MOHAWK

MENTUM ROAD SHOW 2022

Press Kit



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A fter putting the "new normal" to the test this year with its successful Mohawk Momentum Roadshow, Mohawk announces that it will be back on the road again in early 2022. Kicking off Jan. 5 in Philadelphia, the appointment-only traveling show will provide personalized product and program experiences to retailers across the U.S.

"This year, Mohawk Momentum Roadshow helped us connect with over 3,500 retail partners in unprecedented times – all while providing solutions from our largest product launch to date," said Trey Thames, Mohawk's senior vice president of residential sales. "Mohawk Momentum Roadshow 2022 will showcase the latest in product innovations and program offerings that will drive differentiation and business growth throughout the year."

In January, Mohawk Momentum Roadshow 2022 will travel to three cities before making its grand finale at Surfaces in Las Vegas. Attendees will get a first look at Mohawk's full line of new flooring solutions from three of the most recognized brands in the industry: Mohawk, Pergo and Karastan.

"Mohawk Momentum Roadshow 2022 will also feature our continued investment in the development and innovation of our marketing programs and digital solutions," said Thames. "Enhancements to Omnify and Neighborhood Ad Manager further simplify the consumer journey, creating a seamless shopping experience to help our retailers win and close every possible sale." Mohawk Momentum Roadshow is scheduled to make the following stops:

- Philadelphia, Penn.: Jan. 5-6, Marriott Philadelphia Downtown
- Chicago, Ill.: Jan. 12-13, Sheraton Grand
- Huntington Beach, Calif.: Jan. 24-25, Waterfront Beach Resort
- Surfaces: Feb. 1-3, Mandalay Bay
- Atlanta, Ga.: Feb. 22-23, Mohawk Flooring Center in Calhoun

More details for Mohawk Momentum Roadshow 2022 will be announced in the coming weeks, and registration will be live on MohawkMomentumRoadshow.com on Nov. 1. A fter a year of growth in the resilient market, Mohawk will be rounding out its SolidTech portfolio with new styles that feature innovative technologies, including enhanced realism and antimicrobial protection. These additions to the SolidTech Plus tier will provide RSAs the ability to create a true experience for customers when shopping, with a distinct trade-up story to show clear differentiation.

"With so many different resilient products in the market, SolidTech stands out amongst the crowd by providing durable flooring for any room and any style," said Seth Arnold, vice president of marketing. "By adding new on-trend styles and technologies to the SolidTech Plus tier, we can appeal to a more diverse customer base, driving traffic directly into our retailers' stores."

Separated into three tiers, Essentials, Select and Plus, SolidTech products are the easy choice for customers looking for durable wood and stone-look flooring. Featuring an assortment of domestically produced styles, SolidTech Plus products also feature Mohawk's proprietary spill and stain guard and easy click installation.

Within the SolidTech Plus tier, the Bedford collection features eight new styles with enhanced realism with RealPlank[™] Technology, Mohawk's innovative realism technology system that helps achieve the most authentic look and feel in LVT. Through natural edge finishes that create a realistic transition from plank to plank, paired with authentic color variation and deep textures that follow nature's true-tolife patterns, RealPlank Technology compares to genuine materials. SolidTech Plus also features Mohawk's new CleanProtect® technology, with built-in Activeguard antimicrobial technology that makes cleaning the invisible surface of the floors effortless. CleanProtect prohibits the growth of microorganisms to keep floors clean, actively attacking microbes to clear out unwanted bacteria while neutralizing odors caused by mold and mildew for fresh air and peace of mind.

"With new performance attributes, SolidTech Plus products are the ultimate choice for consumers looking for stylish floors that don't compromise durability," said Adam Ward, vice president of product management, resilient. "For those who find comfort in a clean home, CleanProtect provides a sense of peace knowing their floors are clean, while the RealPlank Technology provides authentic patterns, comparable to real wood and stone."

Mohawk will continue to provide firstclass marketing support for SolidTech through dealer advertising options and national promotional events.

For more information on Mohawk SolidTech, visit MohawkToday.com or see your local Mohawk sales representative.



In response to the high demand for resilient products, Mohawk is expanding VersaTech, the original waterproof flooring solution, to provide more versatile options for every consumer and every budget. In the coming year, VersaTech will add a new Plus tier to complete its current domestically produced product offerings, VersaTech Essentials and Select. This additional tier will feature new CleanProtect® antimicrobial protection with built-in Activeguard technology and refreshed decors for a seamless shopping experience.

"As the original waterproof flooring, VersaTech is synonymous with versatility," said Seth Arnold, vice president of marketing. "With this new tier, VersaTech is able to offer a clear trade-up story for any performance, style and budget need, while attracting a new audience of consumers who find comfort in a clean home with CleanProtect technology."

VersaTech is now available in multiple price tiers, Essentials, Select and Plus, to provide versatile options for every budget. VersaTech Essentials features wear protection that resists wears, tears and gouges at affordable prices, resulting in fewer customer claims. VersaTech Select provides wear protection plus EasyClean and stain and scuff protection for simple clean ups and stain prevention. New VersaTech Plus features 36 redesigned decors with enhanced performance and stain, scuff and scratch protection. VersaTech also features new CleanProtect, a built-in antimicrobial protection that prohibits the growth of microorganisms to keep floors clean, actively attacking microbes to clear out unwanted bacteria while neutralizing odors caused by mold and mildew for fresh air and pure peace of mind.

"VersaTech continues to meet the consumers' needs with versatile options for every home," said Adam Ward, vice president of product management, resilient. "VersaTech's fiberglass construction provides superior performance while making it low maintenance, perfect for customers looking for a flooring for everyday life."

For more information on VersaTech, visit MohawkToday.com or speak to your local Mohawk sales representative.



For homeowners concerned about how their decisions impact the environment, Mohawk's EverStrand carpet provides a cleaner home while contributing to a cleaner planet. In 2022, Mohawk plans to increase EverStrand's sustainability momentum with new products positioned to reach a new audience.

"EverStrand offers a sustainability angle that helps solve the challenge of building a connection with first-time home buyers and millennials," said Denise Silbert, vice president of marketing, soft surface. "EverStrand provides a differentiated value proposition with a good mix of entry-level price points. And with consumers, particularly millennials, preferring sustainable flooring options more than ever before, EverStrand allows retailers to sell flooring that really makes a difference for the environment."

EverStrand is manufactured using Mohawk's Continuum®, the ultimate innovation in PET carpet. This patented process uses up to 100 percent postconsumer recycled content and turns it into premium PET. Mohawk purchases bundles of the highest food-grade quality polyester bottles from landfills and transforms them into durable, clean and inherently stainresistant carpet.

"Since we started Continuum, we have recycled nearly 60 billion bottles," explained Jamie Welborn, vice president of product management, soft surface. "Continuum allows us to help keep plastics out of oceans, waterways and natural environments." EverStrand's difference is not just its sustainability story. It is engineered to resist dirt and stains so it starts clean and stays clean. Additionally, Mohawk's EasyClean stain and soil protection helps guard carpets against damage from spills and making them simple to clean so customers can keep their carpet looking newer for longer.

As customers trade-up to EverStrand Soft Appeal, they get enhanced softness and ForeverFresh odor-reducing technology to keep their home smelling fresh.

"Along with these features and benefits, retailers will also be able to promote 15 new introductions," continued Welborn. "These products feature multicolor loops, refreshed color palettes, a heavyweight multicolor and tonal and a transitional look in a tonal pattern. Retailers will be able to push EverStrand's latest introductions with the existing EverStrand displays already on their showroom floor."

For more information on EverStrand, visit MohawkToday.com or speak to your local Mohawk sales representative.



A fter more than 16 years of bringing solutions to the market with SmartStrand, Mohawk will keep innovating its most successful carpet brand's line-up in 2022.

Since its introduction in 2005, SmartStrand carpet has been installed in more than 11 million homes—and counting—largely due to its tested and proven features and benefits:

Extraordinarily Clean. SmartStrand offers extraordinary cleanability and permanent stain resistance, resulting in fewer customer claims.

Exceptionally Durable. SmartStrand provides exceptional durability that preserves the style, beauty and appearance while offering consumers the confidence they can only get from one of the most recognized names in carpet.

Environmentally Friendly. Made inpart from annual renewable plant-based ingredients, SmartStrand makes it easy to connect with your environmentally conscious customers.

In addition, SmartStrand Silk adds superior softness to the mix. Each strand is packed with 700 silk-like, stain-resistant fibers. That is three times more individual fibers than found in traditional carpets-making it a soft and luxurious choice.

Both SmartStrand and SmartStrand Silk include Mohawk's exclusive All Pet® Protection, the most comprehensive pet warranty in the industry covering all pets, all accidents, all the time.

Fashion Meets Performance

"Most of the market recognizes SmartStrand's solid performance," said Denise Silbert, vice president of marketing, soft surface. "But now, more than ever before, a product's fashion story is critical when selling carpet. With carpet moving from a whole house purchase to a single room purchase, consumers are getting more adventurous with their choices and selecting products that really fit their style. We recognized this gap in the market, and, to help retailers sell more SmartStrand, are featuring select products on a brand new merchandising display."

SmartStrand patterns offering visual interest will be included in a new "Fashion Meets Performance" merchandising display this year.

Mohawk's "Fashion Meets Performance" display will group a variety of products with visual interest in one place. SmartStrand's featured offerings include popular patterns and designs that will draw consumers in so that an RSA can build upon the fashion and performance story.

"SmartStrand has something for everyone," explained Jamie Welborn, vice president of product management, soft surface. "The display is set to attract. Once a consumer is interested, the RSA can reinforce SmartStrand's difference, including reinforcing its environmental impact."

Believe in the Best Back

SmartStrand is also expanding with limited styles featuring Mohawk's new ReCover Backing Technology, checking all the boxes for pet, family and environment-friendly carpet.

"SmartStrand with the ReCover Backing System is an amazing new innovation that was created to target consumers that are aiming to be environmentally conscious," said Jamie Welborn, vice president of product management, soft surface. "A lighter weight, recyclable carpet backing, this product creates the smartest solution for their homes and makes the carpet useful even after they're done with it."

Environmentally Friendly. ReCover backing makes SmartStrand 100 percent recyclable and reusable at the end of the carpet's first life. Its fiber is made in part from renewable plant-based materials. ReCover is hypoallergenic and latex free, and it will not absorb moisture that can lead to mold and mildew growth.

Easier Installation. ReCover backing allows SmartStrand to be 30 percent lighter in weight than traditional carpet, creating a product that is easier to handle during install. Additionally, the soft back will not scratch walls or baseboards during installation.

Lifetime Backing Warranty. Additionally, ReCover helps preserve the style, beauty and appearance of SmartStrand. SmartStrand with ReCover backing is guaranteed to never have a warranty claim for delamination, and it is dimensionally stable. "ReCover backing can help retailers attract the growing millennial market, where sustainable solutions are increasingly important," explained Denise Silbert, vice president of marketing, soft surface.

ReCover backing is also pet-friendly and does not break down from pet accidents, adding to SmartStrand's reliable reputation.

Retailers can promote SmartStrand with ReCover Backing Technology through a new blanket display. Designed with the consumer in mind, these displays will drive traffic in store.

For more information on SmartStrand and its latest innovations, visit MohawkToday.com or speak to your local sales representative.



With the release of Signature Technology, Mohawk has reset the standard for the texture and realism of wood décor. By incorporating 64 layers of design data into each plank, Signature Technology achieves a wood floor that is indistinguishable from natural hardwood. Launching in 2022 on RevWood Premier, Mohawk's marketleading Signature Technology reveals realistic beauty with artistic precision and gives retailers the differentiation they need to win in a crowded wood market.

"Signature Technology is the most advanced wood décor available on the market today," said Seth Arnold, vice president of marketing. "This will be a big year for our retailers. RevWood Premier will be the best looking, most waterproof, highest performing wood floor at a price consumers will value and a margin retailers will love. Products like this come around once in a decade, and the early adaptors will reap the greatest rewards. This will revolutionize wood in the same way SmartStrand Silk changed the game for carpet. It will forever change what both consumers and retailers expect from their floors."

Signature Technology captures natural designs by scanning, cataloging and preserving the extraordinary detail and variety common to each wood species. The microdata is then transferred to a flooring plank. The variety and detail of these natural features are often lost in the low fidelity digital conversions that currently make up the flooring industry standard. As a market leader, Mohawk is positioned to revolutionize and raise those standards. "We transfer 64 layers of information onto exclusive, specially crafted Signature plates that create a multidimensional beauty you can see and feel," explained David Moore, senior product director, wood. "Then, Signature's clarity finish achieves 4x more resolution than previous methods and contains up to 1,000 unique colors in every square inch. The result is flooring that is indistinguishable from the original, both in look and feel."

In every way, Mohawk invested in unprecedented beauty and realism with Premier, attracting consumers who seek style, convenience and value. As a result, a leading wood product emerges, complete with unparalleled visuals and convenient features at a fraction of the cost of wood and vinyl, thereby providing retailers with a key market differentiator and high margin opportunities.

The Premier line will also feature enhanced protection from CleanProtect[®], Mohawk's leading antimicrobial protection with built-in Activeguard technology that prevents bacteria growth, keeping floors cleaner and homes healthier for longer. In 2022, retailers can expect new RevWood Premier displays to highlight CleanProtect and feature the natural beauty capabilities of Signature technology, showcasing the line as the ultimate trade-up.

"RevWood Premier changes everything we thought possible in flooring," said Moore. "At Mohawk, we are deeply invested in developing new technologies - from Signature, for the most realistic wood visuals, to CleanProtect, the only technology for antimicrobial protection, to WetProtect[®], for floors guarded against water damage. We're also taking bold action by investing in domestic manufacturing. These are all major investments no one else is making, and all of them combine to create the highest performing wood on the market today - a flooring solution where we can control quality and offer the availability that retailers need to win the market."

As RevWood Premier serves a market need for high-performing wood alternatives that are indistinguishable from natural hardwoods, Mohawk is also expanding its RevWood Plus line to offer an even wider selection of flooring with enhanced, realistic visuals. RevWood Plus will feature 10 new products to help retailers provide exceptional value to consumers, including 8mm styles and budget-conscious options.

"RevWood is a whole new game - the most beautiful products combined with unbeatable performance and tremendous value for consumers," added Arnold. "Others may be able to offer some features and benefits, but no one can match this perfect combination of beauty, performance and value. With RevWood, retailers get a reliable, available product that will differentiate them on the market and generate profitability. It just doesn't get better than that." For more information on RevWood, visit MohawkToday.com or speak to your local Mohawk sales representative.



Mohawk's 2022 TecWood introductions will focus on the natural beauty of hardwood. "There is a segment of the wood market that could be called the 'never plastic group' - no matter the performance benefits, these consumers don't want vinyl floors," said Seth Arnold, vice president of marketing. "Instead, they want wood floors. This group tends to be higher-end consumers that want a unique, natural floor. TecWood is positioned specifically to help our retail partners attract this type of consumer."

The latest TecWood line-up will feature a broad assortment of high-end visuals with unique colors, grain patterns and finished textures. Additionally, each new introduction will include TecWood's leading performance attributes supported by dimensional stability and long-lasting finishing technologies that protect each plank's color and appearance over time. The combination allows active families to enjoy their lifestyles without sacrificing the natural beauty of authentic hardwood in their homes. "Nature never repeats itself, and neither does TecWood," said David Moore, senior product director, wood. "For consumers who prefer natural hardwood over alternatives, TecWood continues to be the leading, trusted solution on the market. Every TecWood plank is natural and unique - creating a one-of-a-kind, custom floor. This is what we'll be focusing on with our TecWood marketing and communication efforts."

In 2022, consumers will also be able to order free product samples online, creating a shift expected to increase traffic to retail locations. These available options will span price points and designs, moving from value woods that provide the perfect solution for new construction to Select and Plus options that offer more exotic looks, grains and beauty.

For more information on TecWood, visit MohawkToday.com or speak to your local Mohawk sales representative.



Performance hardwood represents an emerging and rapidly expanding category. To help retail partners keep up with demand, Mohawk is strengthening its performance hardwood portfolio in 2022 with additions to the UltraWood line, featuring new collections in character maple and European white oaks as well as enhancements to UltraWood Plus with CleanProtect[®].

"As retail price points on luxury vinyl planks have continued to increase, performance hardwoods like UltraWood provide a much more compelling value proposition for consumers," said Seth Arnold, vice president of marketing. "Let's not forget, the consumer enters into the purchase journey wanting hardwood. If you can give hardwood with all the performance benefits, why would they want a plastic floor?"

Slated as the ultimate performance hardwood, UltraWood is domestically produced at the company's Danville facility in Virginia. The line features the latest technological innovations to enhance durability, making it the ultimate choice in performance hardwood. With these new additions, UltraWood offers a growing collection of 28 styles, adding eight new styles this year alone. UltraWood floors also feature Mohawk's patented WetProtect® technology, a lifetime surface and subfloor waterproof warranty, as well as EasyClean® technology, Mohawk's enhanced lacquer resistance against stains and soil buildup. In addition, the line features Mohawk's Everlast hardwood protection system, guarding the hardwood veneer against scratches, wear and dents. With Everlast, floors benefit from four-times greater scratch protection, two-times stronger wear protection and five-times greater dent protection.

"Today, easy to clean is easy to sell," explained David Moore, senior product director, wood. "That's why we are enhancing our UltraWood portfolio with CleanProtect - a revolutionary technology that provides built-in antimicrobial protection for ultimate durability."

CleanProtect with built-in Activeguard antimicrobial technology prohibits the growth of microorganisms to keep floors clean, actively attacking microbes to clear out unwanted bacteria while neutralizing odors caused by mold and mildew for fresh air and peace of mind.

For more information on UltraWood, visit MohawkToday.com or speak to your local Mohawk sales representative.



Karastan knows that luxury should be an immersive experience. In 2022, Karastan carpet will get a refreshed look in-store and online including a new assortment of sophisticated and timeless products, featuring innovative fibers and manufacturing technologies, all with an eye on enhancing the customer shopping journey.

"Since 1928, Karastan continues to be the flooring provider that helps discerning homeowners live beautifully," said Jason Randolph, senior vice president of residential sales for Karastan and Godfrey Hirst. "Our 2022 line features more than 20 new products that merge modern classics with handcrafted visuals and stunning colorations. We've thought of the target consumer, and their style is reflected in every detail. These details couldn't be achieved without our ColorMax[™] and KaraLoom technologies."

With ColorMax technology, Karastan's expanded offerings feature a proprietary dyeing process that brings colors and designs to life with sharper, crisper and more precise colorations. Karastan will also be expanding its products featuring KaraLoom technology, which replicates the look of woven wool carpet, for beautiful pattern and loop designs with enhanced performance and value. Together, the 2022 assortment will include a combination of bold and intricate patterns and multicolor and solid loops, featuring the latest color trends. Along with these new products, Karastan will help retailers make it easier for consumers to shop for fashionable flooring options online and in-store.

"We're focused on elevating how consumers shop for luxury flooring," explained Denise Silbert, vice president of marketing, soft surface. "We understand the importance of visualization and the opportunity to connect online shoppers to a Karastan retail partner so they can see our new instore studio destination display, inspiring them so that it's easier to shop."

A new online platform with inspiring visuals will also streamline the shopping experience, allowing users to easily search for flooring options, differentiated products and the features and benefits that help them decide what best suits their homes and families. Once in the store, customers can see their style visions up-close on a new destination display.

To learn more about this elevated view of fashion, visit Karastan.com or speak to a local Karastan sales representative.



With over 90 years as the world's leading luxury carpet brand and the 2020 launch of its hard surface lines, Karastan continues to expand its role as a complete flooring brand by focusing on fashion for the future in 2022 and beyond.

"Karastan is the most coveted, most protected luxury brand in the industry," said Seth Arnold, vice president of marketing. "We are evolving the brand to serve as a total flooring brand for the new generation to better serve both consumers and our retail partners."

To accomplish this, Karastan looks to its BelleLuxe and LuxeCraft lines, both representing the company's emphasis on inspired designs, flawless craftsmanship and long-lasting materials. Available in five distinctive collections, BelleLuxe's timeless hardwoods are curated from the world's finest woods to create dense, strong and beautiful floors.

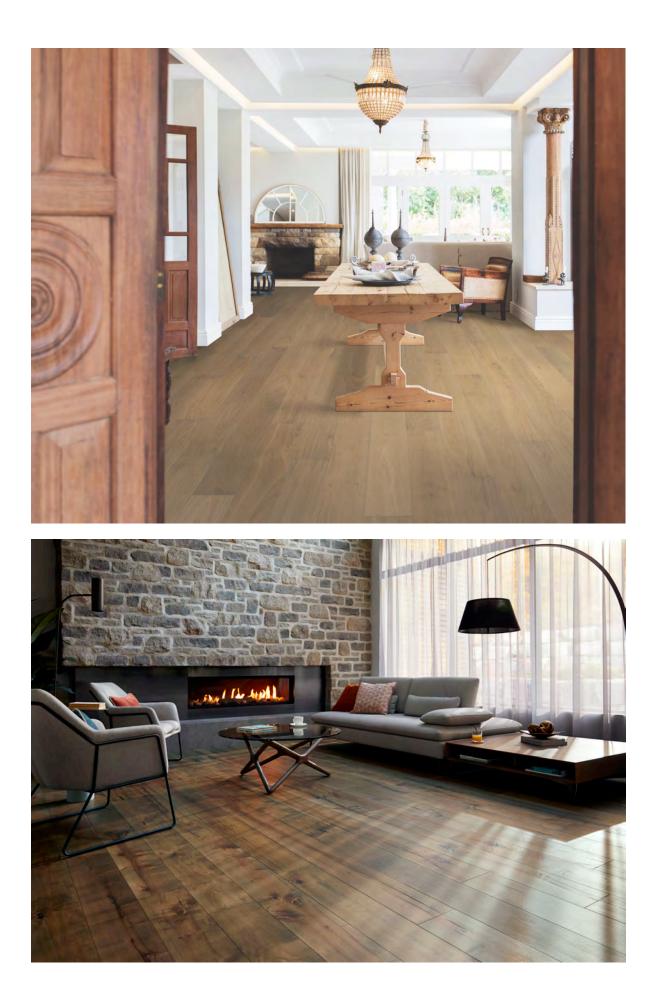
Karastan LuxeCraft meticulously captures nature's imperfections and recreates them. Debuting the Cultivated Wood collection, four new wood styles maintain Karastan's promise of premium luxury and quality.

While the focus is on providing beautiful floors, every Karastan product meets strict quality standards and is backed by lifetime warranties.

In addition to increasing its role as a complete flooring brand, Karastan also seeks to provide an immersive customer experience that reimagines the purchasing journey behind luxury flooring. Through streamlined shopping experiences, valuedriven touchpoints, innovative product offerings and revolutionary technologies, Karastan will focus on elevating the consumer experience with a panoramic view of luxury and the best quality flooring for their homes.

"A luxury experience is something beyond words, something to be felt and enjoyed," explained Jason Randolph, senior vice president of residential sales for Karastan and Godfrey Hirst. "With Karastan, we're focused on providing that luxury experience at every possible turn. For us, luxury flooring doesn't begin and end with product; it encompasses a total experience, providing the consumer with a premium level of quality in every aspect of the purchasing journey. That is fashion for the future."

For more information on Karastan BelleLuxe and LuxeCraft, visit Karastan.com or speak to your local Karastan sales representative.



M ohawk is broadening Pergo Extreme's resilient offering with a new Ultra tier that features the best of Mohawk's innovative technologies. This new tier will include 10 new styles, including wider longer planks, and will complete Pergo Extreme's trade-up story with top-tier features and benefits.

"The Pergo Extreme brand is synonymous with performance," said Seth Arnold, vice president of marketing. "We are excited to bring another level of high-performing flooring with new Pergo Extreme Ultra, giving retailers the ability to tell a clear trade-up story with options for any consumer, no matter how bold they live."

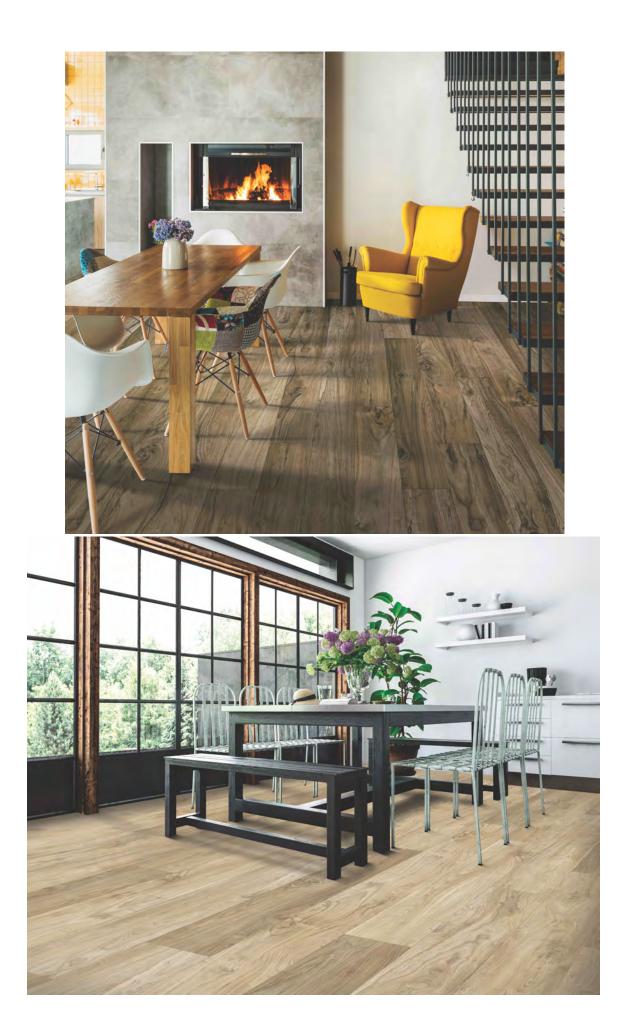
Pergo Extreme is created with an innovative layered system and a rigid SPC core, for uncompromising performance and unmatched dimensional stability that makes it 100 percent dent proof, pet proof, kid proof and waterproof. Pergo Extreme also features an industry-leading, residential lifetime warranty across all three tiers, Originals, Preferred and Ultra.

Pergo Extreme Ultra will feature RealPlank™ Technology, Mohawk's innovative realism technology system that helps achieve the most authentic look and feel in LVT. Through natural edge finishes that create a realistic transition from plank to plank, paired with authentic color variation and deep textures that follow nature's true-to-life patterns, RealPlank Technology compares to genuine materials. Pergo Extreme Ultra will complete the three tiers, giving retailers an established trade-up offering. The Ultra tier features WetProtect® technology, a waterproof system that delivers the ultimate protection with water-tight joints that prevent subfloor damage and a unique waterproof finish that traps moisture on the surface. As the only waterproof flooring system in the industry that comes with a standard lifetime subfloor warranty, WetProtect provides full coverage waterproofing.

And for those who truly live on their floors, but still value a clean home, there is now CleanProtect with built-in Activeguard antimicrobial technology that prevents bacteria growth and buildup and makes cleaning effortless. CleanProtect keeps floors clean by actively attacking microbes to clear out unwanted bacteria while neutralizing odors caused by mold and mildew, for a home with fresh air and peace of mind.

"With Pergo Extreme Ultra, we can offer a new level of deep style, performance and protection with the latest in design and waterproof and antimicrobial technology," said Adam Ward, vice president of product management, resilient. "Pergo Extreme Ultra offers authentic looks with deep textures combined with the latest technology to provide worry-free floors for consumers who don't want to compromise."

For more information on Pergo Extreme, visit MohawkToday.com or speak to your local Mohawk sales representative.



A fter a successful fall 2021 launch of Pergo Elements, Mohawk will expand the exclusive line to more specialty retail locations this year. Pergo Elements features 24 SKUs of highly differentiated, worry-free waterproof wood with premium attached pad, WetProtect® technology and new CleanProtect® built-in antimicrobial protection.

"Consumers consistently say Pergo is the most durable, attractive, high-quality brand of wood flooring," said Seth Arnold, vice president of marketing. "This incredible brand reputation and the fact that Pergo is made in the USA combined to make our fourth quarter Pergo launch wildly successful. The retail demand going into 2022 will be incredible, and we have a strong plan to grow with specialty retail partners that value the power of the Pergo brand."

Pergo Elements features WetProtect, a proprietary locking system and surface coating that provides the only watertight floors on the market. Pergo's advanced technology enhances the unique look of the wood with unparalleled scratch protection, fade resistance and dimensional stability that exceeds natural hardwood in every way.



And for those who truly live on their floors, but still value a clean home, there is now CleanProtect with built-in Activeguard antimicrobial technology that prevents bacteria growth and build-up and makes cleaning effortless. CleanProtect prevents the mess before it begins—so consumers can live boldly on their Pergo floors without microorganisms, bacteria, mold and mildew growing. By prohibiting the growth of microorganisms, CleanProtect keeps floors clean and actively attacks microbes to clear out unwanted bacteria while neutralizing odors caused by mold and mildew for fresh air and peace of mind.

"Featuring two distinct collections, Originals and Preferred, with six different styles and a number of industry-leading durable, waterproof and antimicrobial technologies, Pergo Elements will help retailers drive upgrades," explained David Moore, senior product director, wood. "Pergo Elements provides retailers with the ability to appeal to any consumer, no matter the budget or style preference, with trade ups perfect for every lifestyle."

Pergo Elements Originals incudes new CleanProtect built-in antimicrobial protection and a 10-year waterproof warranty along with a premium attached pad that provides warmth and absorbs surface impact to reduce noise and alleviate stress on the joints, ensuring that the planks remain tightly locked. Pergo Elements Preferred, a trade-up offering, boasts WetProtect's lifetime surface and subfloor waterproof warranty, premium GenuEdge pressed bevels for an enhanced hardwood visual, a premium attached pad and CleanProtect built-in antimicrobial protection. Pergo Elements Preferred is also steam mop approved so floors can be wet and steam mopped.

Building on its brand-name recognition to drive consumer traffic into stores, the Pergo Elements marketing story will place a major emphasis on the flooring being waterproof and worry-free, along with promoting its attached pad and antimicrobial properties. Mohawk will provide first-class marketing support for Pergo Elements through new merchandising, Omnify and dealer advertising options. Additionally, Mohawk will offer expedited 48-hour samples of all 24 SKUs to provide quicker sample delivery to consumers.

The Pergo Elements line will coordinate with products from Mohawk's Performance Accessories program that offers innovative, multifunctional transitions that are colorcoordinated for retailers to sell a complete flooring package in one purchase.

For more information on Pergo Elements, visit MohawkToday.com or speak to your local sales representative.



Performance Accessories offers the perfect finish for any hard surface floor with products that are easy to sell, easy to order and easy to install. In 2022, Performance Accessories further expands this promise by launching a stair tread program to help retailers reach previously untapped markets and emphasizing its waterproof accessories.

"Now our retail partners can take on the most challenging part of the house - the stairway," said Seth Arnold, vice president of marketing. "Stair treads have been treated as an afterthought within the retail space because of the lack of solutions. We recognized this, and we can now help give retailers an opportunity to expand profits. With the launch, we're supporting retailers with straightforward approaches and marketing assets designed to sell stair solutions and other Performance Accessories products."

In addition to a new innovative product category, Performance Accessories will also build upon its other products designed to increase sales, especially for the waterproof flooring category. "80 percent of wood floors are waterproof," explained Ruth Nelson, vice president and general manager, accessories. "However, waterproof floors aren't possible without waterproof Performance Accessories products, such as the waterproof quarter round. With just one product that's easy to install and unlike anything else on the market, our retail partners can provide a truly waterproof floor. There's not a better product that represents the promise of Peformance Accessories."

Performance Accessories products support detail-oriented buyers, providing them with the perfect finish for their projects while also creating easy-to-sell, easy-to-order and easy-toinstall opportunities for retailers. To this end, Performance Accessories offers retailers a wide range of solutions that complement products from leading brands through precision fit, color match and warranty assurance.

For more information on Performance Accessories, visit MohawkToday.com or speak to your local Mohawk sales representative.





Godfrey Hirst aims to continue expansion and growth in the fashion category with 12 new carpet introductions. In 2022, Godfrey Hirst will continue to build on its rich wool carpet heritage with updated designs and styles, while increasing its focus on SmartStrand and Everlux Nylon assortments in a wide variety of construction and colorations. These products will provide the consumer with premium designs, stylish colorations and exceptional performance.

"The growth of accessibility to differentiated looks and materials is a focus for us with our retail partners and consumers in 2022," said Denise Silbert, vice president of marketing, soft surface. "Fashion in flooring is growing in popularity, and the expansion of Godfrey Hirst's product line will be extremely beneficial from an aesthetics and practicality standpoint."



Godfrey Hirst carpets are created with style and quality in mind. Designers take inspiration from patterns and textures found from unique silhouettes, creating products that each homeowner can enjoy.

"Consumers are shopping with an eye on design and performance," explained Jason Randolph, senior vice president of residential sales, Karastan and Godfrey Hirst. "Godfrey Hirst specializes in flooring that not only complements the home but also enhances the feeling of luxury. With our broad collection of stylish and quality flooring, consumers don't need to compromise on high styled flooring in a wide array of colors and designs. By carrying Godfrey Hirst, retailers will be able to increase their margin and overall sales ticket on these differentiated collections."

For more information on Godfrey Hirst, visit GodfreyHirst.com or speak to your local sales representative.



Quick-Step® is excited to announce an aggressive launch in 2022, bringing new, innovative strategies, product assortments and solutions that will provide customers with the differentiation they need to win in their markets. As the preferred partner, Quick-Step continues to provide flooring solutions that simply transform every space.

"After these unprecedented times, Quick-Step is reinvigorating our strategies and products, and increasing our production capacity and commitment to the distribution channel to better serve our customers and set them apart from the crowd," said Greg Wiedbusch, vice president of distribution sales.

• NatureTEK® Plus. Distributors spoke, and Quick-Step listened. In 2022, NatureTEK Plus offers more pad-attached laminate products with the brand's best waterproof performance yet. Three new collections debuts and three of the most-loved collections receive performance and style updates. NatureTEK Plus now features WetProtect® technology for a lifetime waterproof protection for the surface and subfloor – making it the right kind of waterproof.



• EnduraTEK®. EnduraTEK provides the performance consumers are asking for and now features a clear trade-up story with new EnduraTEK Select and EnduraTEK Plus tiers, revamped with decors and TEKnologies to round out the brand's resilient product offering. EnduraTEK Select features an assortment of stylish wood and stone decors with spill and stain guard, waterproof performance and dent, wear, stain and scratch resistance TEKnology. EnduraTEK Plus features an assortment of domestically produced wood decors with the cuttingedge TEKnology consumers have come to expect. This top-tier resilient offering features new WetProtect waterproof technology and CleanProtect®, built-in antimicrobial flooring protection, which makes cleaning the invisible surface of the floors effortless.

• EverTEK[™]. Introducing new EverTEK, 100 percent waterproof hardwood flooring, featuring 10 wood visuals in both traditional and fashion-forward colors. EverTEK provides four times greater scratch protection, two times greater wear protection and five times greater dent protection than traditional hardwood. EverTEK Select features EverLast TEKnology, providing a lifetime wear warranty, and WetProtect waterproof technology. EverTEK Plus features the same protection with new CleanProtect, built-in antimicrobial flooring protection. "As a top-tier partner, we are creating displays for EnduraTEK and EverTEK to help promote the features and benefits consumers are looking for," said Wiedbusch. "We are also revamping our popular NatureTEK Matrix display to highlight continued refinement of our waterproof products, giving our partners even more marketing assets to help drive business and grow with Quick-Step."

For more information, please visit us.quickstep.com, or speak to your local Quick-Step sales representative.



M ohawk Builder Multifamily is bringing momentum to customers in 2022 by offering them more support for where they want to take their business, bringing them more solutions, service, innovation and sustainability.

The Mohawk Portico collection is synonymous with quality, and as the world's largest flooring manufacturer, Mohawk Builder Multifamily continues to provide innovative, environmentally-responsible and easy-to-install products across all flooring categories with top-in-class service.

"Together we can do more," said Brian Dolfi, senior vice president of Mohawk Builder Multifamily. "Mohawk Builder Multifamily wants to be more than a partner. Because when it comes to business, less is rarely more. In this competitive climate, we are committed to doing more to support their businesses, starting with providing on-trend product offerings."

• EverStrand. Made from high-quality PET fiber that is engineered to resist dirt and stains, EverStrand starts clean and stays clean. With fiber made from up to 100% post-consumer recycled content, EverStrand makes it easy to connect with customers seeking a sustainable carpet solution.

• VersaTech. As the original waterproof flooring solution, VersaTech provides more versatile options for every customer and every budget. With a fiberglass construction for superior performance and a seamless finish, VersaTech remains low maintenance and easy to clean. • SolidTech. Featuring a variety of natural wood and stone decors, SolidTech is the durable flooring that provides style and performance. Built for any room, SolidTech is optimal for wet areas and waterproof to withstand spills and pet accidents.

• Pergo Extreme. For active lifestyles, Pergo Extreme provides confidence for those who truly live on their floors without compromise on beauty and style. With unique wood techniques, dramatic stone formats and an innovative layered system to drive uncompromising performance and unmatched dimensional stability, Pergo Extreme is not only stylish but also dent proof, pet proof, kid proof and waterproof.

• UltraWood. As the ultimate performance hardwood, UltraWood offers superior waterproof performance, long-lasting durability and simplified delivery and installation. With no acclimation time, UltraWood can be installed as soon as it is delivered and is easy to maintain thanks to Mohawk's EasyClean technology that prevents dirt, grime and drywall from getting stuck in the joints.

• **RevWood.** Customers no longer have to choose between the beauty of hardwood and the toughness of laminate – with RevWood, they can have both! Featuring premium hardwood visuals, maximum scratch protection and fade resistance in a variety of price points, RevWood provides long lasting beauty for every budget. • Pergo Elements. Providing bold, stylish floors with lifetime protection against water, stains and wear, Pergo Elements is the easy choice for those who live boldly on their floors. Featuring six laminated wood collections to choose from, there's a perfect Pergo floor for any style and price point.

• SmartStrand. Since its introduction 15 years ago, SmartStrand carpet has been installed in more than 11 million homes—and counting! SmartStrand is made to handle the biggest messes and the toughest conditions. The fiber is made in part from annual renewable plant-based ingredients that consume less energy with fewer GHG emissions, contributing not only to a clean home, that's also environmentally friendly.

• TecWood. Designed to bring the beauty of nature into every room by pairing the color and texture of true hardwood with a scratch resistant finish, TecWood's plywood construction makes it perfect for installation at any level of the home while protecting planks from expanding and contracting due to temperature changes. "The builder market demands a broad selection of quality products at the best prices possible," said Dolfi. "We have created a program that offers a broad selection of flooring – delivering more choices, more customization and more value."

For more information, visit MohawkBuild.com or speak to your local sales representative. A s an industry leader in main street flooring, Aladdin Commercial will be participating in Mohawk's second annual Momentum Roadshow, bringing a refreshed coordination story with elevated branding and disruptive product technology, such as Color Pulse and M700 Plus.

Providing a comprehensive main street commercial program built specifically to provide customers the right flooring solutions for any end use applications, Aladdin Commercial continues their mission of providing low cost, curated coordinated solutions.

"In 2022, we are looking forward to expanding our reach more than ever before," said Robb Myer, vice president of Aladdin Commercial. "Joining the 2022 Momentum Roadshow is the perfect way to share our coordination story. Aladdin continues to push the boundaries of products that are not only beautiful and transitional but cost-efficient. Our coordination stories are highlighted throughout our different product offerings and can be customized for every space, budget and style preference."

• RevWood Plus. Aladdin Commercial's new revolutionary laminated wood product provides high-end looks and design with WetProtect waterproof technology, providing the right kind of waterproof with a lifetime surface and subfloor warranty. Featuring six top-selling styles, RevWood Plus is durable, reliable and suitable for all main street businesses. • Old Quarter. From the new and improved SolidTech, Old Quarter features a stunning array of one stone and three wood visuals with a variety of plank sizes for maximum coordination and design flexibility. Featuring the latest in LVT innovation with stain and scratch resistant technology and 100% waterproof protection, Old Quarter's rigid composite core construction provides durable floors without having to compromise on style.

• Halong Bay. The Halong Bay collection from Smart Select features two styles with a beautiful variety of colorways and visuals to create natural-looking wood floors. With stain, scratch and waterproof protection, Halong Bay's resiliency is backed by its FloorScore Certification.

• **Reconnected.** The new Reconnected LVT by Aladdin Commercial features an updated Entrenched replacement to freshen up floors. The collection of 10 modern, natural wood designs contains natural pops of color variation and a color-beveled edge for a seamless look.



• Here to There. Created with innovative Color Pulse technology, Aladdin Commercial's new fiber breakthrough delivers the visual texture and dynamic dimension of a space dyed yarn with the lower environmental impact and highperformance of solution dyed nylon. Featuring beautiful, random pops of color throughout, the stylish designs throughout this carpet elevate every room.

• Current Events. As a new addition to the Mass Media collection, Current Events carpet tile provides a high-end feel and design at a budget-friendly cost. With subtle yet stunning textures, Current Events brings sophisticated and modern environment to any commercial interior. Created with EnviroStrand SD fiber and backed by UltraSet Matrix, this carpet tile brings the latest in innovation and technology. "Aladdin Commercial is excited to build off another momentous year and bring our new, innovative products to the market," said Myer. "These products will blend beautifully with our current selection and will create a coordination story for our customers, with products that are not only beautiful but also durable."

For more information, please visit AladdinCommercial.com, or speak to your local Aladdin Commercial sales representative.



• European Patent Office confirms validity of Unilin's '969 Patent on laminate flooring with waterproof edge treating technology.

• The '969 Patent, which has counterparts in the USA, has broad scope thanks to early filing date.

• Technology is offered to laminate market by Unilin Technologies through license program under Unicoat® brand.

On the September 28, 2021, Unilin Technologies successfully defended an opposition against its European Patent EP 3294969 B1 ("the '969 Patent"). The European Patent Office dismissed all arguments regarding novelty and inventive step of the opponent in a 9-hour oral hearing and decided that the '969 Patent was valid.

The '969 Patent is the result of Unilin's pioneering R&D efforts of many years ago regarding coatings that protect the edges of HDF based floors such as laminate from water damage. The '969 Patent has a broad scope and covers specific laminate flooring with all types of edge treating technologies and has equivalent counterparts in the USA. The '969 Patent is complimentary to the other Unilin patents that protect several more specific edge treating agents and production methods. Unilin and Mohawk are since many years successfully practicing one of the embodiments of the technology through its Hydroseal®, WetProtect® and RevWood® products. More recently, Unilin Technologies added the technology to its worldwide licensing program under the Unicoat® brand.

"We are very excited with this important patent victory," said Benny Schacht, Unilin Technologies' patent and R&D director. "We believe that the waterproof edge treating technology is a real game changer in the laminate flooring category, and we are pleased that our pioneering R&D efforts have been rewarded with a strong IP position. We are welcoming all companies to contact us if they want to benefit from a license on our Unicoat® technology or if they want to use their own coating solution that falls under our IP protection."

For more information, visit unilintechnologies.com.

UNILIN TECHNOLOGIES AND ZEETREE JOIN FORCES TO PROMOTE DIGITAL PRINTING AND TEXTURING FOR RIGID BOARDS

U nilin's strong patent portfolio on digital printing and texturing, combined with the patented advanced embossing solutions and wear layer chemistry developed by ZEETREE offers the ideal technical solution in the decorative rigid board market.

"We are delighted that our early research and IP relating to digital printing and texturing technology are empowering developments in the decorative rigid board market," said Jasmine Geerinckx, business development director of Unilin Technologies. "These developments are definitely enhanced by the successful implementation of ZEETREE's patented texture embossing solution, that is currently offered in combination with ZEETREE's machine manufacturing partners suppliers Barberan and Cefla. The possibility to print a vast range of stylish wood, stone and other natural material designs in perfect register with their lifelike surface textures makes a huge difference for our license customer base."

CEO of ZEETREE, Giorgio Macor added, "Years of research and development in the field of digital texturing and wear layer coatings has led to a total solution, meeting the most severe norms regarding abrasion and scratch resistance, while delivering authentic, embossed-in-register texturing at competitive pricing. We acknowledge and respect the fact that Unilin Technologies has early and broad patent protection covering all the digital print and structuring technologies currently offered on the market. We are happy to partner up with them so that we can continue to deliver the best technical solution for their important licensing base." For more information visit unilintechnologies.com or zeetree.com.



U nilin Tecnologies introduces its patented Pressed Bevel Technology for resilient flooring to its continuously growing licensing base.

With this technology, the edges of a resilient flooring panel are pressed downwards into a bevel, making sure the decor layer and texture of the board continue until the deepest point of the bevel.

This unique technology, on which Unilin Technologies already started filing patents more than 10 years ago, enhances the appearance of resilient flooring to be even closer to real wood than ever before.

"The pressed bevel is an upgrade compared to the traditional painted or lacquered bevels that are often seen on rigid floors since both the look and feel of the bevel is closer to nature," said Floris Koopmans, business development manager at Unilin Technologies. "Thanks to the pressed bevel, a rigid floor will also feel more pleasant to the touch, since all sharp edges are eliminated. We are looking forward to share this technology with the Unilin licensees and are convinced that it will create another boost to their successful business."

For more information, visit unilintechnologies.com.



Coming off a year full of innovation and ground-breaking advancements from the largest product launch in Mohawk's history, Mohawk is continuing the momentum by investing in its best-in-class marketing solutions. The new year will host four six-week national sale events across two of the most recognized brands in the industry, Mohawk and Karastan. Mohawk is also providing additional support to their independent retail partners through valuable marketing resources, Omnify, Neighborhood Ad Manager and Mohawk Edge partnership.

"Throughout the past year, we have seen homeowners express their interest in reinvesting in their homes and continue the trend of large home improvements," said Angela Duke, senior director of residential marketing. "We want to be a true partner for retailers as they connect with shoppers and help them drive even more traffic into their stores with promotions on some of our topselling products."

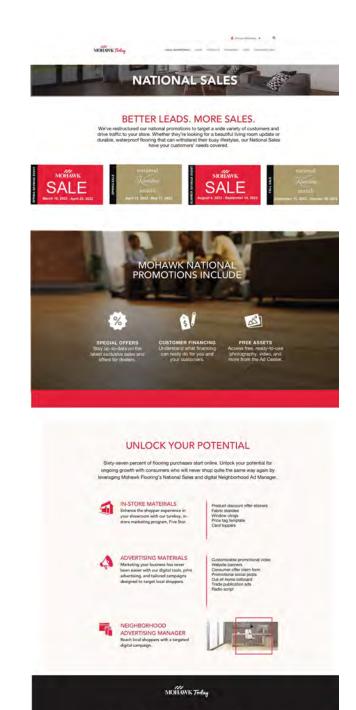
Through these four national sale events, retailers can attract shoppers in store with powerful ads, impactful merchandising and additional incentives. Mohawk will offer financing buydowns, exclusively promoted opening price point styles, bonus rewards, discounted digital advertising, larger reimbursement on coop for local advertising and more so that retail partners can get the most out of these sales to win new business. "Another thing that the past year has brought to our attention is how busy retailers are," continued Duke. "We see them working day-in and day-out, with little time away from their stores. Mohawk wants to alleviate some of this stress by providing tools retailers need to make their stores successful. We have reinvested in our marketing solutions with feedback from our council members to enhance our programs and provide a premium experience for all."

Mohawk Edge partners receive access not only to national sales, but to Mohawk's superior marketing programs, Omnify and Neighborhood Ad Manager as well. Edge partnership is designed to connect the industry's most powerful brands with retail partners that can give consumers the advantage that only specialty retail can offer.

As the first in the industry to provide a turnkey digital marketing program, Mohawk's Omnify has been helping retailers use digital to drive more in-store traffic for Mohawk flooring. To continue Omnify's powerful force, Mohawk will be adding advancements to the platform, such as eComm Pickup Modules, visualization tools and enhanced content for top tier product lines to deliver a stronger digital experience for Edge dealers. In addition to Omnify, retailers can set themselves apart in an expanding marketplace with Neighborhood Ad Manager. Mohawk's turnkey digital advertising solution provides informed advertising spends, top search rankings, optimized landing pages and tailored ads for local markets.

Mohawk is continuing its successful Momentum Roadshow in 2022, bringing inperson regional events directly to consumers at the start of the new year, exactly when they need it. At the roadshow stops, Mohawk has made a conscious effort to highlight retailer success with its Customer Success Area – a designated space for retailers to learn about Edge benefits, digital programs and other initiatives that help their business succeed - positioned in the center of the show floor layout. Retailers attending the roadshow will receive individual attention with Mohawk marketing specialists to determine the best way to advance their businesses in the coming year.

To learn more about how to become an Edge member and receive exclusive access to the national Mohawk and Karastan sales, Omnify and Neighborhood Ad Manager, contact your sales representative or visit MohawkToday.com.



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