

AN ORDINARY



REQUEST

You make the call.

You request samples of the latest carpet designs
from The Mohawk Group.

It seems an ordinary thing. No big deal.

After all, without real samples, your job would be that much
harder. How would you know if a color is right,

or be able to help your clients visualize your concept?

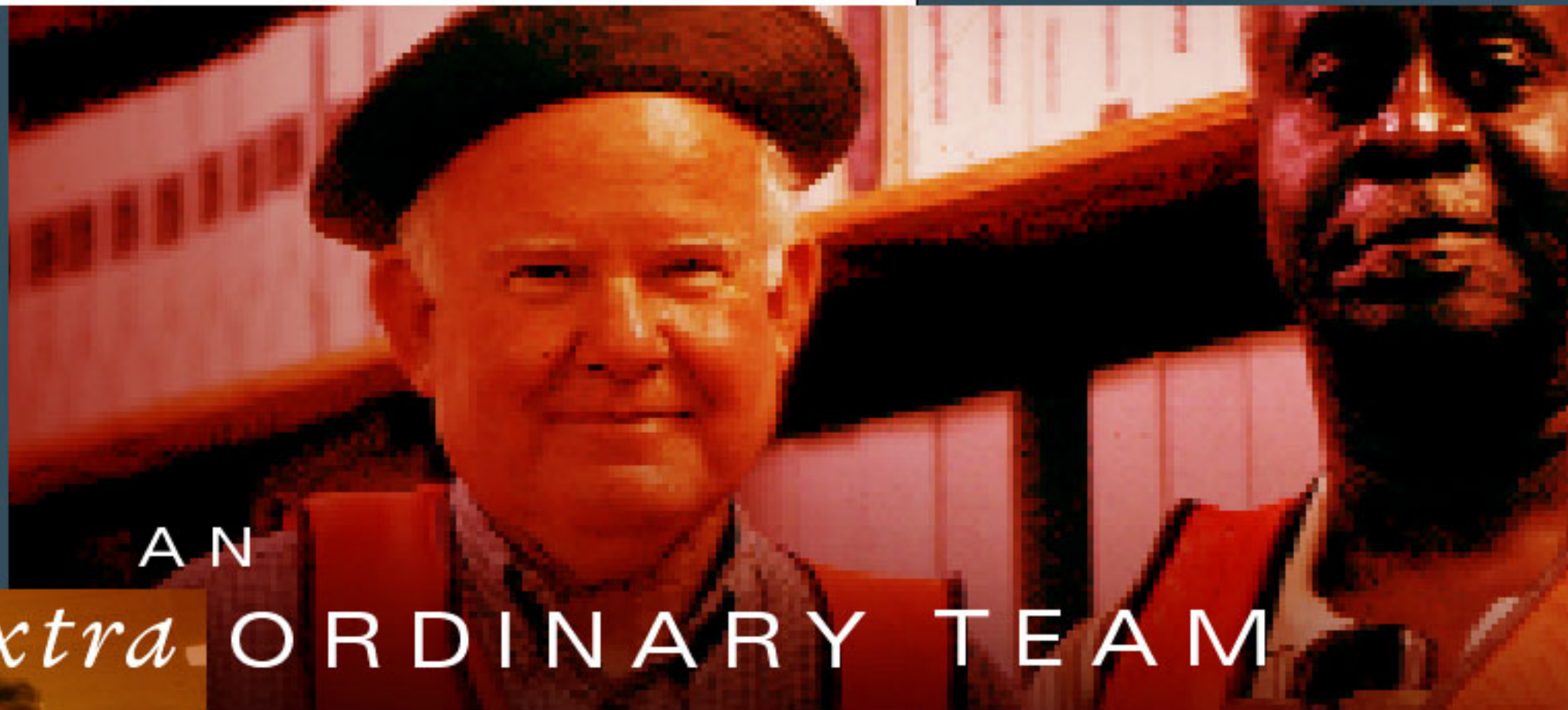
Your sample folders and larger cut samples are hand-assembled
and shipped by a team that wants to make you look good.

Sample folders and cut samples are important to your business.

Your business is important to us.

Thank you.





AN *extra* ORDINARY TEAM



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Your order comes in.

A team of skilled workers blurs into motion
under strict quality standards.

This is no ordinary team.

These skilled adults are Easter Seals employees, hand-
assembling and fulfilling the architect folders and
cut samples you need to give your clients the solutions they're

looking for. It just so happens the team has disabilities
that would otherwise keep them out of the workforce.

You're providing more than jobs.

You're providing integrity.

Thank you.

YOU MAKE THE ORDINARY EXTRAORDINARY

*You're part of
something special
every time
you call for samples
of your favorite
Mohawk Group brands.*

On any given day, three-to-four dozen assemblers are working out of a 28,000-square-foot warehouse in Dublin, GA, producing as many as 3,500 folders a day. * Their company is an Easter Seals of Middle Georgia enterprise called Dublin Diversified Industries. To the disabled adults who work there, the job represents more than a

paycheck. It represents a degree of independence and the chance to look in the mirror and see a contributing member of society. * Today, Easter Seals employees assemble nearly every sample book Mohawk Group customers need. And they handle 100 percent of our worldwide distribution of sample books and individual samples.

The Mohawk Group is not their only client. Dublin Diversified Industries is a self-sustaining business, and we're delighted to partner with such an exceptional operation. * This is not about charity. It's about integrity — a sense of fulfillment. And you make it happen every time you call for samples.

So call your rep and ask for samples. Make something extraordinary happen today.



 The Mohawk Group

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