



MY EDUCATION FLOORING SOLUTION:

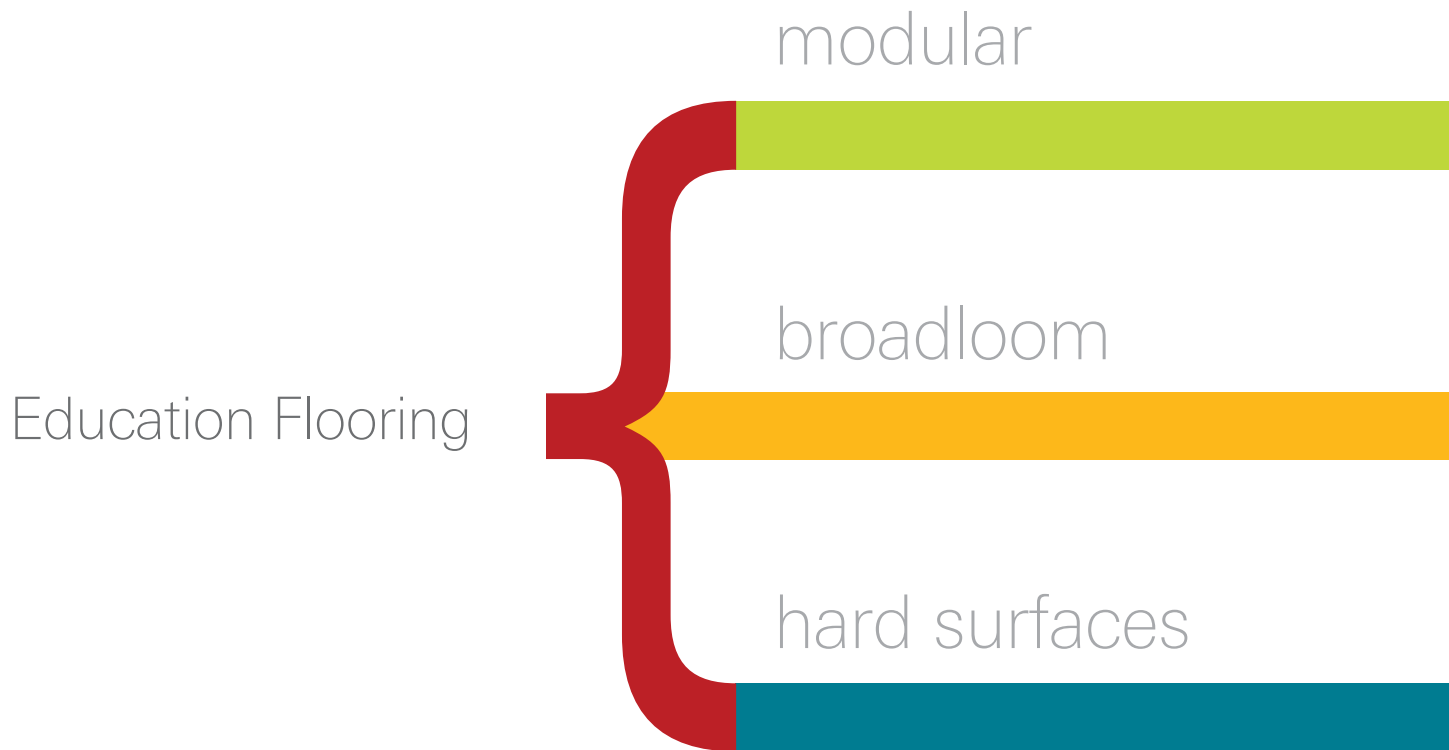
The Mohawk Group family of brands works collectively to address every element in the education environment, from corridors and cafeterias to libraries and classrooms. Our broad offering of products, rooted in the principles of evidence based design, make choosing the right product for your installation easier. Covering all flooring types and all price points The Mohawk Group offers the most extensive range of education flooring in the industry.



# The Mohawk Group+Education

WHAT MAKES THE MOHAWK GROUP'S FLOORING EXCEPTIONAL?

# A solution for *every* Education space.



The perfect fit underfoot.

- Modular Carpet
- Broadloom Carpet
- Mohawk Hard Surfaces
  - VCT
  - Luxury Vinyl
  - Rolled Rubber
  - StoneWalk

Classroom      Faculty Spaces      Laboratory      Corridor      Library      Athletic Facility      Cafeteria



We're with you every step of the way.

1. We take the time to fully understand your unique flooring and business challenges.
2. We apply evidence-based design principles to formulate your flooring plan.
3. We help you choose the right flooring for each of your spaces.
4. We deliver on time and on budget.
5. We follow-up to make sure your installation is successful.
6. We maintain the partnership to help with your future flooring needs.

Evidence Based Design<sup>\*</sup> (EBD) is the process of basing decisions about the built environment on credible research to assure the best possible outcomes.

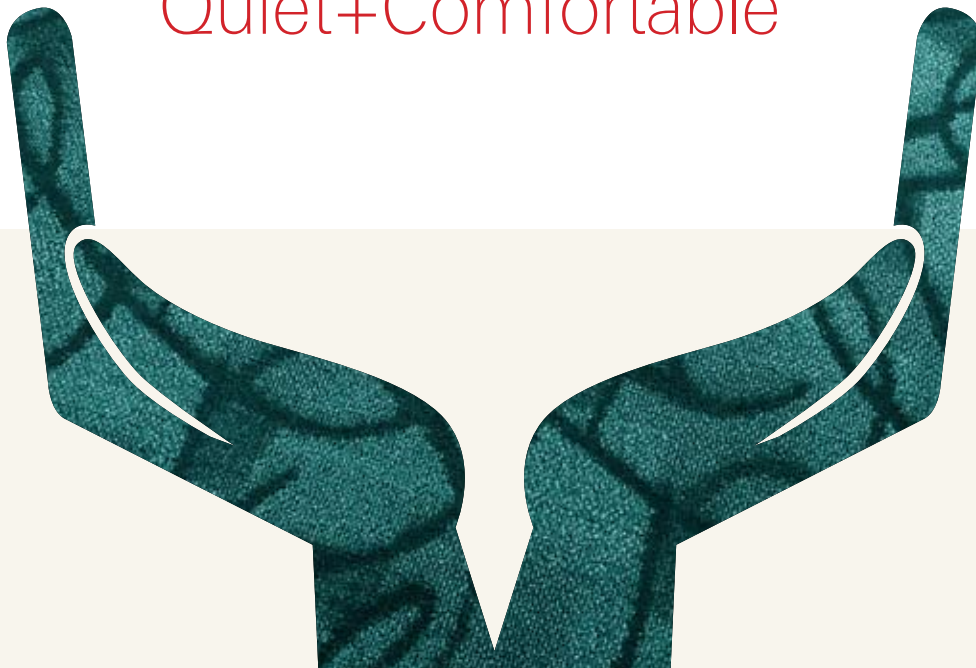
The Mohawk Group has embraced the EBD philosophy. Our recommendations are based on quantifiable research and data specific to the education market, providing you with facts that help you select the right flooring solution for your space.

\* D. Kirk Hamilton

*WHR Architects & Texas A&M University*

Education Flooring  
The Charlton Research Group  
survey\* revealed the top  
three performance categories  
for education facility flooring:

Durable+Maintainable  
Healthy+Safe  
Quiet+Comfortable

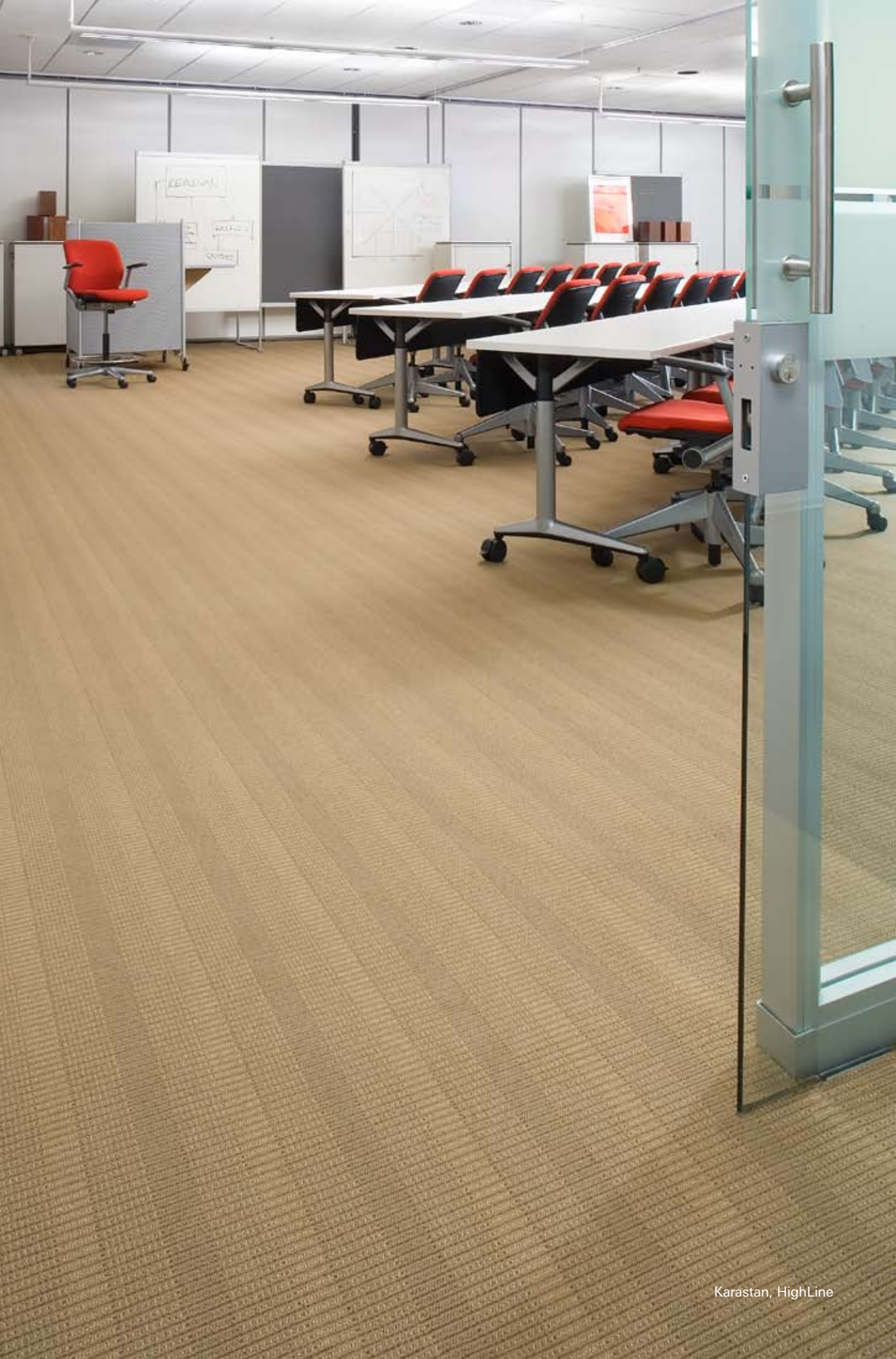


\*April 2008

## MY EDUCATION FLOORING SOLUTION:

When it comes to Education flooring, we understand your top priorities:

- Effective Cleaning
- Durability
- Value
- Asthma & Allergies
- Infection Control
- Slip & Fall Injuries
- Noise Control
- Cushioning



Karastan, HighLine

Durable+Maintainable

Durable+Maintainable

What is the value of proper maintenance?

How can you stretch your maintenance budget?



Lees, By The Book | ColorBlox

## Durable by design.

**Tough flooring for demanding spaces.** Conventional wisdom says carpet is a higher maintenance solution for education facilities. The Mohawk Group has proven conventional wisdom wrong. Our modular and broadloom carpet offerings can take a beating and stand the test of time while actually reducing maintenance costs. That's because we engineer performance into every product we make. With proper routine maintenance, such as vacuuming and following simple cleaning instructions, carpet from The Mohawk Group will maintain its beauty for years to come. In fact, carpet will allow your custodial crew to clean more space in the same eight-hour shift than spaces with hard surfaces.\* Let us show you the value of our carpet and how easy it is to protect your investment.

\*Source: APPA. Custodial Staffing Guidelines/Clean Ops Staffing Package.

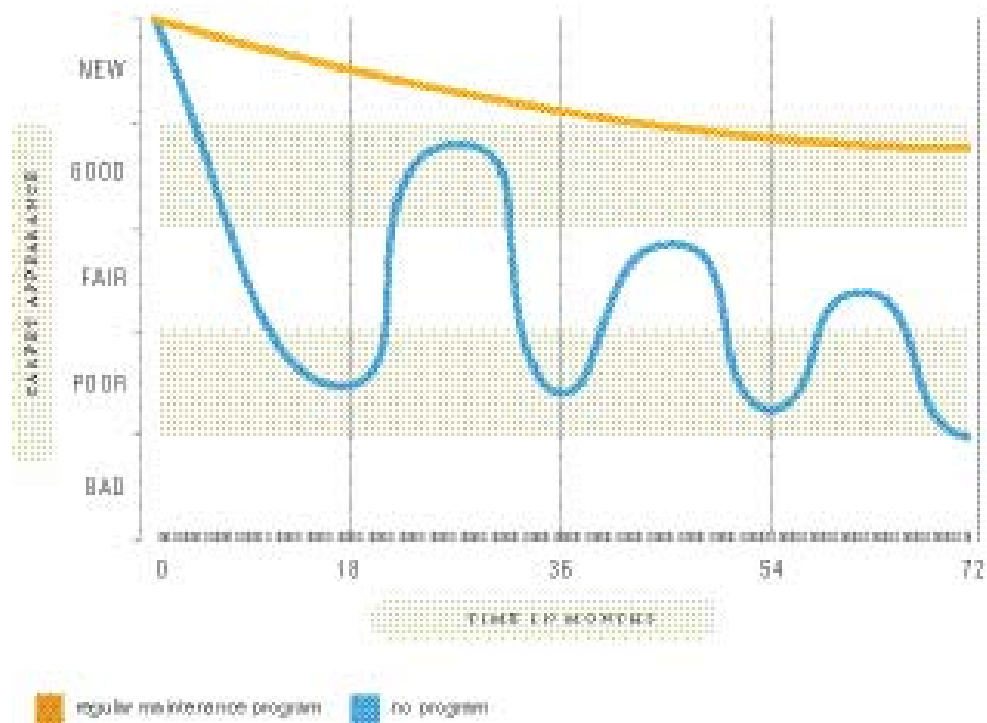
**“Keeping my custodial costs in line is a constant challenge. Vacuuming seems to be a lot faster than mopping. Is carpet the solution?”**



## Can you maintain it?

- Good maintenance preserves the appearance and retains the value of your flooring investment. This applies to any category of flooring

### LIFE CYCLE ANALYSIS



Source: TMG Carpet Care 101

## Contain your maintenance costs.

### **Duracolor: 96% of stains removed with clear water.**

Duracolor is permanent stain resistance – not a topical treatment that can wash off or wear away. Its patented ability to resist stains is engineered into its molecular structure and has been proven effective in millions of yards of demanding installations. No other stain resistance technology comes close to Duracolor's record of success. The fact that Duracolor can be cleaned with water or a mild detergent means you don't need expensive chemical cleaners and you can reduce maintenance time and labor costs. Most importantly, Duracolor extends the useful life of your carpet, and is warranted to last forever.

### **Colorstrand: performance *and* beauty.**

Carpet made with Colorstrand® Solution Dyed Nylon combines enduring beauty with sustainable performance. With aesthetics that are unsurpassed by other solution dyed fibers, Colorstrand also resists color loss from cleaning chemicals and ozone degradation. In fact it's five times more resistant to fading than conventionally dyed nylon fibers. Plus, Colorstrand's 25% pre-consumer recycled content contributes to greener schools.

"I want our flooring to look good and hold up over time. What will make it last longest?"

## Choose lasting performance.

### **Soft or hard surfaces: performance products that fit the space.**

Education flooring needs change throughout a facility. Why should a one-floor-fits-all approach be expected to work everywhere when your priorities vary from stain resistance to quiet comfort to resilience under high traffic?

Regardless of the space, the demand for maximum performance remains critical. The Mohawk Group specializes in fitting the right high performance product to each space to ensure ease of maintenance and the longest possible life cycle. Our hard and soft surface options promise exceptional durability, reduced maintenance costs and the option of replacing sections instead of whole areas. When your goal is performance, The Mohawk Group is the clear choice for the widest range of flooring options.



Healthy+Safe

Does carpet reduce the likelihood of slips and falls?

Can carpet restrict the spread of airborne allergens?

Can carpet reduce the spread of infectious diseases?

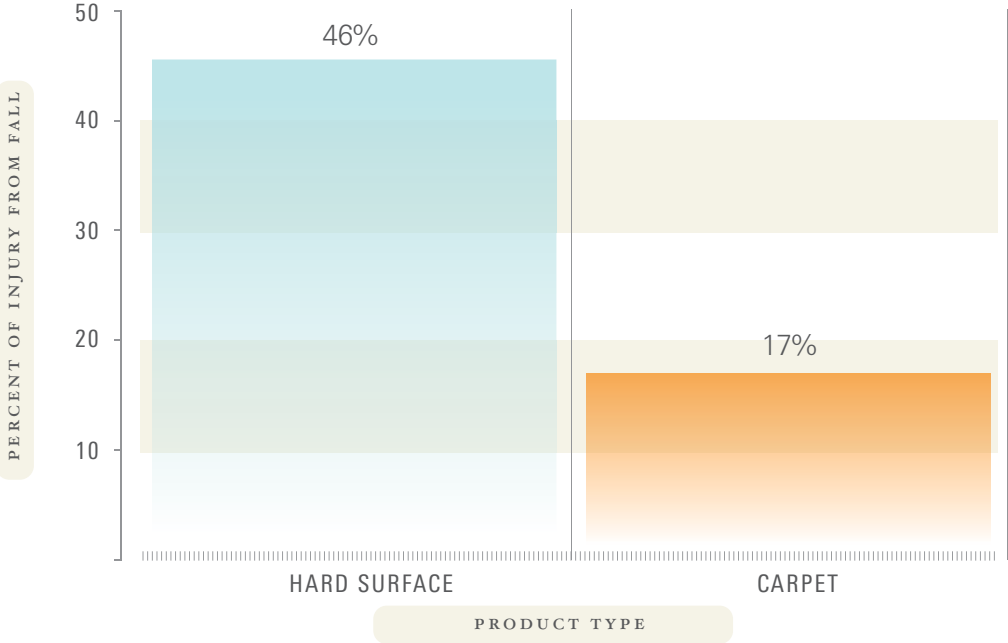


Lees, Shurt | StoneWalk

**Minimizing slip and fall incidents – especially in high traffic areas – is easy and cost effective with the right flooring.** Slips and falls account for as much as 43 percent of all non-playground injuries in schools.\* The costs of these incidents are estimated to exceed \$20 billion\*\* for medical treatment alone. Students, teachers and school visitors are more likely to slip and fall in the areas where they do the most walking. But, if they’re walking on carpet, their chances of slipping and falling are greatly decreased. And if they do fall, they are much less likely to be injured because carpet cushions the impact.

- Research shows 46% of falls on hard surfaces result in injuries requiring medical attention compared to 17% for carpet.

### SLIP FALL INJURY RATE



Source: Hedge A. "Ergonomic Design Issues and Carpet: A Review." International E-Journal of Flooring Sciences. p.3, 08/03

\* Source: Michigan Federation of Teachers and School Related Personnel. "Top 5 Injuries in Schools: What every member should know." Retrieved from <http://www.aftmichigan.org/members/handbook/schoolinjuries.html>

\*\* Source: National SAFE KIDS Campaign (NSKC). School Injury Fact Sheet. Washington (DC): NSKC, 2004

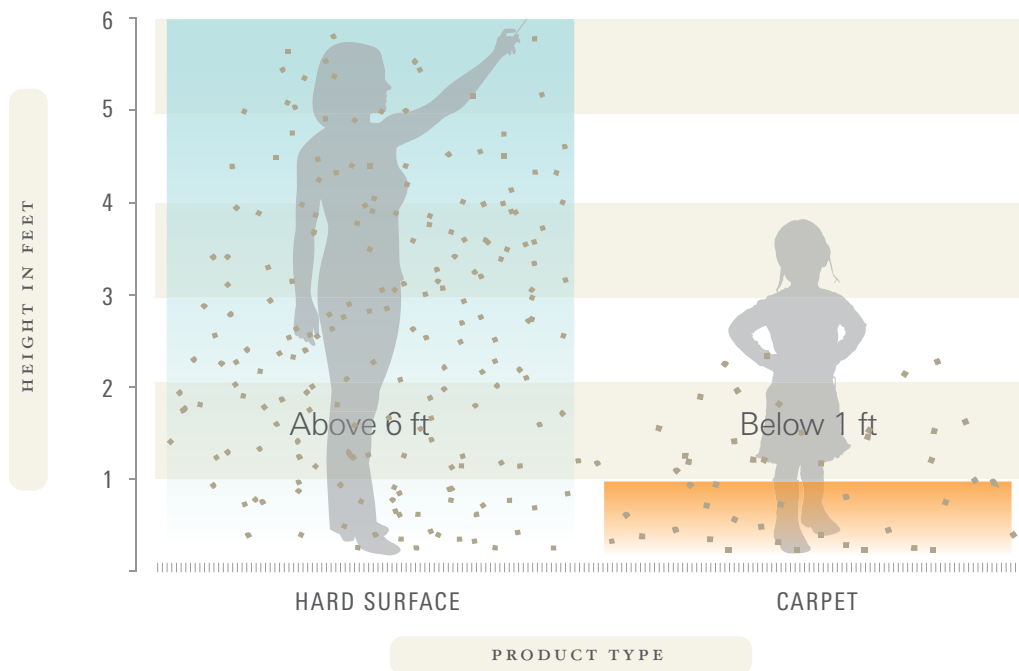


“How can I make our facility safer and reduce work related injuries from slips and falls?”

## High Traffic = High Dust.

**Corridors and classrooms experience a lot of foot traffic on any given day.** All of that walking stirs up airborne particulates that students, teachers and visitors could potentially breathe. Fortunately, carpet helps by reducing the amount of dust and allergens in the air. Many particulates that fall to the carpet are held there and remain away from the breathing zone until they are removed by vacuuming or cleaning. On the other hand, walking on hard surfaces actually disturbs more particulates than walking on carpet and these remain in the air. So, for the highest traffic areas, The Mohawk Group can recommend carpet solutions that improve indoor air quality and create healthier facilities.

### PARTICLE EMISSIONS RELEASED IN THE BREATHING ZONE



Source: Luedtke A. "Floor Coverings, Dust and Airborne Contaminants." *International E-Journal of Flooring Sciences*. August 2003.

"Can carpet actually reduce the amount of allergens in the air?"

**“Hard surfaces make it easier to clean up frequent spills. But are they really effective at resisting the transmission of bacterial, fungal and other types of infections?”**

## A Growing Concern.

**Some areas just need more clean-up.** By their very nature, bathrooms, cafeterias, science labs and entries require more maintenance. That’s where the most spills and wetness occur and it’s where hard surface flooring really excels. Spills on rubber, vinyl tile and other hard surfaces are easily cleaned. Properly cleaned hard surfaces will effectively resist the growth of bacteria, fungus and mold. The Mohawk Group’s next-generation hard surfaces meet the demands of the messiest areas and complement our carpets so you don’t have to sacrifice aesthetics for the highest functionality.

## Infection Control.

### No worries.

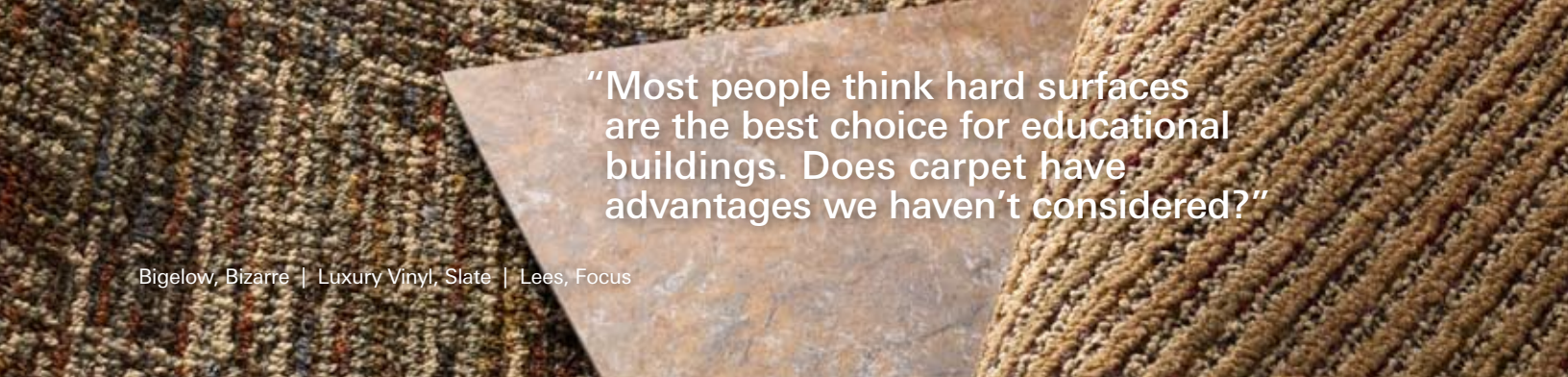
Is flooring a factor in transmitting diseases, such as H1N1, or parasites, such as head lice? Carpet has never been linked to the spread of infectious disease, assuming proper maintenance is performed.\* Further, flooring of *any* type is not a host for most parasites.\* Studies have shown that carpet is no more likely to transmit infections than hard surfaces.\*\* In fact, carpet is able to hold bio-contaminants and parasites, keeping them out of the range of contact for transmission and out of the breathing zone. Daily carpet vacuuming and routine cleaning have been shown to be highly effective in maintaining a healthy space.

### Match the space with the right flooring.

Today, carpet and hard surface flooring represent the ultimate multiple-choice test. The Mohawk Group's full line of soft and hard surfaces allows you to pick the best flooring for each type of space, coordinating colors and designs to end up with an A+ for functionality throughout your entire school.

\* Source: Leib R., Rhode J. "Are those room finishes and cleaners safe?" Healthcare Design 2007 Vol.7(2)

\*\* Source: Speare R., Thomas G., Cahill, C. correspondence to the School of Public Health and Tropical Medicine, James Cook University, Townsville, Queensland, AU, 2002



"Most people think hard surfaces are the best choice for educational buildings. Does carpet have advantages we haven't considered?"



Quiet+Comfortable

Bigelow, Glittering Skyline

Quiet+Comfortable

Does carpet improve comfort for teachers, and students?

How important are acoustics in the education environment?



### **Taking a stand.**

There's a reason the majority of public school teachers have said they preferred carpet.\* The reason is comfort – for those who are standing all day as well as for their students. Compared to hard surface flooring, carpet has demonstrated its ability to reduce fatigue and potentially disabling foot injuries. For elementary school kids who spend a lot of time learning on the floor, carpet also provides a softer, warmer environment – one, when properly maintained, that keeps kids safe from infection.

### **A carpet convert's story.**

With a new building planned for Naperville Central High School in Naperville, IL, former Principal Jim Caudill had a once-in-decades chance to make sure that things were done right. On the advice of his architects at Wight & Company., he involved many teachers in the decision-making and even set up prototype classrooms to test flooring, seating, technology, etc. He encouraged out-of-the-box thinking to support the school's successful, non-traditional educational approach.

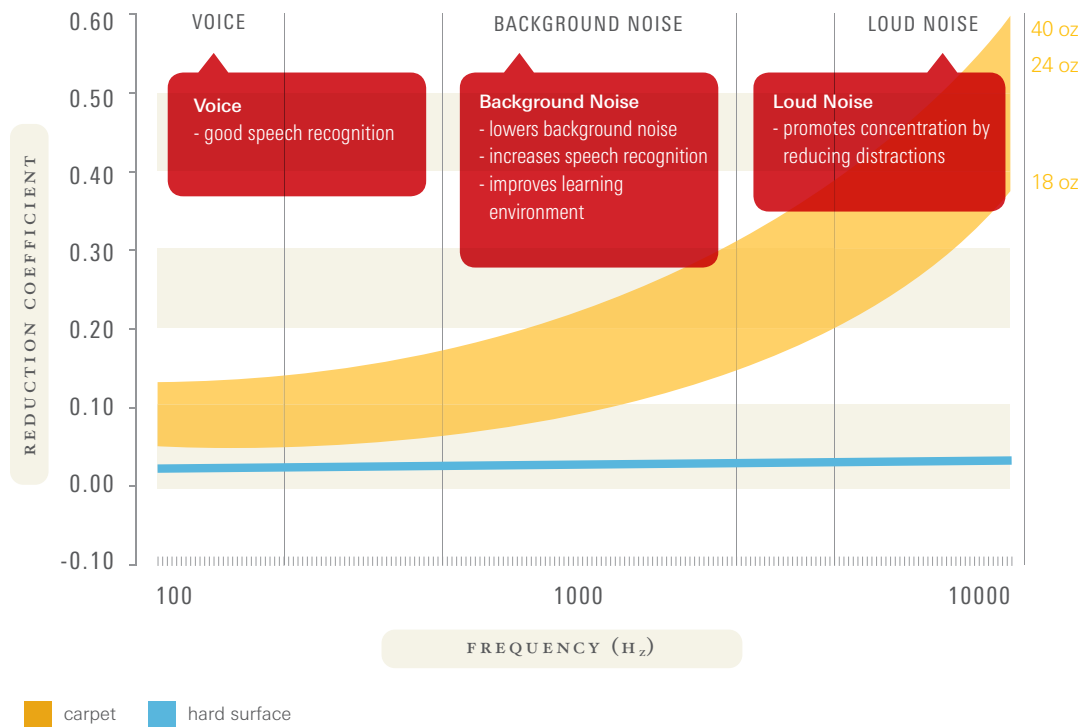
The goal: creatively think through all classroom components and how flooring can help make the whole learning environment function effectively. The result: after testing VCT and other hard surfaces that were the first choices for flooring, the teachers overwhelmingly voted for carpet. They said carpet made the classroom quieter, more comfortable and increased interactivity. While hard surfaces were preferred in science labs and hallways, Caudill found himself ordering carpet for the new classrooms, media center and faculty offices. After listening to his expert users, he agreed that carpet was the right solution for their learning environments.

\* Source: Shapiro B. et al. National Survey of Public School Teachers. Survey conducted for the National Interior Design Assoc. Foundation and the Carpet and Rug Institute, March 2001



## Why are acoustics important in education environments?

### ACOUSTIC PROPERTIES OF FLOORING



Source: Tested according to ASTM C423-08 by Intertek—Results on file with The Mohawk Group.

“How does the students’ ability to hear what is being taught effect the rate in which they assimilate information?”

“Can flooring really have an effect on students’ performance in school and their ability to learn? If we can make our classrooms quieter and improve concentration just by installing carpet, it’s worth it.”

## Less noise, more learning.

### Have you heard?

Carpet’s acoustic properties are unmatched by any other type of flooring. Studies have shown students in carpeted classrooms are better able to understand what teachers are saying, which helps improve student performance. Carpet also mutes background noise, which means teachers don’t have to talk as loud or strain their voices. Finally, carpet mutes loud noises so students can stay focused on their work.



MY EDUCATION FLOORING SOLUTION:

You've got challenges:

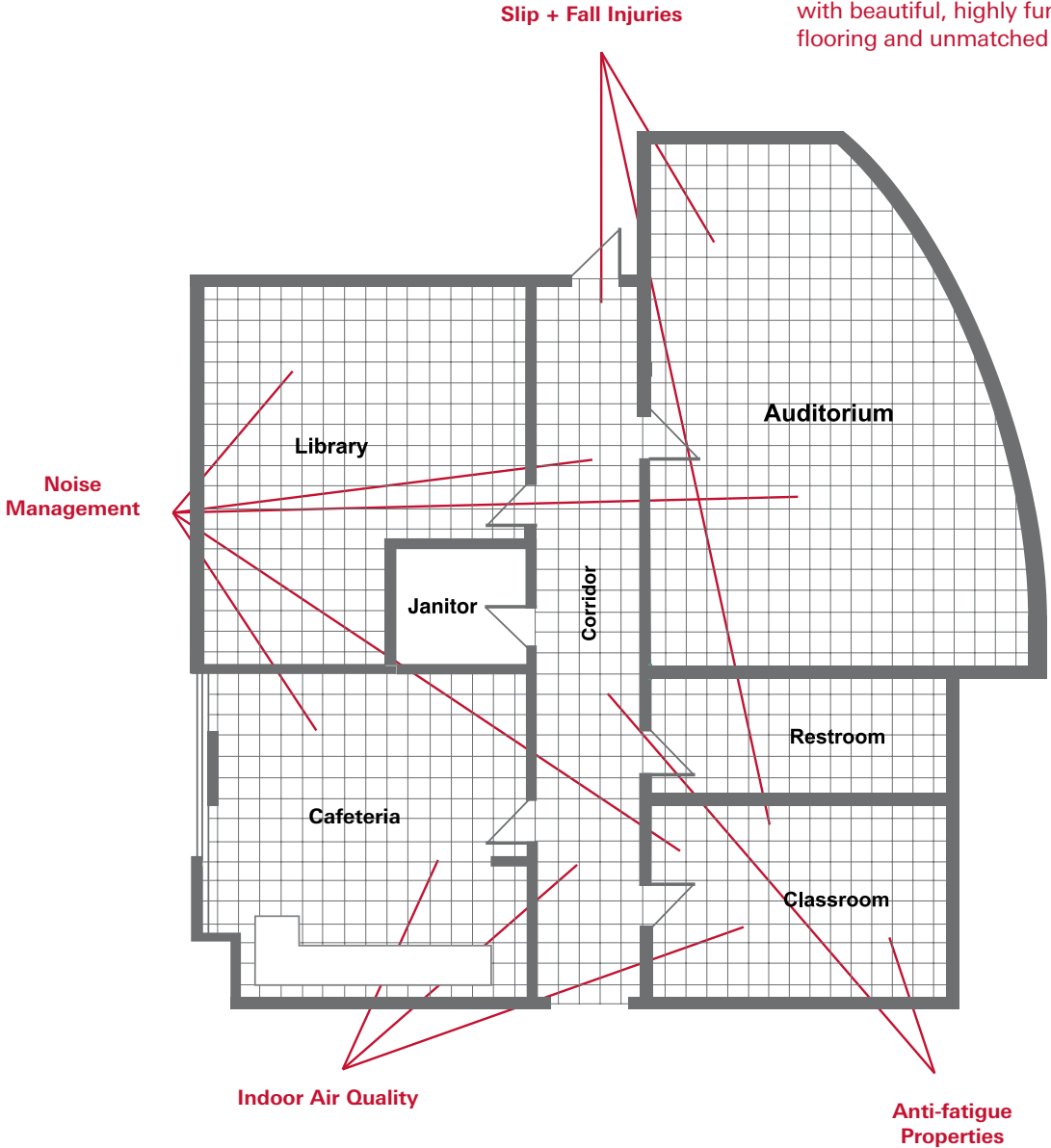
- Long-term value
- Maintenance costs
- Indoor air quality
- Slips and falls
- Noise management
- Fatigue reduction
- Ease of doing business

Mohawk has your complete  
Education flooring solution.

# The Education Environment

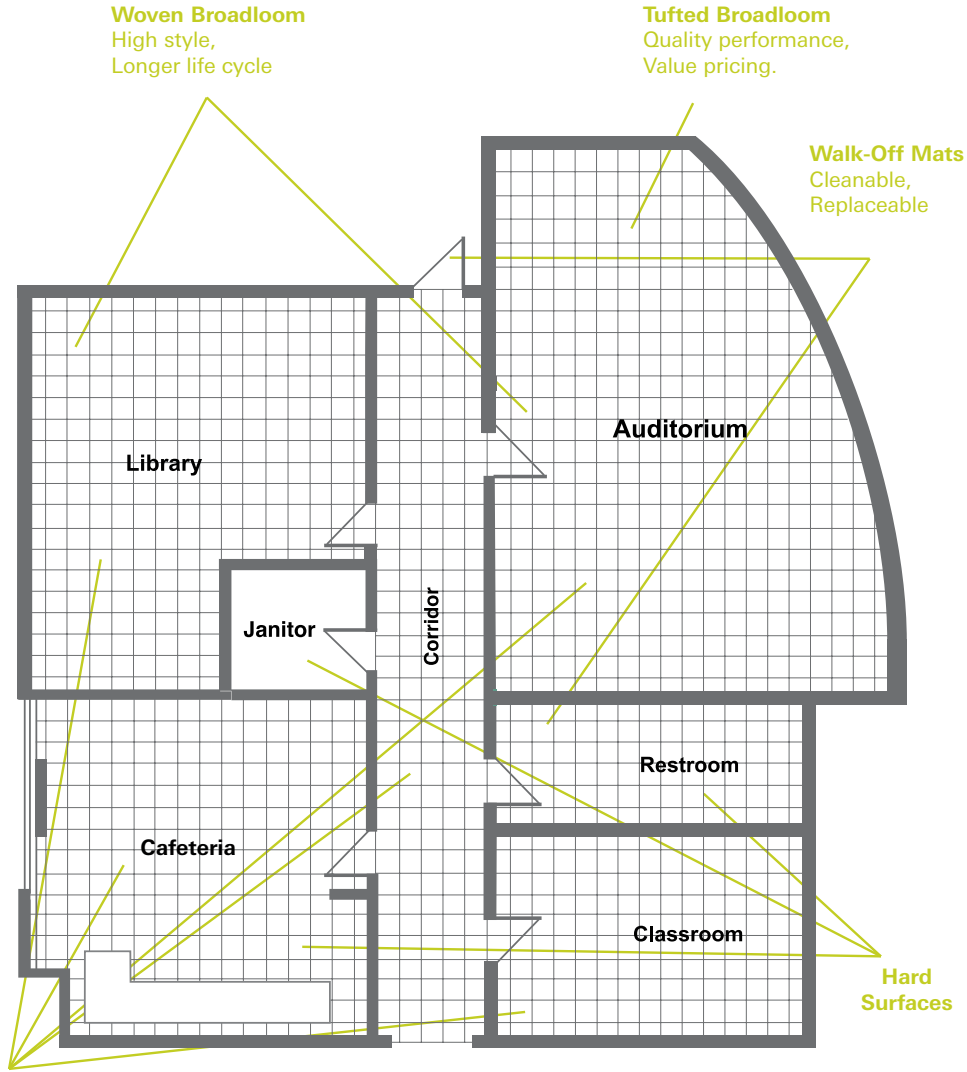
## What's Most Important?

The Mohawk Group knows the challenges you face in the Education environment. From maintenance ease and effectiveness ... to long-term durability and value ... to creating a safer, healthier and more comfortable environment for students and faculty. We have the optimal solution for every Education space. Let us help you address your priorities with beautiful, highly functional flooring and unmatched service.



# The Education Environment

## The Comfortable Choice.



**Modular Carpet**  
Reduces noise,  
Adds cushioning,  
Easily replaced.

**The Right Product in the Right Place.** Teachers and students overwhelmingly prefer performance-backed carpet where appropriate because of its anti-fatigue and injury-prevention properties. The evidence is undeniable: where comfort is king, carpet rules. When frequent spills and cleaning are the order of the day, we have the hard surfaces that fit the bill. No matter the space, Mohawk has the flooring that's right for you.