

HINTS FOR HOMEOWNERS

A Smart Way To Beat Stains Out Of Carpets

(NAPSA)—There is now a way to stop the annoyance that can come when someone spills wine or ketchup, when a pet makes stains or when a family member tracks in dirt onto your carpet.

There is a new carpet fiber called SmartStrand that delivers unprecedented stain resistance, performance and comfort. Unlike most stain treatments that are added to the carpet fiber after manufacturing, this new stain resistance is built into the fiber.

Combining the durability of nylon with built-in stain resistance, this fiber is easily dyed, allowing for a wider selection of color choices and combinations. It is inherently soft and is manufactured as a continuous filament, so it can be used in a variety of popular carpet styles. As for foot traffic, it performs as well or better than nylon, which is the industry standard for durability.

How did this carpet get so “smart”? It is stain resistant because there are no acid dye sites to attract many stains. At the molecular level, this fiber has a physical resistance that will not allow stains to stay permanently attached to the fiber.

Until now, carpet manufacturers have been forced to meet the need for superior stain performance and enhanced wear characteristics with solution-dyed nylon, which limits the number of colors available. This new fiber’s ease of dyeing means a nearly infinite number of color choices.

SmartStrand fiber is exclusively offered by Mohawk and can be found in a wide range of styles from tight and loose cut piles and standard textures to



When it comes to carpet stains you have to put your foot down. A “smart” new kind of fiber can help keep things clean.

friezes and berber flecks. In addition, Mohawk is offering enhanced stain warranties for any SmartStrand carpet.

Here are some helpful tips for carpet maintenance:

1) Act quickly on wet carpet stains. The longer you delay cleaning a stain, the higher the permanent stain probability.

2) Vacuum regularly. You should vacuum a minimum of two times a week in high traffic areas such as hallways, stairs and entryways.

3) Remove loose soil immediately so it does not work its way into the carpet fibers and abrade the surface, which can cause the surface to appear dull.

By choosing SmartStrand carpets, you can help to eliminate your stain worries because stains can be removed simply with warm water and a mild cleaner. For more information, visit www.mohawkflooring.com or call 1-800-2MOHAWK.