

Duracolor[®]

The performance standard with unsurpassed stain resistance, Duracolor nylon combines lasting beauty and durability to fit your budget. Carpet is easy to maintain with water only stain removal and the added benefit of Sentry Plus soil protection for improved cleanability. Duracolor with permanent and inherent stain resistance protects your flooring investment for the life of the installation.



PERFORMANCE

- Passes the GSA test Method in which carpet must pass the stain test after simulated traffic in piece, yarn, solution and hybrid dyed formats (see reverse side)
- Guaranteed to resist stains until the fundamental properties of the universe change
- Unsurpassed colorfastness to light and atmospheric contaminants in piece, yarn, solution, and hybrid dyed formats
- Sentry Plus Soil Protector treatment for improved cleanability
- Stain Resistance is an inherent property of the carpet; it cannot wash or wear away



BUDGET

- Great for aggressive budgets: many styles available under \$20 in broadloom and \$25 in modular w/ no compromise in performance
- Extended carpet life leads to lower total cost of ownership
- New Duracolor products offer access to high performance products even with increasingly tighter budgets.



SUSTAINABILITY

- 95% of stains clean with just water causes no degradation of Internal Air Quality
- Reduces the need to transport, store, and dispose of harsh chemicals
- Less impact on downstream wastewater treatment facilities
- Keeps carpet in use longer – the most sustainable attribute of Duracolor



DESIGN

- Environmental experts in our industry cite extended life as one of the more important attributes of sustainable products
- Recyclable through Mohawk's Recover program

- Unmatched flexibility of design through solids, solution dyed, long space dye, long tonal space dye, high and low luster yarns without compromising color retention or stain resistance
- The lasting beauty and durability of Duracolor at a budget-conscious cost



SERVICE

- Excellent lead times and service reliability through vertical integration

DURACOLOR LIFETIME 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.

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.

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

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 resistance 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



Duracolor



Competitor

Solution Dyed / Yarn Dyed Blend

duracolor®