.

WetProtect flooring products are also engineered with a proprietary waterproof finish that repels water away from the joints and traps moisture on the surface, where it can evaporate or be easily cleaned - resulting in few consumer claims.

WetProtect floors are backed by a lifetime waterproof warranty. Additionally, WetProtect is the only waterproof flooring system in the industry that comes with a standard lifetime subfloor warranty.

"Since WetProtect is so transformative and aligned with today's consumer expectations of waterproof flooring, we have elected to utilize it across LVT, engineered hardwood and laminated wood in both our Mohawk and Pergo brands," explained Mary Beth Sharp, vice president of marketing, resilient. "WetProtect positions our brands as the straightforward waterproof choice with no exceptions. It elevates our waterproof benefit above competitors and will become the gold standard against which all are measured."

2021 product launches utilizing WetProtect technology include Mohawk's UltraWood and RevWood Plus, Pergo Elements Preferred and Pergo Extreme Ultra. Additionally, Mohawk will offer an assortment of Performance Accessories products that are specifically engineered to complement and support WetProtect.

To learn more about WetProtect, speak to your local Mohawk sales representative.



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#### MOHAWK UNVEILS LINEUP FOR 2021 NATIONAL SALE EVENTS: BEST-IN-CLASS PROMOTIONS WILL HELP RETAILERS DRIVE SALES DURING PEAK **SELLING SEASONS**

M ohawk is set to host five eight-week national sale events in 2021 across three of the most recognized brands in the industry: Mohawk, Pergo and Karastan. Built to help retail partners compete in their market and attract new, in-market shoppers with special financing offers and product discounts, these best-in-class promotions will help drive sales during peak selling seasons.

"With consumers continuing to invest in their homes in the coming year, providing an opportunity for retailers and shoppers to connect is more important now than ever before," said Angela Duke, senior director of residential marketing. "Our Edge partners will be able to engage with consumers while growing their businesses."

Through these national sale events, retailers can attract shoppers in store with powerful ads, impactful merchandising and additional incentives.

"Our national sale events are an investment in specialty retail," continued Duke. "Mohawk continues to invest in our retailers by doubling down on our investment in retail so that they, in turn, can invest in their stores."

Mohawk offers consumer financing buydowns, discounted products, exclusively promoted opening price point styles, bonus rewards, discounted digital advertising, larger reimbursement on coop for local advertising and more so that retail partners can get the most out of these sales to win new business.

To learn more about Mohawk's national sale events, visit MohawkToday.com or speak to your local Mohawk sales representative.

#### MOHAWK'S MARKETING SOLUTIONS PROVIDE MOMENTUM TO COMPETE IN **CHANGING WORLD OF RETAIL**

In 2021, along with unveiling its largest product launch in history, Mohawk will

also provide momentum to its independent retail partners by continuing to invest in the development and innovation of marketing solutions. Omnify, Neighborhood Ad Manager and Five Star ensure retailers have everything needed to simplify the consumer journey and create a seamless shopping experience.

"Consumers are spending a lot of time at home and online searching for new ways to improve and upgrade their living spaces, including shopping for flooring," said Angela Duke, senior director of residential marketing. "It's more important now than ever before to really connect with consumers and make it easy for them to floor their homes. Our programs not only reach consumers in all channels of their shopping journey, whether online or in-store, but they cut through the noise to help close the sale."

Mohawk was the first in the industry to provide a turnkey digital marketing program. Since its inception in 2016, Omnify has been helping retailers use digital to drive more feet through the door for Mohawk flooring. In 2021, Mohawk will continue to partner with FloorForce, an industry-leading technology service provider with robust website offerings and dealer-centric brand solutions, and provide new lead generation tools such as a product visualizer and a customer interaction platform with webchat and text payments. Compatible with FloorForce websites, Omnify also includes digital merchandising, lead capture and nurture, reputation management and reporting.

In addition to Omnify, retailers can set themselves apart in a noisy marketplace with Neighborhood Ad Manager. Mohawk's turnkey digital advertising solution provides informed advertising spends, top search rankings, optimized landing pages, tailored ads for local markets and the lowest cost per lead.

"Consumers search the internet for information about flooring more than 850,000 times every single day," explained Duke. "Neighborhood Ad Manager gives retailers flexibility to design an ad plan to reach the right audiences, with the right message in the right locations. Their sales expertise combined with our extensive collection of data results in targeted efforts toward measurable success."

On average, retailers who participate in Neighborhood Ad Manager have nearly a 5x increase year over year in Mohawk qualified leads, including phone calls, coupon submissions and request forms. Additionally, with Neighborhood Ad Manager, leads typically cost 33% less than leads in home improvement and consumer goods categories.

Retailers can further enhance the shopping experience with Five Star, Mohawk's turnkey in store marketing program. Retailers can appeal to their shoppers with up-to-date merchandising materials featuring Mohawk's latest brand campaigns. This showroom support is designed to attract, engage and inspire customers no matter where they are in their purchasing journey.

Five Star retailers also have access to exclusive dealer incentives and vendor discounts, including in-store financing. Additionally, retailers can participate in five eight-week national sale events in 2021 to attract new shoppers with special financing offers and product discounts to help drive sales during peak selling seasons.

"Mohawk invests heavily in our partners because we know local businesses matter," continued Duke. "With an overwhelming abundance of flooring options to choose from, shoppers rely on specialty retail for a guided shopping experience that can't be found online or in large home centers. By seizing these valuable opportunities together, we can accelerate forward and achieve sustainable success for the future."

To learn more about Mohawk's marketing solutions, visit MohawkToday.com or speak to your local Mohawk sales representative.

#### MOHAWK MOMENTUM ROADSHOW'S DESIGNATED BUILDER **MULTIFAMILY AREA TO SHOWCASE EXCITING NEW 2021 MOHAWK** PORTICO COLLECTION INTRODUCTIONS

At the upcoming Mohawk Momentum Roadshow, Mohawk will feature a designated area for Builder Multifamily that will highlight the exciting new 2021 introductions that best serve this valuable segment.

As one of the most trusted brands in the industry, the Mohawk Portico collection provides innovative, easy-to-install products within all flooring categories. Builder Multifamily continues to offer turnkey solutions for every builder or multifamily need and works closely with product management and design teams to ensure it is producing the best-of-the-best styles and high-quality products that are easy to maintain.

"We are excited to showcase our 2021 products at the Mohawk Momentum Roadshow," said Scott Gibson, senior director of sales operations. "Builder Multifamily continues to pull from the best product offerings to house in one collection. This strategy is important because we can show our customers our entire flooring concept and how well everything transfers from one room to another through design and innovation."

Builder Multifamily will expand on its industry-known products while adding new, revolutionary products to its 2021 line up:

EverStrand. Mohawk will expand their EverStrand collection in 2021 with nine new styles being presented at a new, more affordable opening price point. These new styles will continue EverStrand's environmentally conscious effort of a cleaner home and a cleaner planet while providing new high-fashion styles and designs to choose from.

SmartStrand. In the upcoming year, Mohawk is enhancing its storied SmartStrand line to provide more products that offer the softest, most durable, easiest to clean carpet on the planet.

Pergo Elements. Mohawk's new laminate line, Pergo Elements, provides the same toughness and durability consumers have come to know and expect at a new, more affordable price point. Builder Multifamily is excited to introduce four brand new styles of Pergo Elements to its collection in 2021.

UltraWood. Another new launch in 2021 is UltraWood, the ultimate performance hardwood. Making its debut in the new year, Builder Multifamily will feature three collections with a good, better, best story to appeal to any consumer at any price point

**RevWood.** In the coming year, Builder Multifamily is expanding its top-selling RevWood line with different styles and colors, providing a broader selection of this revolutionary flooring. Mohawk's industry-known RevWood flooring features unmatched hardwood realism with incredible durability that resists, stains, scratches and dents, making it perfect for any home.

"At Mohawk, we are excited to build momentum for the upcoming year with durable products that have either been updated or added to with new construction, colors and designs and refreshed new displays," said Gibson. "Builder MultiFamily is ever evolving and constantly improving so that we can continue to meet every consumer's need, no matter what 2021 throws at us."

For more information, visit MohawkBuild.com or speak to your local Mohawk sales representative.





Simply open camera, tap link

## www.MohawkMomentumRoadshow.com



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