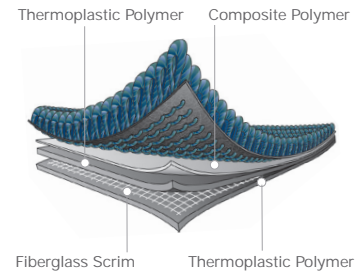


ICT RC benefits and construction

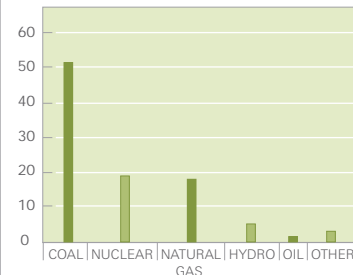
- Constructed with an ultra dense five layer cushion backing system
- Provides an effective moisture barrier
- Features edge ravel and tuft bind construction
- Guaranteed to never cup, dome, dish, shrink or expand
- Reduces slips and cushions falls
- Contains a minimum of 35% pre consumer recycled content by total weight
- Certified at the Gold Level in accordance with NSF/ANSI 140 the Sustainability Assessment for Carpet
- Recyclable through Mohawk's ReCover program



ICT RC is ICT with Celceram

- Also known as coal fly ash
- Coal fly ash is the finely divided mineral residue resulting from the burning of coal in coal powered electrical generating plants
- It has been used in various forms for more than 2,000 years
- Historically used in the production of cement and industrial fillers
- More recently used for a variety of structural building materials, mineral fillers for paints, shingles, mortar, stucco and in the construction of roller compact dams
- The resulting Celceram greatly increases the recycled content of the backing

US Electrical Needs (by coal powered electrical generating plants)



The Benefits of Celceram

- Offers high performance properties
- Provides significantly increased levels of recycled content
- Supports the EPA's and other federal agencies initiatives
- Contributes to the U.S. Green Building Council LEED® rating system



USGBC LEED REQUIREMENTS

- The U.S. Green Building Council is the building industry's only balanced, non-profit, consensus coalition promoting the understanding, development and accelerated implementation of green building policies, programs, technologies, standards and design practices.
- The Leadership in Energy & Environmental Design (LEED) rating system is a voluntary, consensus-based national standard for developing high performance buildings. LEED provides a complete framework for assessing building performance and meeting sustainability goals while offering project certification.
- ICT RC contains 35% minimum pre consumer recycled content by total weight.
- ICT RC can contribute toward all LEED building types requiring carpet.

