

It's time you put your own *priorities* first.





You insist on quality, durability, and softness. And you should. Fortunately, these qualities are inherent throughout all Wear-Dated® products, beginning with the fibers and extending to the remarkable warranties that accompany every new Wear-Dated carpet. That's why consumers prefer Wear-Dated.* After all, you chose carpet for your home because you have specific needs and expectations. And since Wear-Dated continually strives to exceed your expectations, it's important to ensure your concerns and our carpets are always on the same page.

*In a recent survey, the majority of respondents chose Wear-Dated from Mohawk with Scotchgard® Protector Advanced Repel Technology as the brand of choice.



PRIORITY I

Durability

For over 30 years, Wear-Dated has represented uncompromising durability. Wear-Dated carpets are always created with 100% premium nylon, a high-performance fiber known for its incredible durability, its excellent stain- and fade-resistance, and its appearance retention.

In simpler terms, this means Wear-Dated fiber has a higher resilience and a stronger fiber surface, so your new carpet is extra-strong, extra-durable, and better able to withstand active lifestyle challenges. And all Wear-Dated carpets feature Scotchgard™ Protector Advanced Repel Technology for added proven protection against stains and everyday soil buildup.





PRIORITY II

Style

Keeping up with the Joneses is so passe'; let them keep up with you. The fresh styles, rich color, and lasting beauty you desire are signature features in Wear-Dated. We're continually adding new products to give you original options and innovative designs. Choose your personal favorites from among textures, cables, patterns, friezes, or our many other gorgeous selections.

You definitely want an extensive color spectrum in order to find your own perfect shade. Wear-Dated fibers are designed to generate greater color brilliance which, in turn, stays clearer and lasts longer. Since Wear-Dated took the time to create a virtually endless palette of alluring colors, we—like you—want to make sure they last.



PRIORITY III

Comfort

Besides beauty and durability, carpet delivers an added feature not found in any other type of flooring: softness. While all Wear-Dated products are inherently soft, Wear-Dated DuraSoft® offers extra softness and even more durability. The built-in thickness in this resilient, 100% premium nylon fiber provides additional comfort without sacrificing any performance attributes, ensuring added luxury and value. As in all Wear-Dated carpets, Scotchgard Protector Advanced Repel Technology adds top-quality stain protection to guard against stains and everyday soil buildup.

- Advanced softness, exceptional durability
- “Tough-tested” so your carpet will look better, longer
- Scotchgard Protector Advanced Repel Technology to ensure long-lasting stain and soil protection





PRIORITY IV

Softness

Building on its soft strength, Wear-Dated SoftTouch™ gives customers the deepest, most amazingly plush softness imaginable in nylon carpet. Not that it's a pushover, mind you: we used the latest innovative fiber technology to combine superior comfort with maximum tough durability. So it's more than strong enough for everyday real life, but still incredibly soft and gentle throughout. Its Soft Fusion Technology™ incorporates an enhanced level of supreme softness and extra body, so carpets feel thicker, richer, more expensive. The highest level of comfort and quality go into Wear-Dated SoftTouch, so you get the greatest value for your flooring dollar.

Nothing feels better to the touch than Wear-Dated SoftTouch carpet featuring Soft Fusion Technology, the *softest* soft nylon fiber in carpet.

- Soft Fusion Technology for indescribably gentle softness
- Deep, rich colors with superior fade resistance
- Scotchgard Protector Advanced Repel Technology to ensure long-lasting stain and soil protection





PRIORITY V

Reliability

In addition to durability, value, and product quality, the majority of respondents in a recent survey chose stain resistance as an important characteristic in carpet.

Makes sense to us. So every Wear-Dated carpet we make comes with Scotchgard Protector Advanced Repel Technology. In repeated tests, not only was Wear-Dated with Scotchgard Protector Advanced Repel Technology rated superior for stain and soil resistance, it was also preferred for cleaning ease. That's because Scotchgard Protector Advanced Repel Technology's unique patented one-step co-exhaustion application process delivers superb repellency to stains and soil from the fiber tips all the way to the carpet backing. Even liquid stains are repelled.

Or maybe it's because only Scotchgard Protector carpet protection products have been safely used by parents, kids, and pets in homes for more than 20 years.

- #1 trusted brand of stain and soil protectant
- Patented process to ensure total coverage of product
- Backed by enhanced consumer warranty



PRIORITY VI

Assurance

All Wear-Dated carpets come with enhanced warranties. In addition to a Lifetime Anti-Static Warranty, every Wear-Dated carpet is warranted* for:

- Abrasive Wear
- Texture Retention
- Stain Resistance
- Soil Warranty
- Manufacturing Defects

* Warranties on specific products vary. Please see residential warranty brochure for full warranty information.





Everything you want from *your* carpet is a Wear-Dated benchmark because it's what *we* want in *our* carpet. For years, consumers have recognized the Wear-Dated quality: when surveyed, the majority of participants overwhelmingly chose Wear-Dated from Mohawk with Scotchgard Protector Advanced Repel Technology over the competition.

You trust our value. We value your trust. That's why Mohawk is committed to creating flooring that meets or exceeds your highest expectations. With Wear-Dated's endless durability, striking beauty, lustrous softness, and excellent brand recognition, we're confident we've done it again.

