

DURKAN

HOSPITALITY

Creative. Collaborative. Excellent. Dedicated to making your design project and your design dreams come true. That's Durkan Hospitality. We work with you to select just the right carpet to set just the right tone for your project. Three decades in this business combined with the strength of The Mohawk Group enable us to offer the most comprehensive product line in the industry—perfect for projects from hotels to casinos to restaurants and more. Innovative design. Advanced technology. All at your service with Durkan Hospitality. Just imagine the possibilities.



PRINT: Our proprietary Spectronic jet printers let you create the effects perfectly suited to your project. Repeats up to 100 feet long. Designs wider than 60 feet. And our printed patterns come in rich, deep colors—without a trace of the surface frosting common with competitive jet printers.

CYP: Our advanced CYP (computer yarn placement) tufting technology offers the ultimate in pattern definition, providing an exquisite alternative to more expensive woven carpet. The color flexibility and precision tuft placement produce a carpet with unlimited pattern capabilities. CYP from Durkan is available in six colors and up to 12 colors with CYP Prism.

MERIT: For the best selections in guest rooms and corridors, choose Merit running line and custom tufted patterns, featuring Durkan's premium branded solution dyed nylon, Mpack. Our HPS construction provides the best warranties against edge ravel, zipping, and delamination. Custom Merit carpet is fast and easy too.

Beautiful Patterns—Advanced Technology

Being beautiful rarely just happens organically. It takes effort. That's why we constantly push ahead to bring the most advanced technology available to our processes. And that extra effort means more and more beautiful choices for you.

LEADERS IN PRINT TECHNOLOGY: We offer the most advanced printing technology and the largest capacity in the industry. We also give you the largest selection of base grades on which to print your pattern. Our ColorShield base grade provides the industry's only permanently stain resistant print technology. In addition to our ever-expanding line of print patterns, access to our archives lets you play with more than 11,000 historic patterns and interpret those designs into either printed pattern or CYP carpet—and make your own history. We also offer variable widths from 8 ft. to 15 ft., giving you the advantages of flexibility, time savings, and cost savings that you need for your projects.

MORE CHOICES WITH CYP: To minimize waste, number of seams and installation costs, we offer variable widths from 12 ft. to 15 ft. wide. This saves our customers both time and money. And, in addition to our base constructions, our CYP styles yield a vast pattern library from which to choose. CYP designs also rival the look of Axminster, while being more affordable.

ADVANCES IN TUFTED: Merit is constantly exploring new tufting technologies to expand upon its pattern and performance capabilities. Our new MLCL tufting technology offers state-of-the-art patterning in dense, high performance textures.

The Right Carpet For Every Installation

Durkan Hospitality provides you effortless coordination between public spaces and rooms with the ease of a single source for your entire project.

- Your single-source provider for print, CYP and tufted carpets.
- Simplify your process by specifying everything for your facility—your salesperson can help you cover it all: Durkan Print in public areas and corridors; or a combination of CYP and print in some public areas and dining rooms; and Merit or Durkan Suites for guest rooms, suites, patient rooms or senior living apartments.
- Effortlessly create magnum scale effects for ballrooms, shopping malls, convention centers and other large areas.
- Create rug effects or asymmetrical patterns in corridors with minimal seaming.



RELEASABLE CARPET IN TILE AND 6 FT. OPTIONS: DuraFlex 6 foot releasable carpet is ideal for installations such as casinos where floor access, reduced seams and ease of replacement are vital. With its Duralon cushion back, it withstands the toughest roller and foot traffic. Durkan also has printed tile capabilities in a 24-by-24 inch size. Cushion back tile provides greater comfort under foot and excellent acoustical properties.



Custom Design Made Easy

Great design springs from imagination. The breadth of selections available from Durkan Hospitality allows you to let your imagination run free. When it comes to providing choices, we have covered all the bases.

LIMITLESS DESIGN POSSIBILITIES:

- Over 20,000 existing patterns to choose from, all available today.
- Access to an additional 11,000 digitally archived historic patterns
- 1,000 new custom patterns are produced annually and available immediately through both our online library and Interactive Design Studio
- Wide variety of styling from traditional to transitional; from contemporary to niche
- Over 1,000 colors available from our pom boxes

COLLABORATIVE PROCESS:

- Full custom-design in-house team for print, CYP, and Merit
- Market feedback from our Design Council
- Exclusive collections created by well-known textile designers

DESIGN COUNCIL: Staying ahead of industry trends is vital in the design world, and we seek input and guidance from our customers to be certain we provide exactly what they want. More than a dozen well known interior designers—in different markets like hospitality and assisted living and in different parts of the country—serve a two-year term on our exclusive Design Council. These designers let us know what they are looking for in the field and what is going on in their various markets. Thanks to the Design Council's invaluable support, we tap into even more possibilities.



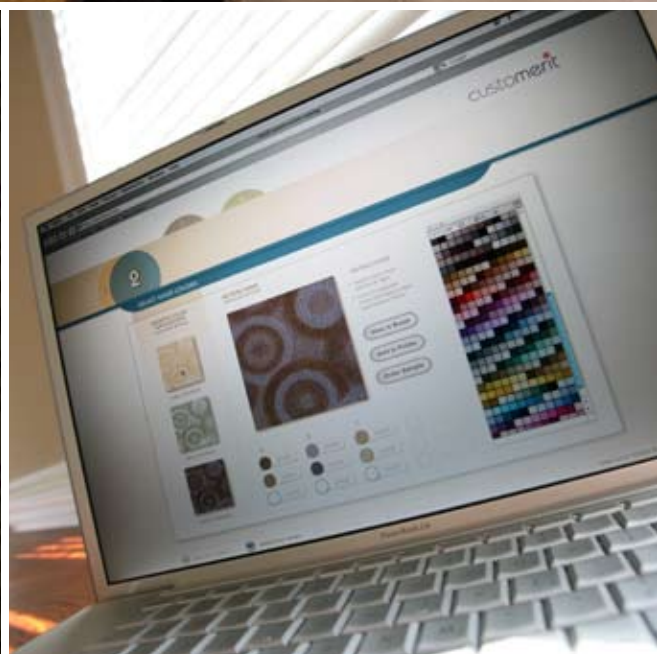


INTERACTIVE ONLINE DESIGN STUDIO: The industry's first fully-integrated, online carpet design tool lets designers quickly work through the complexities of pattern and color to create unique custom patterns for their clients. All colors from the Durkan Hospitality pom boxes are available, so you can customize and merge existing patterns and borders to create unique design combinations. See results immediately on-screen, and request strike-offs of your creations directly from this website.

MERIT ONLINE DESIGN PROGRAM:

Merit's interactive website contains more than 350 custom patterns. In four easy steps you can customize the look of a virtual room and see the results instantly.

- Select pattern, select colors, view in a room scene, and order simulations
- Simulations ship within 24 to 48 hours
- Strike-offs ship within 5 working days





STAIN PROTECTION: Our groundbreaking ColorShield Fibers technology provides permanent stain resistance on printed carpet. A remarkable 96% of all stains can be removed with water making cleanups easy. The innovative ColorShield Fiber technology is inherent in the carpet fiber and is guaranteed to provide stain resistance regardless of traffic level and number of years in service.





CHLORAGUARD: For those accidental bleach spills, Durkan Hospitality has developed Chloraguard. This unique technology brings extra protection to the colors in your printed carpets for projects that require bleach resistance—for example, hotels, senior living and retail.

ULTRON® RENEW: Our newest base grade is the environmentally-sustainable Renew, which contains 50% post-industrial recycled material. Renew fiber is both a high performance and sustainable nylon, which can contribute to LEED specifications.

Quality Construction and Materials

Durkan Hospitality incorporates the industry's most sophisticated, comprehensive ingredients and processes in our carpets to help ensure superior performance and beauty.

BASE GRADES: For Durkan printed carpet, we offer more base grades than anyone in the industry. Most base grades are 100% continuous filament fiber with many selections in cut, cut/loop and wonderful textures. What we can produce for you is unlimited thanks to these extensive selections of base grades. More importantly, these selections are matched with the widest selection of textures in the printed carpet realm with most of our constructions being 1/10 gauge up to as dense as a 5/64 gauge.

FIBER SYSTEMS: Durkan Hospitality offers a vast array of premium fiber systems built around your real-world needs—from the unprecedented stain resistance with ColorShield on printed carpet to the performance benefits of Mpact solution dyed nylon, or Ultrun® Renew for sustainability.

BACKINGS: We present the industry's widest variety of backings and attached cushions engineered for superior comfort and long-lasting wear. Many of our backings or cushions also provide a moisture barrier, which is often important for assisted living and healthcare installations. Duralon Attached Cushion backings offer dense cushioning and appearance retention for Durkan printed carpet, as well as excellent stretchability during installation.



Simplified Process, Customized Service

The design world heralds the beauty found in simplicity.

The beauty of working with Durkan Hospitality is that we bring simplicity to your project, which allows you the freedom to concentrate on bringing beauty to the space. The hospitality business is often complicated. Nobody does it better when it comes to keeping the process simple while offering customized, sophisticated and complex solutions. Whatever the unique feel you want, we have the industry's leading pattern and product designers at your disposal. We understand the inner workings of the transactions that go on with major accounts, and we're by your side every step of the way.



RESEARCH:

- Heavily investing in research and development
- Industry leaders on every front
- Breakthrough innovations such as MLCL technology, the most comprehensive capacity around CYP and industry-leading performance like the stain resistance of ColorShield and the bleach resistance of Chloraguard
- Continued commitment to lead in innovations such as making carpet with longer lifecycles

DESIGN STUDIO:

- Our print and Computer Yarn Placement (CYP) designers all graduated from art, technical or graphic colleges
- Combined carpet design experience of more than 250 years
- Creates custom designs for projects ranging from hotels, malls, restaurants, convention centers, libraries, health care facilities, casinos, assisted living, resorts and spas
- Constantly striving to improve our turnaround times
- Collaborative process

STRIKE OFFS:

- Quick turnaround on paper strike off materials for print, CYP and Merit
- Paper strike offs are shipped within 24 hours
- Carpet samples for print are shipped within three to five business days, and CYP samples are shipped within five to seven business days
- Seeing multiple color variations of a single pattern lets you select the more appropriate color way for a project before going to a carpet sample
- Makes the process more cost effective and time efficient
- The new Merit strike offs allow you to see pattern, color and texture before final pattern selection

PLANNING & ESTIMATING:

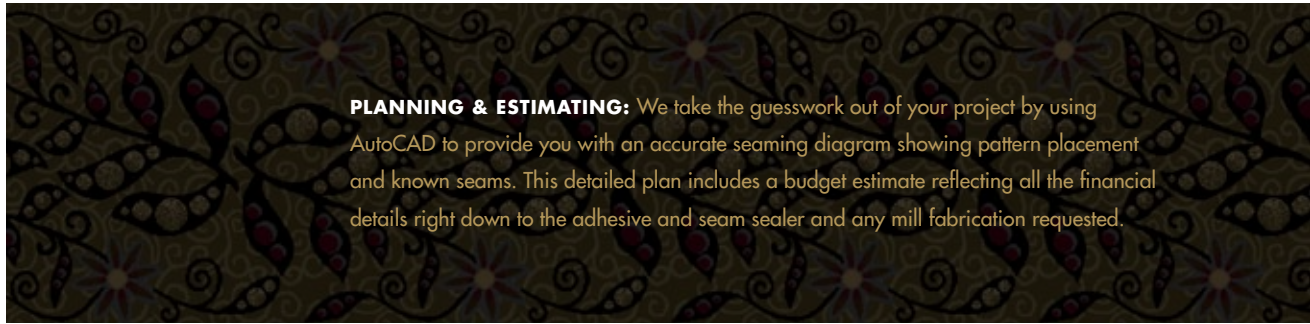
- Accurate seaming diagram showing pattern placement and known seams
- A complete proposal with color-coded plans including budget estimate reflecting all product requirements is delivered within five days
- 2-D perspective showing a portion of the project in your chosen patterns and colors is delivered at your request, with no charge

INSTALLATION:

- Proper installation is key—especially with patterned carpet and the custom jobs that represent our primary business
- In 2002 Durkan launched a master craftsman's certification program that trains installers all over the country and the world
- Almost 2,000 installers have been certified through our program



PLANNING & ESTIMATING: We take the guesswork out of your project by using AutoCAD to provide you with an accurate seaming diagram showing pattern placement and known seams. This detailed plan includes a budget estimate reflecting all the financial details right down to the adhesive and seam sealer and any mill fabrication requested.

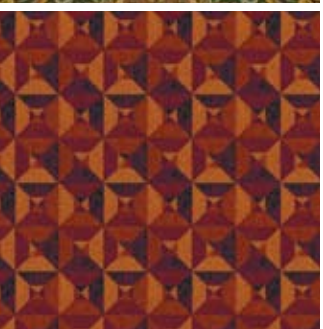




OUR PERSPECTIVE:

"At Durkan Hospitality we thrive on knowing and anticipating our customers' needs. That passion takes us beyond being a vendor. We become a great partner on your project."

— Dawn Morris, Sales Person, Durkan Hospitality



Experienced, Knowledgeable Team

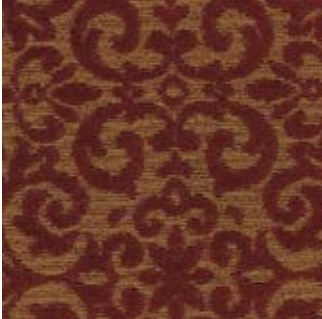
Our sales representatives, planning and estimating team, inside and outside designers, and production specialists and a network of certified installers all work together for a common goal: to provide the perfect, individualized carpet solutions for our customers. We have the hospitality flooring industry's largest internal interior design team, and sales team members who have been part of the Durkan family for more than 20 years. From start until the last roll of carpet is in place, your project is in good hands.



NATIONAL ACCOUNT SERVICES:

Our dedicated customer service representatives and experienced sales team offer the ultimate premium support for our national accounts.

- Simplicity of single source provider
- Dedicated account team (HTS) with a single point of contact
- Order processing and tracking of production shipments
- Preparation of seam diagrams, proposals with estimated yardage and costing
- Coordination of delivery with project manager, job site contact, and the installing dealer
- Customized project reporting
- Status portfolio that outlines your entire account
- Local and national support
- Preferred credit terms and payment options
- Large breadth of products, including hard surface products
- Preferred warehousing
- Mohawk freight and logistics saves time and money



CUSTOMER'S PERSPECTIVE:

"I've been using Durkan for at least 10 years. One of the best things about working with them is you get all the advantages of working with a large company while receiving the personal, intimate attention you might receive from a smaller company."

— Lisa A. Haude, President, Paradigm Design Group



Cost-Effective, Seamless Coordination

The luxury of one-stop shopping allows you to synchronize deliveries and benefit from the economies of scale Durkan Hospitality enjoys as part of the Mohawk family, the biggest in the flooring business.

We guarantee support on every level of the process from design to manufacturing to customer service with a single dedicated representative who works with you throughout the project. Consistent service you can count on.

Additional Advantages

QUICKSHIP:

The real-time solution for real-world needs is Durkan Print Quick Ship patterns. When you're in a hurry for carpet, it's fast and easy. Select a Quick Ship pattern or patterns (available in a number of pre-set colorways) and request a stock sample from your local Durkan salesperson. All Quick Ship patterns are available for shipment with an unbelievable five-working-day production turnaround.

WARRANTIES:

Durkan Hospitality offers various warranties on all products ranging from standard wear warranties to advanced lifetime stain warranties with ColorShield. Detailed warranty information on our extensive lines of products is readily available through your sales representative. Our exclusive Hospitality Performance System (HPS) carries the industry's most advanced warranty. When you select either a Merit Custom with HPS or Durkan Suite pattern products, your products gain a lifetime warranty against edge ravel, zippering and delamination. HPS is far and above the finest advanced warranty in the industry. We stand on our promises.



SUSTAINABILITY AT WORK:

We go beyond carpet to realize the vision and fulfill the promise of environmental sustainability. Our carpets and technologies are an integral part of this movement.

- Mohawk Industries is the largest recycler in the flooring industry, keeping billions of pounds of waste—including plastic bottles and rubber tires—out of landfills
- Mohawk's National carpet reclamation program (phone number: 877-3RE-CYCL)
- Products containing recycled content and renewable resources
- Reduced amount of energy and materials used during manufacturing

For more information, please visit: www.durkan.com



The Mohawk Group has partnered with the Susan G. Komen Breast Cancer Foundation to help fight breast cancer. Your next Durkan Hospitality print specification can help make a contribution to life—all you have to do is say yes, and we will donate twenty-five cents per yard on your behalf.





DURKAN.COM

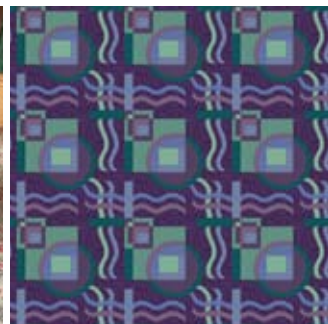
Durkan Hospitality offers customers instant online access providing you with:

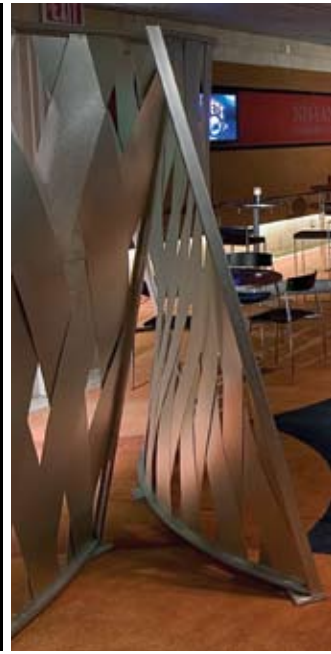
- Extensive product lines and patterns
- Interactive Design Studio
- Library of technical information including product specifications, testing, fiber and backing information, warranties, carpet care and installation instructions
- Printable product and corporate literature
- Merit custom website: www.meritcarpets.com
- ColorShield website: www.colorshield.com

MOHAWKNET.COM

With mohawknet.com our customers can track order status online. You have secure access to:

- Check product availability
- Place orders or check order status
- View any invoice or bill of lading





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