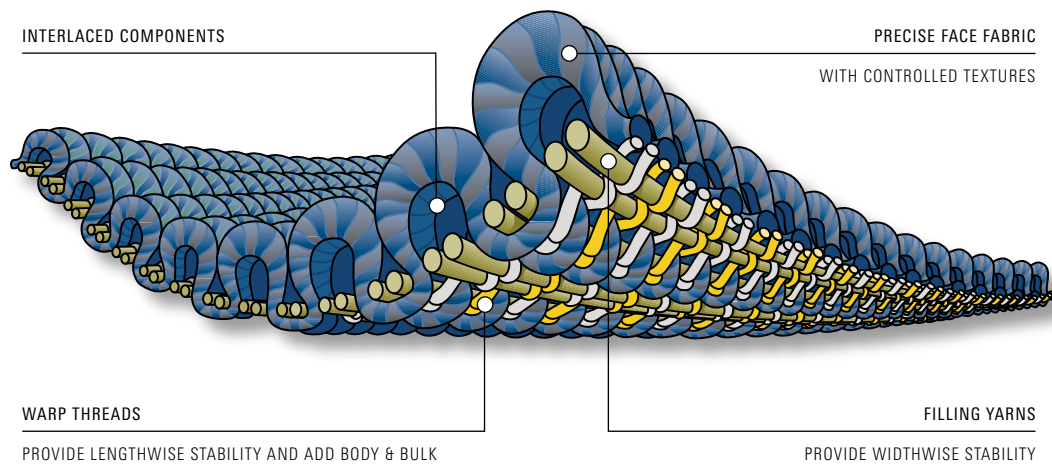


Woven Construction

WOVEN CONSTRUCTION: THERE IS NO EQUAL

This time proven method of making fabrics and rugs has also proven to be the standard for making carpet. The hand woven art has been replaced with electronically powered "loomcraft" and state-of-the-art computer technology, although the structural integrity has not changed. In the weaving process, pile yarns are intricately interlaced into the foundation, creating a structure whereby backing and face yarns become one. The art of weaving also allows for a face construction that is denser than that of tufted carpet, with the result being a carpet that retains its original appearance over time.

Time has proven that woven carpets outperform any other carpet construction. Greater appearance retention, built in cushion properties, longer life cycles and our Lifetime Warranty are why woven construction is unparalleled.



SUPERIOR APPEARANCE RETENTION

- Superior construction
- Interlaced components
- Controlled textures
- Inherent stability—no secondary backing
- Greater appearance retention and resiliency
- Built-in cushion properties
- Denser face construction

PERFORMANCE & LIFETIME WARRANTY

- Lifetime high tuft bind
- Lifetime dimensional stability
- Lifetime against edge ravel / zippering
- Lifetime against delamination
- Lifetime against pilling and fuzzing



ENVIRONMENTAL IMPACT

- Extending the life of carpet equals less carpet to the landfill
- PVC free, chlorine free
- 4PCH, no longer a factor
- Low VOC seam sealer
- CRI Green Label Plus Certified
- Recyclable
- Exceeds industry standards

LOWER LIFE CYCLE COST

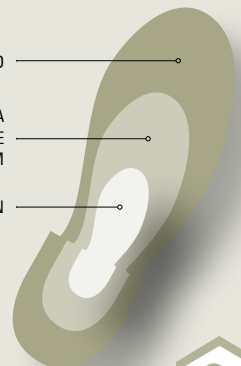
- Woven construction extends the life of carpet three times longer than tufted
- The longer carpet lasts the less it costs

MOISTURE & MAINTENANCE BENEFITS

- Improves ability to remove spills
- Helps eliminate odors

MINIMIZES ENVIRONMENTAL FOOTPRINT

- TUFTED
- ULTRA PERFORMANCE SYSTEM
- WOVEN



Woven Highlights*

Woven construction is the oldest method of producing textiles. This original hand made art has been replaced with state of the art computer technology combined with electronic "loomcraft", duplicating the intricate interlaced foundation. No other carpet construction outperforms woven construction.

ITEMS UNDER WARRANTY

WEAR

Carpet maintains at least 90% of surface weight..... LIFETIME

STATIC PROTECTION

Carpet will not give static discharge above 3.5 KV LIFETIME

EDGE RAVEL

Carpet ends will not come out at lengthwise seam LIFETIME

ZIPPERING

Carpet will not zipper or develop continuous yarn run LIFETIME

DELAMINATION

Carpet will not delaminate (separate from the backing) LIFETIME

MOISTURE RESISTANCE

Carpet will not lose usable properties from normal activity LIFETIME

DIMENSIONAL STABILITY

Carpet will not shrink or grow LIFETIME
 Carpet will not be affected by atmosphere temperature or humidity LIFETIME

LIMITATIONS

The Mohawk Group Woven Warranty does not cover damage caused by abnormal use or damage not rising out of a defect in the carpet. This includes burns, tears, pulls, cuts, installation on stairs or damage caused by improper maintenance or damage in transit.

Excludes dye lot variation or change in color due to improper maintenance.

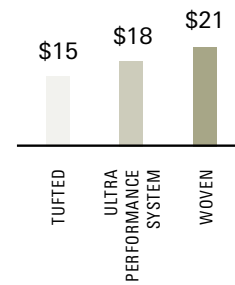
Excludes conditions resulting from other than ordinary wear.

Lifetime of carpet is defined by The Mohawk Group to be the lifetime of the original purchaser for a particular installation.

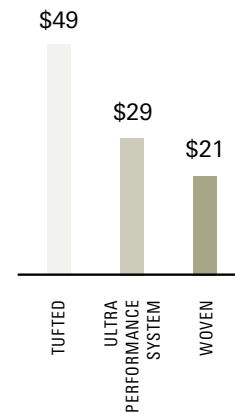
* See The Mohawk Group official warranty documents for further details.

FINANCIALLY SMART

PERCEIVED COST (per yard)



ACTUAL COST OVER 21 YEARS (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.

THE WOVEN ENDURANCE FACTOR Woven vs. Tufted Performance

