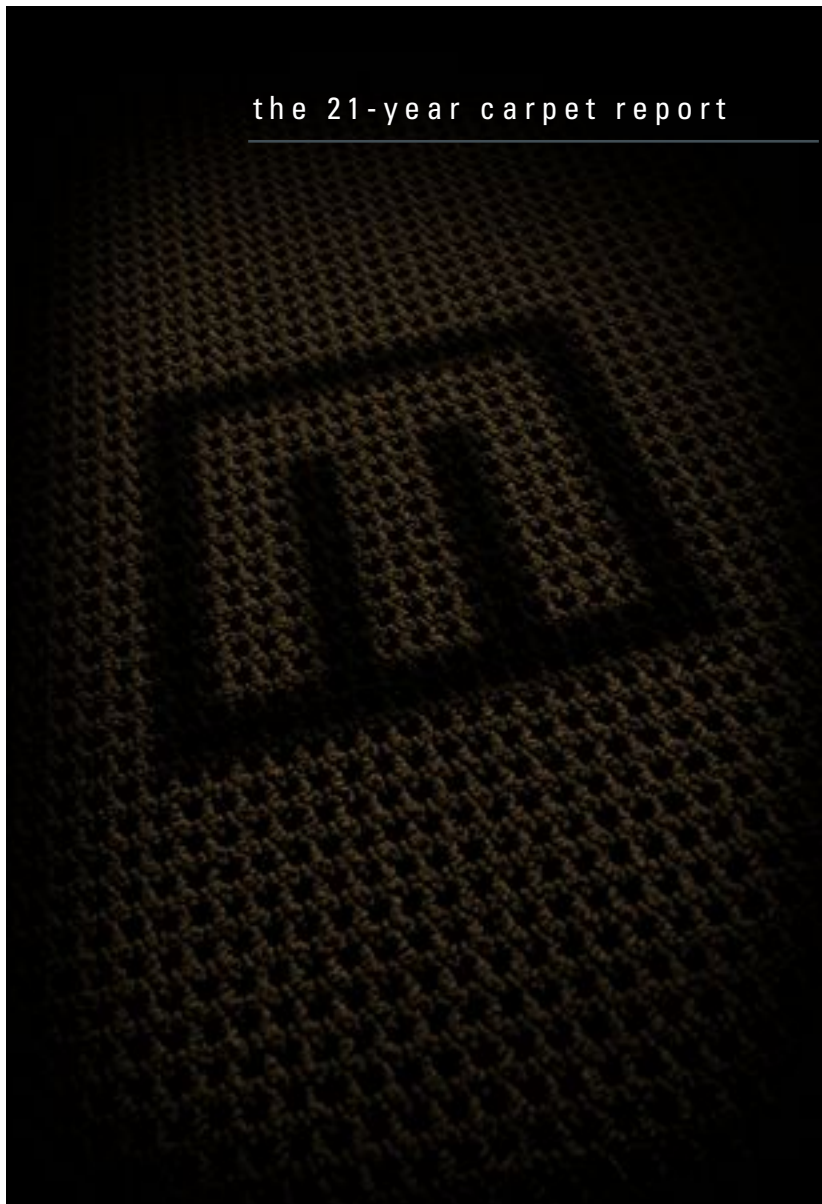


the 21-year carpet report





stretch your investment

Every large investment deserves to be carefully considered. When it's time to make such a decision about carpet, you must think long-term.

Choose any woven product from The Mohawk Group and we project that you will gain a return on your investment that is three times greater than that of investing in a tufted carpet.

Mohawk has made a practical set of tools available for you to make the most informed decision about your carpet needs. Learn more about our woven product line within these pages and then visit us online at www.mohawkgroup.com/lifecycle to get a free investment evaluation.

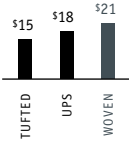


performance with a modest financial backing

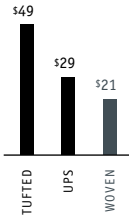
The initial cost for carpet installation can be deceiving. The perceived cost of tufted carpet is lower when compared to woven, but its actual cost is far greater. Evaluate the chart below and you'll discover that your carpet replacement costs per yard, over 21 years, will be considerably less when you choose a woven product.

The longer carpet lasts, the less it costs. Invest for the long-term and reap the benefits and savings of Mohawk's woven carpet for many years to come.

perceived cost (per yard)



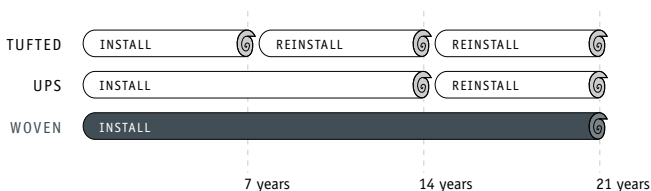
actual cost (per yard)



*Based on the average life cycle of specified carpets installed at \$15/yd. for tufted, \$18/yd. for UPS and \$21/yd. for woven. Useful life of carpet based on chart on page 5.



appreciate a seamless 21 years



The longer your carpet lasts, the more your investment stretches. Woven broadloom carpet construction is inherently stronger than tufted fabrication. The result is a 21-year life cycle; up to three times that of tufted carpet.

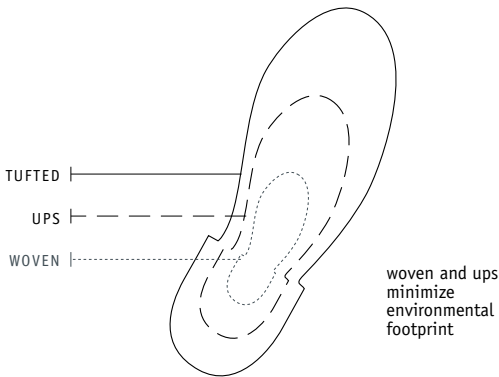
When you choose a woven product you save the time and hassle of carpet replacement and lower business disruption for the next two decades.



track less into the environment

Our increased life cycle not only saves you time and money, it saves our environment by decreasing emissions, waste to the landfill and toxicity caused by manufacturing, end-use and shipping. The Mohawk Group releases clean, filtered water into our environment after the manufacturing process is complete. Not only that, our woven carpet retains its durability for 21 years while tufted products go to the land fill every seven.

We've made great strides in energy conservation while still manufacturing a high performance product. With Mohawk, you get a superior carpet and a healthy return on your investment, all while minimizing the effects on the environment.



capitalize on the future with The Mohawk Group

An over-all increased life cycle, cumulative cost comparison and low environmental impact make Mohawk's woven carpet a financially sound choice for any business space.

Increase your return on investment. Go to our web site at www.mohawkgroup.com/lifecycle for your free life cycle investment evaluation.



 The Mohawk Group

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