



Advertising Guidelines

Program at a Glance

Welcome!

These guidelines contain details on the Edge Co-Op program, co-op reimbursement process, graphic and brand standards, and media-specific guidelines for Mohawk, Karastan, Pergo, and Godfrey Hirst.

The Edge Co-Op program provides reimbursement funds through cooperative advertising. This document will help ensure that your advertising assets are on-brand and qualify for co-op reimbursement.

All the information in this document can also be found on MohawkToday.com. The Edge Co-Op Center allows you to view earnings and submit claims, and the Advertising Center provides you with everything necessary to create Mohawk, Karastan, Godfrey Hirst or Pergo brand-approved advertising materials: logos; special promotional ads tied to national events; ready-made ads for print, TV, radio, and outdoor media; and images to create your own advertising.

Co-Op Reimbursement	Approved Brands	Eligible Media	Claims Documentation
• Advertising • Edge Omnify Websites • Edge Local Advertising	• Mohawk • Karastan • Pergo • Godfrey Hirst	• Traditional Media • Digital Media • Digital Advertising, including Social Media Advertising	• Final artwork • Invoice matching advertising activity

License Agreement

You must read this License Agreement before using the provided copyrighted artwork or advertising materials for all associated Mohawk, Karastan, Pergo, and Godfrey Hirst brands. By using the provided artwork or advertising materials, you agree to fully abide by this agreement's terms.

The provided artwork and/or advertising materials (e.g., photographs, video footage, illustrations, etc.) are copyrighted by Mohawk Industries. These materials are available for your use, largely free of charge, under the following conditions:

- The artwork provided to you in the Advertising Center and the accompanying guidelines are to be used exclusively to promote flooring sold under the Mohawk, Karastan, Pergo, or Godfrey Hirst brand as described in the Advertising Guidelines.
- Mohawk, Karastan, Pergo, and Godfrey Hirst artwork or advertising materials may not be used to represent flooring made by competitive branded or unbranded flooring mills, nor may they be copied, altered, or manipulated in any way to promote and/or sell competitive flooring. To do so is a violation of your limited right and license to use the materials.
- Mohawk, Karastan, Pergo, and Godfrey Hirst artwork or advertising materials may not be rented or sold to a third party or transferred to a third party for any uses other than those permitted under this license.

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Co-Op Earning Products



CO-OP FOR MOHAWK EDGE ALIGNED STORES

These products are eligible for advertising reimbursement funds. Rates apply to all product styles unless otherwise specified on the chart below.

MOHAWK	Preferred	Select	Premier
PETPremier	3%	5%	7%
SmartStrand (all styles over \$10 ASP, including Silk and Patterns)	3%	5%	7%
RevWood (Plus & Premier)	3%	5%	7%
SolidTech (Plus, Premier & R Plus)	3%	5%	7%
TecWood (Select & Plus)	3%	5%	7%
PureTech (Plus & Premier)	3%	5%	7%
PERGO			
Elements (Laminate) (Preferred & Ultra)	3%	5%	7%
Extreme (Vinyl) (Preferred & Ultra)	3%	5%	7%
KARASTAN			
SmartStrand	3%	5%	7%
Nylon	3%	5%	7%
Wool	3%	5%	7%
BelleLuxe	3%	5%	7%
LuxeCraft	3%	5%	7%
Black Label	3%	5%	7%
GODFREY HIRST			
All running line styles	3%	5%	7%

Retailers participating in buying groups accrue a maximum of 2%.

EDGE CO-OP EARNING PRODUCTS

These products are eligible for advertising reimbursement funds. Rates apply to all product styles unless otherwise specified on the chart below.

MOHAWK	Member	Preferred	Select	Premier
PETPremier	0%	0%	2%	4%
SmartStrand (all styles over \$10 ASP, including Silk and Patterns)	0%	0%	2%	4%
RevWood (Plus & Premier)	0%	0%	2%	4%
SolidTech (Plus, Premier & R Plus)	0%	0%	2%	4%
TecWood (Select & Plus)	0%	0%	2%	4%
PureTech (Plus & Premier)	0%	0%	2%	4%
PERGO				
Elements (Laminate) (Preferred & Ultra)	0%	0%	2%	4%
Extreme (Vinyl) (Preferred & Ultra)	0%	0%	2%	4%
KARASTAN				
SmartStrand	2%	2%	2%	4%
Nylon	2%	2%	2%	4%
Wool	2%	2%	2%	4%
BelleLuxe	2%	2%	2%	4%
LuxeCraft	2%	2%	2%	4%
Black Label	2%	2%	2%	4%
GODFREY HIRST				
All running line styles	0%	0%	2%	4%

Retailers participating in buying groups accrue a maximum of 2%.

Co-Op Program Overview

ENROLLMENT AND PROGRAM CALENDAR

- To participate in our Edge Co-Op program, please visit MohawkToday.com > Advertising > Co-Op and log into the Co-Op Center to complete the enrollment process.
- The Edge Co-Op funds are updated monthly; new funds will roll on, and funds that have not been used in a 12-month period will roll off your available balance and cannot be reinstated.
- Claims must be submitted within 90 days of the advertising invoice date. Retailers are encouraged to submit claims as soon as possible to avoid delays in reimbursement.

RETAILER PARTICIPATION

- Any change in Edge dealer status (e.g., store ownership or buying-group affiliation) may terminate eligibility for this program immediately.
- The Edge Co-Op program is not a rebate; it is an advertising fund to offset the expense of your advertising efforts.
- Cooperative advertising funds earned by the retailer are to be used to promote the retailer's local brand alongside the Mohawk, Karastan, Godfrey Hirst, and Pergo family of brands and products.

ACCRUAL OF FUNDS

Edge retailers begin accruing co-op funds the month after they have completed the enrollment process. To receive funds, retailers must visit the Ansira website (Mohawk Industries' vendor for fund management and advertising) and successfully complete the Ansira enrollment process.

Co-op accrual percentages are based on the retailer's Edge status, tier and program membership, and will be earned on the net sales of the products sold. (See chart on page 6 or 7.) Retailers participating in buying groups accrue a maximum of 2%.

ADVERTISING REQUIREMENTS

If pre-produced advertising is not used, Edge retailers must advertise Mohawk, Karastan, Pergo, or Godfrey Hirst and may include another approved brand.

- All approved co-op advertising (subject to qualification requirements) will be reimbursed via credit memo.
- When an eligible Mohawk, Karastan, Pergo, or Godfrey Hirst co-op brand is advertised with competitive brands, the proration of co-op will change from 50/50 to be proportionate with the number of brands mentioned in the ad.
Example: If a retailer includes an eligible Mohawk co-op brand and Brand XYZ in the same ad, Mohawk will reimburse 50% of 50% of the ad's cost. If an eligible Mohawk co-op brand is advertised with two other brands, Mohawk will reimburse 50% of 33%.
- Mohawk, Karastan, Pergo, or Godfrey Hirst flooring products advertised with an eligible co-op brand will not be prorated.

Example: If a retailer includes an eligible Karastan co-op brand and Karastan laminate in the same ad, Karastan will still reimburse 50% of the ad's cost.

Rembursement Process

REIMBURSEMENT RATES

Advertising: 50% of the Cost

Edge Co-Op funds are to be used for authorized Mohawk, Karastan, Pergo, or Godfrey Hirst advertising only. Co-op reimbursement is paid out (credited) at 50% of the cost of the approved traditional or digital advertising.

Edge Marketing Programs:

- Edge Local Advertising: 50% of the cost of the advertisement, excluding management fees.
- Edge Omnify Websites: reimbursed at 100% up to \$250 per month, excluding set-up fees.

ELIGIBLE MEDIA

Traditional Media

- Print (newspaper or magazine)
- Direct Mail (circulars, postcards, etc.)
- Television
- Radio
- Outdoor Billboards
- Vehicle Wraps
- Community Involvement
- Trade Shows
- Promotional Merchandising

Digital Media

- Websites
- Landing Pages

Digital Advertising

- Streaming Audio Ads (Spotify, Apple iTunes)
- Streaming Video Ads (Hulu, YouTube, OTT)
- Social Media Ads (Facebook, Instagram, TikTok, Pinterest, etc.)
- Digital Display Ads
- SEO and SEM

CLAIMS DOCUMENTATION

- All claims must include a legible invoice with a description matching the activity on the proof of performance.

Advertising agency commissions on media are not eligible for co-op reimbursement.

PROOF OF PERFORMANCE REQUIREMENTS

Retailers must provide the following as proof of performance. Electronic copies of documentation are acceptable.

- **Edge Marketing Programs (Edge Local Advertising, Edge Omnify Websites):** One complete invoice detailing program participation costs and timelines.
- **Community Involvement:** Artwork of advertising materials, photographs from event, and invoices documenting cost. Preapproval is required from Mohawk Industries Advertising prior to the event.
- **Direct Mail:** One complete copy of the printed direct mail piece, plus an invoice detailing quantity distributed and date of distribution. If postal charges are separate, postal receipts detailing date(s) and quantities mailed are also required.
- **Digital and Social Ads:** Copy of the digital ads or landing page with URL and date shown, plus invoice documenting cost.
- **Magazine Ad:** One full tear sheet for each ad referencing publication and date OR full tear sheet and cover of the magazine associated with claim,

plus the media invoice indicating the amount of space purchased and the page rate.

- **Newspaper Ad:** One full tear sheet for each ad referencing publication and date. The newspaper invoice should detail the space used and column-inch rate.
- **Newspaper Insert/Circular:** One complete copy of the piece referencing publication and date, plus an invoice detailing quantity and date of distribution.
- **Indoor and Outdoor Advertising:** Invoice from advertising company or sign painter, plus photograph of billboard.
- **Radio:** Certified broadcast script and invoice from station confirming the media schedule and actual billing rates. Advertising agency commissions are not eligible for co-op reimbursement.
- **Television:** Certified broadcast script, storyboard, and an invoice from station confirming the media schedule and actual billing rates. Advertising agency commissions are not eligible for co-op reimbursement.
- **Trade Shows:** Photographs of the booth space, invoices, and paid receipts.
- **Web:** Copy of digital ads, landing page with URL and date shown, plus invoice documenting cost.
- **Search-Word Campaigns:** Invoice documenting cost, search engine report clearly listing search keyword related to Mohawk, Karastan, Pergo, or Godfrey Hirst brands, and the URL of the landing page the ad leads to.
- **Streaming Video (YouTube, Hulu, CTV):** Keyword copy, video/recording of voice, and paid invoice with run times.
- **Audio (Spotify, Apple):** Keyword copy, video/recording of voice, and paid invoice with run times.

reimbursement of any advertisement deemed inappropriate or misrepresentative of Mohawk, Karastan, Pergo, Godfrey Hirst, or any affiliated product brands.

CLAIMS SUBMISSIONS

Edge retailers can submit claims, including electronic proof of performance, at the co-op website.

- Go to MohawkToday.com.
- Click on the “Co-Op” icon from the home page.

FOR ADDITIONAL INFORMATION

- Contact your Mohawk, Karastan, Pergo, or Godfrey Hirst territory manager.
- Log on to your account at MohawkToday.com to view your fund balance, submit preapprovals, claims, and access Live Chat for online support.
- Email customerservice@ansira.com
- Call 877-634-9360.

Mohawk Industries reserves the right to refuse

Media-Specific Guidelines

PRINT MEDIA

- Includes newspaper, magazine, direct mail, and other print media.
- Ad must feature a Mohawk, Karastan, Pergo, or Godfrey Hirst brand and may include another approved brand.
- Logos must be at least 75% the size of the retailer logo or minimum of 1.25 inches wide each.
- One copy point per approved feature brand is required.
- Mohawk, Karastan, Pergo, or Godfrey Hirst brands may not be used in any advertising text featuring remnants, discontinued products, off-quality products, or any allusion to the term “wholesale” pricing of broadloom.
- Advertisements must not misstate or misrepresent the method of manufacture of any Mohawk, Karastan, Pergo, or Godfrey Hirst product.

BROADCAST MEDIA

Includes television and radio advertising.

Television

- Ad must feature a Karastan, Mohawk, Pergo, or Godfrey Hirst brand and may include another approved brand.
- The Karastan, Mohawk, Pergo, or Godfrey Hirst logo must be 75% of the size of the retailer logo.
- A 15-second spot must include one audible mention, 3-second visual logo, and one copy point per approved feature brand.
- A 30-second spot must include one audible mention, minimum 4-second visual logo, and one copy point per approved feature brand.
- A 60-second spot must include one audible mention, 8-second visual logo, and one copy

point per approved feature brand.

Radio

- All 15-, 30-, and 60-second spots must include one mention of Mohawk, Karastan, Pergo, or Godfrey Hirst and may include another approved brand.
- One copy point per approved feature brand is required.

DIRECT MAIL

Direct mail vendor must be preapproved by the Mohawk Industries Advertising Department before co-op is paid.

- Must feature a Mohawk, Karastan, Pergo, or Godfrey Hirst brand and may include another approved brand.
- One copy point per approved feature brand is required.

INDOOR AND OUTDOOR ADVERTISING

Includes billboards, banners, digital signage, and vehicle wraps.

- Must feature a Mohawk, Karastan, Pergo, or Godfrey Hirst brand and may include another approved brand.
- The Mohawk, Karastan, Pergo, or Godfrey Hirst brand(s) must utilize a minimum of 20% of the advertising space.
- The logos must be at least 75% of the size of the retailer logo.
- Outdoor advertising does not require a copy point.

DIGITAL ADVERTISING

Documented fees for paid search funding and email distribution are eligible for co-op reimbursement. Agency commissions or media design fees and production expenses are not eligible for co-op reimbursement.

PPC (PAID SEARCH) AND SEM (SEARCH ENGINE MARKETING)

Approved Search Engines

- Google (AdWords)
- Yahoo (Yahoo Search Marketing)
- Bing
- Mohawk Industries-approved vendor partners
- Other: Must be approved prior to campaign launch

Keywords

- Retailers must establish a separate ad group solely used to advertise Mohawk, Karastan, Pergo, or Godfrey Hirst brands and product lines.
- Only advertising specific to Mohawk, Karastan, Pergo, or Godfrey Hirst brands and product lines will be reimbursed.
- Non-branded keywords are eligible if the ad copy is branded for Mohawk, Karastan, Pergo, or Godfrey Hirst and the ad is directed to a Mohawk, Karastan, Pergo, or Godfrey Hirst branded landing page.

Streaming Media

Video (YouTube, Hulu)

- Submit keywords and script for pre-approval. The Mohawk, Karastan, Pergo, or Godfrey Hirst brand must be mentioned two times, and the brand logo must be present and at least 75% of the size of the retailer logo.

Audio (Spotify, Apple)

- Submit keywords and script for preapproval. The Mohawk, Karastan, Pergo, or Godfrey Hirst brand must be mentioned two times, and the brand logo must be present and at least 75% of the size of the retailer logo.

Retailer Website

Includes reimbursement of monthly fee and/or addition of product gallery to your existing site through approved Mohawk, Karastan, Pergo, or Godfrey Hirst vendor partners.

- Your website or ad offer must comply with the network's guidelines and the following co-op requirements.
- Product catalogs must prioritize Mohawk, Karastan, Pergo and Godfrey Hirst products above the fold.
- Your website must feature a Mohawk, Karastan, Pergo, or Godfrey Hirst brand or product-line brand above the fold on the home page and provide one-click access to a Mohawk, Karastan, Pergo or Godfrey Hirst product catalog page.
- ONLY current Mohawk, Karastan, Pergo or Godfrey Hirst images may be used.
- A Mohawk, Karastan, Pergo, or Godfrey Hirst brand may not be used with claims of being the lowest price or guaranteed lowest price, cheapest, etc.
- No price match guarantees are allowed.
- Website or ad offer must include:

A link to a web page, meeting the landing page requirements.

A link to a Mohawk, Karastan, Pergo, or Godfrey Hirst product catalog page, search-word copy, and landing page URL.

Landing Page

- A Mohawk, Karastan, Pergo, or Godfrey Hirst brand must be the main focus of the page and lie above the fold.
- Page must provide one-click access to a Mohawk, Karastan, Pergo, or Godfrey Hirst product catalog page.
- ONLY current Mohawk, Karastan, Pergo, or Godfrey Hirst images may be used.

SOCIAL MEDIA

- The use of brand identity elements in profile pictures or page customization is not permitted on personal or nonofficial Mohawk, Karastan, Pergo, or Godfrey Hirst social media channels.
- When using any logos or photography, be mindful of trademark and copyright information when sharing online, and tag the appropriate social account owned by Mohawk, Karastan, Pergo, or Godfrey Hirst.
- Approved Mohawk, Karastan, Pergo, or Godfrey Hirst brand visuals may be found in our Advertising Center at MohawkToday.com.

PAID SOCIAL MEDIA

Paid social media is a similar concept to Google paid search, except the ads are displayed on social media platforms rather than Google search pages.

- Cost-per-click ads must feature a Mohawk, Karastan, Pergo, or Godfrey Hirst brand and product-line brand.
- The Mohawk, Karastan, Pergo, or Godfrey Hirst brand or featured product-line brand must be mentioned once in the primary text.

TRADE SHOW ADVERTISING

The trade show space must feature the Mohawk, Karastan, Pergo, or Godfrey Hirst brand and may include another approved brand.

The Mohawk, Karastan, Pergo, or Godfrey Hirst brand must be represented in 60% of the booth space.

COMMUNITY INVOLVEMENT

We encourage your participation in local events such as those sponsored by the Susan G. Komen for the Cure® organization. Co-op funds may be used for these events with preapproval from the Mohawk Industries Advertising Department.



Graphic and Brand Standards

Graphic and Brand Standards



The Mohawk, Karastan, Pergo, and Godfrey Hirst brands are eligible for co-op reimbursement and do not require the use of a secondary approved brand.

Maintaining a consistent look and tone for all brands and products builds brand recognition among consumers and sets Mohawk, Karastan, Pergo, and Godfrey Hirst products apart from the competition.

All advertising should reflect the graphic and brand standards listed here and on the following pages.

LOGO USAGE

Logos help build the Mohawk, Karastan, Pergo, and Godfrey Hirst brands, adding validity to the product.

- Logos must be used only as provided in their appropriate sizes, colors, and backgrounds.
- The Mohawk, Karastan, Pergo, or Godfrey Hirst logo must be at least 75% of the size of the retailer logo. Approved room or product imagery must be included when Mohawk, Karastan, Pergo, or Godfrey Hirst is advertised alone to support the brand presence.
- Other reproduction methods may require the minimum sizes to be greater than the sizes identified here; contact the Co-Op customer support team for preapproval if needed.
- Logos may not be changed, redrawn, or recreated in any way. Reproduce using approved colors only.
- Depending on the logo's size, a visual clear space should be maintained around its perimeter.
- No type or objects may contact the logo at any time; at least a 0.25-inch margin on all sides is required.
- All logos must be at least 1.25 inches wide.

Mohawk Logo



4-Color Process

Black:

C=0, M=0, Y=0, K=100

Red:

C=0, M=100, Y=81, K=4

PMS Colors

Black

Red: PMS 186



Black & White

The one-color black brandmark is to be used when black is the only available color selection or when the logo appears on a color background that conflicts with the red logo mark. *This brandmark must never appear on a website, 4-color brochure, or any other application where a full-color brandmark is usable.*



Dark Background

An all-white brandmark is acceptable only when it appears on a dark background or a dark photographic background.



Dark Background Alternate

A red and white brandmark is acceptable only when it appears on a dark background or a dark photographic background.

Karastan Logo



4-Color Process

Black:

C=0, M=0, Y=0, K=100

PMS Colors

Black



Dark Background

An all-white logo is acceptable only when it appears on a dark background or a dark photographic background.

Pergo Logo



PERGO®

4-Color Process

Black:

C=0, M=0, Y=0, K=100

PMS Colors

Black



Dark Background

An all-white logo is acceptable only when it appears on a dark background or a dark photographic background.

Godfrey Hirst Logo



4-Color Process

Black:

C=0, M=0, Y=0, K=100

PMS Colors

Black



Dark Background

An all-white logo is acceptable only when it appears on a dark background or a dark photographic background.



Soft Surface Product Categories



MOHAWK

SmartStrand® and SmartStrand Silk®

LOGOS



TAGLINE

- The Softest, Most Durable, Easiest to Clean Carpet on the Planet.

FEATURES AND BENEFITS

These copy points can be used to promote any SmartStrand or SmartStrand Silk product.

- Required copy: Extraordinarily Clean
Optional additional copy: SmartStrand Forever Clean® offers spill and soil protection and permanent stain resistance.
- Required copy: Exceptionally Durable
Optional Additional Copy: Exceptional durability preserves the style, beauty, and appearance of your carpet.
- Required copy: Environmentally Friendly
Optional Additional Copy: Carpet fiber is made in part from renewable, plant-based ingredients.

These copy points can be used to promote any SmartStrand Silk product.

- Required copy: Silky Softness
Optional additional copy: SmartStrand Silk carpet has three times more individual fibers than ordinary nylon carpets, making it a soft and luxurious choice for your home.

UltraStrand®

LOGOS



TAGLINE

- Nylon Built for Beauty and Durability.

FEATURES AND BENEFITS

These copy points can be used to promote any Mohawk EverStrand product.

- Required copy: Proven Performance.
Optional additional copy: UltraStrand carpet is designed to last with proven wear performance and a warranty to back it up.
- Required copy: Time-Tested Beauty.
Optional additional copy: Every UltraStrand carpet lives up to strict standards to deliver time-tested beauty and softness. EasyClean™ stain and soil protection keeps the carpets looking newer, longer.
- Required copy: Premium Nylon Fiber.
Optional additional copy: UltraStrand carpets are made from the highest quality nylon fiber with proven strength, stain resistance, and fade resistance.

LOGOS



TAGLINE

- Unleash the Difference

FEATURES AND BENEFITS

These copy points can be used to promote any Mohawk PETPremier product.

- Required copy: Premier performance difference.
Optional additional copy: Inherent stain resistance backed by ALL PET® Protection & Warranty.
- Required copy: Premier sustainable difference.
Optional additional copy: High-quality PET fiber made with recycled plastic bottles diverted from landfills.
- Required copy: Premier style difference
Optional additional copy: Luxurious softness and vibrant colors for comfort and style.



KARASTAN

SmartStrand® and SmartStrand Silk®

LOGOS

Karastan
SMARTSTRAND

Karastan
SMARTSTRAND SILK



TAGLINE

- Live Beautifully Without Worry.

FEATURES AND BENEFITS

These copy points can be used to promote any Karastan SmartStrand or SmartStrand Silk product.

- **Required copy: Easy to Clean**
Optional additional copy: SmartStrand Forever Clean® offers spill and soil protection and permanent stain resistance, making it perfect for families with kids and pets.
- **Required copy: Environmentally Friendly**
Optional additional copy: Environmentally friendly carpet fiber made in part from recycled content and renewable, plant-based ingredients.
- **Required copy: Long-Lasting Materials**
Optional additional copy: Made with the finest fibers, offering exceptional durability that preserves the style, beauty, and appearance of your carpet.

Kashmere™ and Kashmere™ XTRA

LOGOS



TAGLINE

- Refined Styling with Beautiful, Long-Lasting Performance.

FEATURES AND BENEFITS

These copy points can be used to promote any Karastan Kashmere and Kashmere XTRA product.

- **Required copy:** Inspired Designs
Optional additional copy: Create beautiful spaces with elevated style and fashion-driven products.
- **Required copy:** Flawless Craftsmanship
Optional additional copy: Our craftsmen focus on the fine details to perfectly capture one-of-a-kind patterns and colorations.
- **Required copy:** Long-Lasting Materials
Optional additional copy: EasyClean™ provides long-lasting stain and soil protection that makes your floors easy to clean and keeps them looking newer for longer.

These copy points can be used to promote any Karastan Kashmere XTRA product.

- **Endless Design Possibilities**
Optional additional copy: Because XTRA carpet isn't solution dyed, it's possible for a greater array of fiber colors to be combined for more distinctive patterns.
- **Exclusive Fibers**
Optional additional copy: Our XTRA carpet is made with select fibers of the highest quality for superior softness and ultimate luxury.
- **Exceptional Performance**
Optional additional copy: Backed by our All Pet® Protection & Warranty — covering all pets, all accidents, all the time — XTRA lets life be as easy as it is beautiful.

Wool

LOGO



TAGLINE

- Beauty and Enduring Elegance.

FEATURES AND BENEFITS

These copy points can be used to promote any Karastan Wool product.

- **Required copy:** Inspired Designs
Optional additional copy: Offering a distinct elegance that provides the perfect combination of luxury and comfort.
- **Required copy:** Flawless Craftsmanship
Optional additional copy: Our craftsmen focus on the fine details of natural wool, bringing to life the most beautiful of textures.
- **Required copy:** Long-Lasting Materials
Optional additional copy: Built-in strength and crush resistance make wool a natural choice.



Godfrey Hirst

SmartStrand® and SmartStrand Silk®

LOGO

Godfrey Hirst
~SMARTSTRAND~

Godfrey Hirst
~ SMARTSTRAND SILK ~



FEATURES AND BENEFITS

These copy points can be used to promote any Godfrey Hirst SmartStrand product.

- Required copy: Extraordinarily Clean
Optional additional copy: SmartStrand Forever Clean® offers spill and soil protection and permanent stain resistance.
- Required copy: Exceptionally Durable
Optional additional copy: Exceptional durability preserves the style, beauty, and appearance.
- Required copy: Environmentally Friendly
Optional additional copy: Carpet fiber is made in part from renewable, plant-based ingredients.

EverLux™ and EverLux™ XTRA

LOGO



FEATURES AND BENEFITS

These copy points can be used to promote any Godfrey Hirst EverLux product.

- Required copy: Timeless Beauty
Optional additional copy: Providing lasting beauty and performance.
- Required copy: Promise of Quality
Optional additional copy: Made with a promise of quality and innovative fashion.
- Required copy: Easy to Clean
Optional additional copy: EasyClean™ provides long-lasting stain and soil protection that keeps your floors looking newer for longer and makes them easy to clean.

These copy points can be used to promote any Godfrey Hirst EverLux XTRA product.

- Required copy: Timeless Beauty
Optional additional copy: Providing lasting beauty and performance that keeps your floors looking newer for longer.
- Required copy: Promise of Quality
Optional additional copy: Made with a promise of quality and innovative fashion.
- Required copy: Exclusive Materials
Optional additional copy: Premium and exclusive combination of nylon and triexta fibers with superior cleanability and durability.

Wool

LOGO

Godfrey Hirst
~WOOL~



FEATURES AND BENEFITS

These copy points can be used to promote any Godfrey Hirst Wool product.

- Required copy: Naturally Soft
Optional additional copy: Naturally soft for luxurious comfort in any space.
- Required copy: Naturally Stain & Soil Resistant
Optional additional copy: Naturally stain and soil resistant for easier cleanup.
- Required copy: Naturally Strong
Optional additional copy: Naturally strong and durable for long-lasting beauty.



Hard Surface Product Categories



MOHAWK

Mohawk RevWood®

LOGOS



TAGLINE

- The Beauty of Wood Without Compromise.

FEATURES AND BENEFITS

These copy points can be used to promote any RevWood product.

- Required copy: Made in the USA
Optional additional copy: The beauty of wood without compromising premium value and American craftsmanship.
- Required copy: Planet-Friendly
Optional additional copy: Planet-friendly, carbon-negative flooring.
- Required copy: Long-Lasting Beauty
Optional additional copy: The beauty of wood without compromising performance.

RevWood® Select, Plus, and Premier

LOGOS



TAGLINE

- The Beauty of Wood Without Compromise.

FEATURES AND BENEFITS

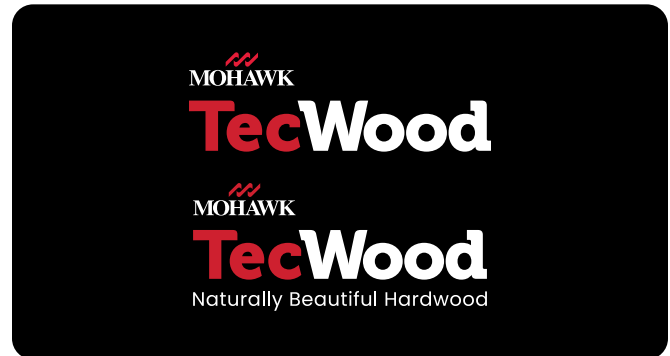
These copy points can only be used to promote RevWood Plus or Premier products.

- Required copy: WetProtect®
Optional additional copy: Lifetime surface and subfloor waterproof warranty.
- Required copy: Lifetime All Pet® Warranty
Optional additional copy: Covers all pets, all accidents, all the time.
- Required copy: GenuEdge®
Optional additional copy: Premium pressed bevel for an enhanced hardwood visual.
- Required copy: Steam Cleanable
Optional additional copy: Maximum waterproof protection for wet and steam mopping.

These copy points can only be used to promote RevWood Premier products:

- Required copy: CleanProtect®
Optional additional copy: Antimicrobial properties built in to protect the floor.
- Required copy: Signature™ Technology
Optional additional copy: Premium texture and high-definition clarity finish.

LOGOS



TAGLINE

- Naturally Beautiful Hardwood.

FEATURES AND BENEFITS

These copy points can be used to promote any TecWood product.

- **Required copy:** Truly Natural Visuals
Optional additional copy: Natural hardwood veneers create a truly premium, 100% unique floor.
Optional additional copy: Natural hardwood veneers create a truly premium, 100% unique floor. Every plank is natural and unique, because nature never repeats itself. The color variation, grain patterns, and character of natural hardwood simply cannot be replicated.
- **Required copy:** Sustainable
Optional additional copy: Sustainable, responsibly sourced hardwood.
Optional additional copy: TecWood natural hardwood floors are a sustainable choice, as they are responsibly sourced, and each sale contributes to the replanting of our forests through partnership with One Tree Planted.
- **Required copy:** Adds Value to Your Home
Optional additional copy: Homes with wood floors sell faster and for more money, yielding up to a 10% higher sale price.
Optional additional copy: Homes with wood floors sell faster and for more money than homes without them. Real estate agents indicate that when comparing otherwise identical homes, homes with wood floors can sell for up to 10% more..

TecWood™ Select, Plus, and Premier

LOGOS



TAGLINE

- Naturally Beautiful Hardwood.

FEATURES AND BENEFITS

These copy points can only be used to promote TecWood Select, Plus, or Premier products.

- Required copy: Wider, Longer Planks
Optional additional copy: TecWood Plus features wider, longer planks with sliced and sawn veneers that showcase the natural personality of the wood.

These copy points can only be used to promote TecWood Plus or Premier products.

- Required copy: Enhanced Visuals
Optional additional copy: TecWood Plus offers elevated styling with colorations that bring out the beauty of natural hardwood.

Mohawk SolidTech®

LOGOS



TAGLINE

- The Joy of Waterproof.

FEATURES AND BENEFITS

These copy points can be used to promote any SolidTech product.

- **Required copy:** Any Room
Optional additional copy: 100% waterproof floors, perfect for damp, humid, and moisture-prone rooms.
Optional additional copy: 100% waterproof floors provide peace of mind for floors in any room with water, dampness, humidity, and more.
- **Required copy:** Any Pet
Optional additional copy: Industry-leading protection covering all pets, all accidents, all the time.
Optional additional copy: Offers industry-leading protection covering all pets, all accidents, all the time.
- **Required copy:** Any Climate
Optional additional copy: Built with superior dimensional stability for homes in any climate.
Optional additional copy: Superior dimensional stability allows these floors to perform no matter the situation. Ideal for three-season homes and built to withstand any climate.

SolidTech® Essentials, Select, Plus, and Premier

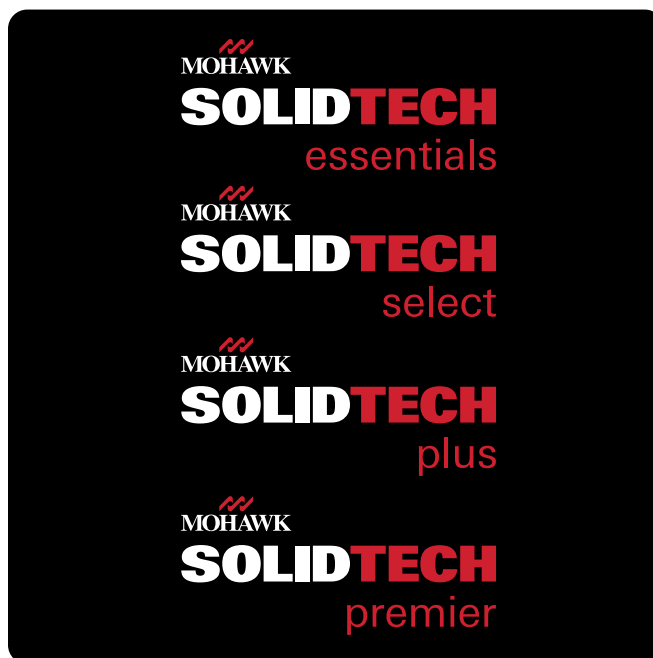
LOGOS

MOHAWK
SOLIDTECH
essentials

MOHAWK
SOLIDTECH
select

MOHAWK
SOLIDTECH
plus

MOHAWK
SOLIDTECH
premier



TAGLINE

- The Joy of Waterproof.

FEATURES AND BENEFITS

These copy points can be used to promote any SolidTech Essentials or Select product.

- Required copy: Easy Clean
Optional additional copy: Innovative lacquer repels dirt and grime for simple cleanup and stain protection.

These copy points can be used to promote any SolidTech Select, Plus, or Premier product.

- Required copy: WetProtect® Warranty
Optional additional copy: Lifetime surface and subfloor waterproof warranty.

These copy points can be used to promote any SolidTech Plus, or Premier product.

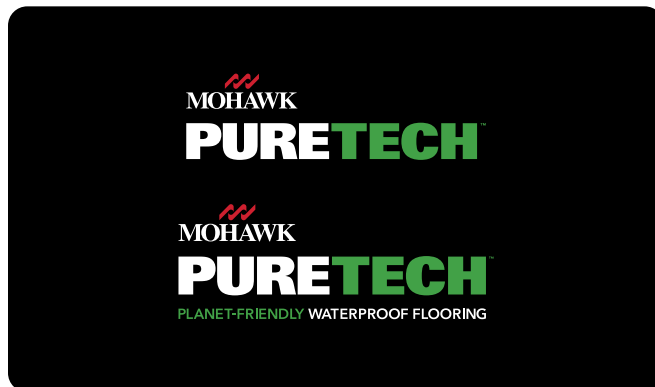
- Required copy: CleanProtect®
Optional additional copy: Provides antimicrobial properties built into the finish to protect the floor.
- Required copy: Stain and Scratch Protection
Optional additional copy: Innovative lacquer provides enhanced finish protection against stains and scratches.

These copy points can only be used to promote SolidTech Premier products.

- Required copy: Signature HDX™
Optional additional copy: A high-definition color process for extreme color clarity and no loss of color detail.

Mohawk PureTech™

LOGOS



TAGLINE

- Planet-Friendly Waterproof Flooring.

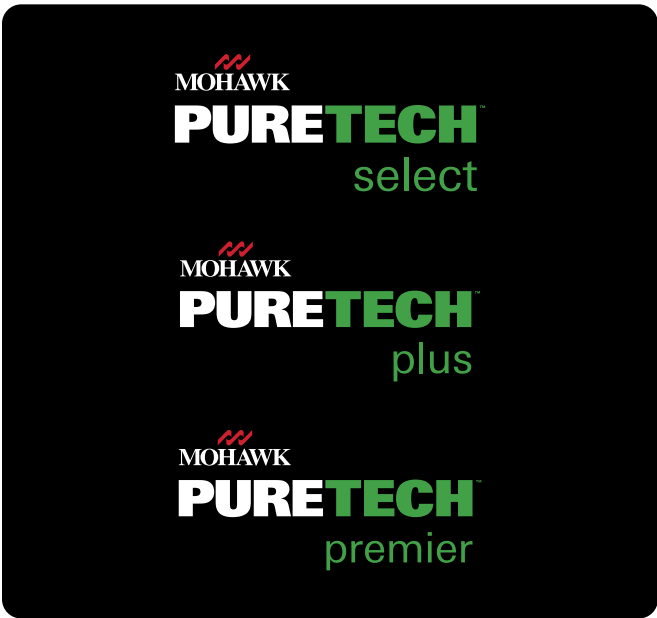
FEATURES AND BENEFITS

These copy points can be used to promote any PureTech product.

- **Required copy:** Planet-Friendly
Optional additional copy: With zero PVC plastics, PureTech is made from 70% total recycled content. Its organic core contains 80% renewable, plant-based material.
- **Required copy:** Durable
Optional additional copy: Waterproof flooring with high-level wear and stain protection, 3x more scratch resistance than LVT,* and backed by our no-hassle Pet Scratch Warranty.
*Determined by force-based testing using a sclerometer.
- **Required copy:** Beautiful
Optional additional copy: Featuring superior hardwood visuals with the unmatched beauty of embossed-in-register textures and GenuEdge® bevels.

PureTech™ Select, Plus, and Premier

LOGOS



TAGLINE

- Planet-Friendly Waterproof Flooring.

FEATURES AND BENEFITS

These copy points can be used to promote any PureTech product.

- Required copy: Planet-Friendly
Optional additional copy: With zero PVC plastics, PureTech is made from 70% total recycled content. Its organic core contains 80% renewable, plant-based material.
- Required copy: Durable
Optional additional copy: Waterproof flooring with high-level wear and stain protection, 3x more scratch resistance than LVT, and backed by our no-hassle Pet Scratch Warranty.*
**Determined by force-based testing using a sclerometer.*
- Required copy: Beautiful
Optional additional copy: Featuring superior hardwood visuals with the unmatched beauty of embossed-in-register textures and GenuEdge® bevels.



KARASTAN

BelleLuxe™ Natural

LOGOS



TAGLINE

- Better than nature intended.

FEATURES AND BENEFITS

These copy points can be used to promote any BelleLuxe Natural product.

- **Required copy: Inspired Design**
Optional additional copy: Provides livable luxury with styles inspired by the simplicity of nature.
Optional additional copy: Provides livable luxury inspired by the simplicity of nature, while wider planks showcase beautifully subtle grain movements.
- **Required copy: Flawless Craftsmanship**
Optional additional copy: Karastan's craftsmen perfectly preserve every tree's story through precision cutting and hand staining.
Optional additional copy: Karastan's craftsmen perfectly preserve every tree's story through a 100-step process, including diamond cutting, precision brushing, and hand staining.
- **Required copy: Long-Lasting Materials**
Optional additional copy: Aged oak and old-world maple withstand generations of wear.
Optional additional copy: Crafted from 80-year-old European oak and maple woods and built with KaraFinish® to protect the surface, these floors will last generations

BelleLuxe™ Waterproof

LOGOS



TAGLINE

- Better than nature intended.

FEATURES AND BENEFITS

These copy points can be used to promote any BelleLuxe Waterproof product.

- **Required copy: Inspired Design**
Optional additional copy: The perfect replica of natural hardwood in wider, longer planks for beauty that is truly indistinguishable from the original.
Optional additional copy: The perfect replica of natural hardwood, gorgeously constructed with rich details in wider, longer planks for beauty that is truly indistinguishable from the original.
- **Required copy: Flawless Craftsmanship**
Optional additional copy: Each plank is crafted with 64 layers of texture for a multidimensional beauty you can see and feel.
Optional additional copy: In celebration of nature and human innovation, each plank is crafted with 64 layers of texture for a multidimensional beauty you can see and feel..
- **Required copy: Long-Lasting Materials**
Optional additional copy: All products feature WetProtect®, full-coverage waterproof protection backed by a lifetime surface and subfloor waterproof warranty, for beauty that lasts over time.
Optional additional copy: All products feature WetProtect®, a technology that traps moisture on the surface and prevents leaks to the subfloor with water-tight joints for full-coverage waterproof protection. Backed by a lifetime surface and subfloor waterproof warranty, WetProtect preserves the beauty of your floors over time.

LOGOS



TAGLINE

- Better than nature intended.

FEATURES AND BENEFITS

These copy points can be used to promote any LuxeCraft product.

- **Required copy: Inspired Design**
Optional additional copy: Ability to create more unique spaces with looks inspired by the distinct character only found in nature.
- **Required copy: Flawless Craftsmanship**
Optional additional copy: Visual craftsmen layer colors and details to perfectly resemble nature's imperfections.
- **Required copy: Long-Lasting Materials**
Optional Additional Copy: Give new life to original wood or stone by capturing its essence in a multilayer construction that resists water, scratches, and dents.



PERGO

LOGOS

**PERGO
EXTREME**
HIGH PERFORMANCE RUNS DEEP™

**PERGO
EXTREME**



TAGLINE

- High Performance Runs Deep.

FEATURES AND BENEFITS

These copy points can be used to promote any Pergo Extreme product.

- Required copy: Deeper Visuals

Optional additional copy: Authentic looks and deep textures.

Optional additional copy: For those who take risks and go bold, these wide-ranging authentic looks and deep textures are some of the most extraordinary designs ever achieved. Stretch the imagination with wider, longer planks and dramatic large-format tiles.

- Required copy: Deeper Protection

Optional additional copy: Uncompromising performance that is dentproof, petproof, kidproof, and waterproof.

Optional additional copy: The innovative layered system drives uncompromising performance and unmatched dimensional stability. Positively dentproof, petproof, kidproof, and waterproof, these floors are primed and protected for extreme fun and activity.

- Required copy: Deeper Warranty

Optional additional copy: Aged oak and old-world maple withstand generations of wear.

Optional additional copy: Pergo Extreme's superior construction allows for an industry-leading warranty that includes limited lifetime residential coverage for dents, pets, and wear plus a WetProtect® Lifetime Surface and Subfloor Waterproof Warranty. You can hit the ground running on a floor that's 100% worry-free.

Extreme™ Originals, Preferred, and Ultra

LOGOS

**PERGO®
EXTREME™
ORIGINALS**

**PERGO®
EXTREME™
PREFERRED**

**PERGO®
EXTREME™
ULTRA**



TAGLINE

- High Performance Runs Deep.

FEATURES AND BENEFITS

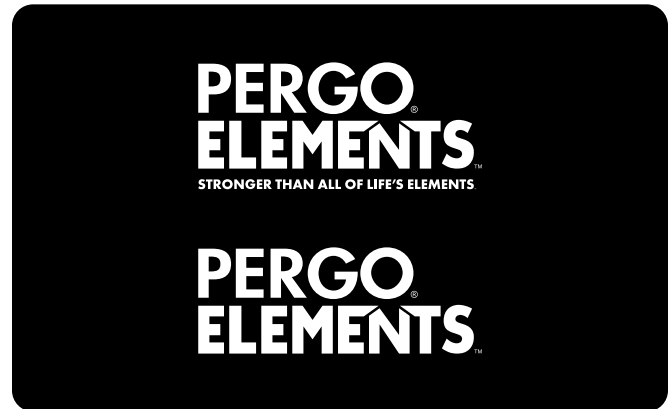
These copy points can be used to promote any Pergo Extreme Originals, Preferred, or Ultra product.

- Required copy: WetProtect® Waterproof Floors
Optional additional copy: Provides a lifetime surface and subfloor waterproof warranty.

These copy points can be used to promote any Pergo Extreme Preferred or Ultra product.

- Required copy: CleanProtect®
Optional additional copy: Offering antimicrobial properties built in to protect the floor.
- Required copy: Enhanced Stain and Scratch Protection
Optional additional copy: Greater finish protection from everyday stains and scratches.

LOGOS



TAGLINE

- Stronger Than All of Life's Elements.

FEATURES AND BENEFITS

These copy points can be used to promote any Pergo Elements product.

- **Required copy: Bold Styling**
Optional additional copy: Everything about Pergo color, character variation, shading, and texture is designed to make a statement.
Optional additional copy: Pergo is all about bold styling. Everything about Pergo color, character variation, shading, and texture is designed to make a statement.
- **Required copy: Worry-Free Wood**
Optional additional copy: Pergo wood floors protect against fading, scratching, water damage, gapping, warping, pet accidents, and unwanted bacteria.
Optional additional copy: Pergo Elements provides the toughest laminated wood. No matter what elements life throws your way, Pergo provides the best solutions. Pergo wood floors protect against fading, scratching, water damage, gapping, warping, and pet accidents — and with built-in antimicrobial technology, Pergo Elements is also protected against unwanted bacteria. If you're worried about it, then Pergo has it covered.
- **Required copy: Performance Promise**
Optional additional copy: Pergo's bold claims are backed by the most comprehensive warranty coverage.
Optional additional copy: Pergo invented high-performance wood that resets the standard for wood performance. Pergo flooring is for people who really live on their floors. Our performance promise provides the most comprehensive warranty coverage to stand behind our bold claims.

Elements™ Originals, Preferred, and Ultra

LOGOS

PERGO
ELEMENTS
ORIGINALS

PERGO
ELEMENTS
PREFERRED

PERGO
ELEMENTS
ULTRA



TAGLINE

- Stronger Than All of Life's Elements.

FEATURES AND BENEFITS

These copy points can be used to promote any Pergo Elements Originals, Preferred, or Ultra product.

- Required copy: 10-Year Waterproof Warranty
Optional additional copy: Safe for everyday spills and damp mopping.
- Required copy: CleanProtect®
Optional additional copy: Provides antimicrobial properties built into the finish to protect the floor.
- Required copy: Steam Cleanable
Optional additional copy: Maximum waterproof protection for wet and steam mopping.
- Required copy: Premium Attached Pad
Optional additional copy: Foam pad for thermal insulation, cushioning, and sound barrier.

These copy points can be used to promote any Pergo Elements Preferred or Ultra product.

- Required copy: WetProtect® Waterproof Floors
Optional additional copy: Lifetime surface and subfloor waterproof warranty.

These copy points can be used to promote any Pergo Elements Ultra product.

- Required copy: Signature™ Technology
Optional additional copy: Signature provides premium texture and a high-definition clarity finish — for authentic hardwood realism.




MOHAWK

Karastan

PERGO®

Godfrey Hirst