



MOHAWK FLOORCARE ESSENTIALS CLEANING PRODUCTS

LISTED ON EPA “DESIGN FOR THE ENVIRONMENT” WEBSITE

DALTON—Mohawk FloorCare Essentials has been listed among compliant products within the U. S. Environmental Protection Agency’s “Design for the Environment” (DfE) program for formulators of chemical products.

The DfE Formulator Program encourages and assists formulators in designing products with more positive environmental and health profiles than conventional products. DfE can provide formulators with information on chemical characteristics and toxicities of raw materials and additives. DfE partners enjoy agency recognition, including use of the DfE logo on products with improved formulations.



The logo on a product means that the DfE review team has screened each ingredient in the product for potential human health and environmental effects and that - based on currently available information, predictive models, and expert judgment - the product contains only those ingredients that pose the least concern among chemicals in their class.

Mohawk FloorCare Essentials Carpet Cleaning Kit.

Mohawk FloorCare Essentials features a complete floor cleaning system with non-toxic, environmentally-friendly, super-effective cleaners for soft and hard surface floors.

“One of the strongest selling benefits of Mohawk FloorCare Essentials has been their environmental soundness and safety,” said Mike Zoellner, Vice President of Marketing Services for Mohawk. “This listing reinforces the value of this benefit and adds even more credibility to our message with consumers.”



EPA Design for the Environment Logo

Typical floor cleaners contain large amounts of soaps and surfactants. These create sticky residues that are left behind after cleaning which actually attract soil back to that area. The

FloorCare Essentials products are proprietary technology that contain no soap or surfactants and minimize re-soiling.

Mohawk FloorCare Essentials' Carpet Spot Remover and Pet Odor/Stain Pre-Treatment have also earned the Carpet and Rug Institute's (CRI) Seal of Approval for Cleaning Solutions. CRI's Seal of Approval program tests solutions and equipment and certifies those that meet demanding performance standards.

Many floor care products also contain a myriad of toxins. Mohawk FloorCare Essentials cleaning products are 100% non-toxic and are completely safe for people and pets. They're easy to use, and include hard surface cleaners, carpet spot removers, odor eliminators, microfiber cloths, mops, and other tools to provide consumers with the best possible methods of floor care.

Mohawk FloorCare Essentials has helped dealers build profits and maintain relationships with customers. Products are displayed in an in-store rack, and promotions using consumer sampling programs have helped dealers build store traffic.

For more information, contact your Mohawk Territory Manager or call 1-877-ASK-MOHAWK.

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Mohawk is a leading supplier of flooring for both residential and commercial applications. Mohawk offers a complete selection of broadloom carpet, ceramic tile, laminate, wood, stone, vinyl, rugs and other home products. These products are marketed under the premier brands in the industry, which include Mohawk, Karastan, Ralph Lauren, Lees, Bigelow, Dal-Tile, American Olean and Quick-Step. Mohawk's unique merchandising and marketing assist our customers in creating the consumers' dream. Mohawk provides a premium level of service with its own trucking fleet and over 250 local distribution locations.