



SmartStrand®

THE RHINO CARPET



Better stain protection, durability and softness. Better for the environment. This is no ordinary carpet...

IT'S JUST BETTER™



Exclusive to **Harvey Norman®**





Meet Ricko the Rhino

This will change
the way you think about carpet...



SmartStrand®

THE RHINO CARPET!

SmartStrand®



Why SmartStrand® carpet?

You've always enjoyed the look and feel of carpet - but there's a little voice inside that wonders whether it will hold up to everything life has to offer. The spills and the stains, the endless footsteps of kids, not to mention marks left by heavy furniture when it is time to rearrange. That's why Mohawk created SmartStrand® renewably sourced polymer, made with Bio-PDO which is produced from corn sugar.

By utilising this ingredient, over a 1/3 of the IQ yarn is being made from renewable natural resources. This carpet not only offers durability and stain protection, it's also making less of an environmental impact.

Features and benefits

Carpets made with SmartStrand® fibre feature numerous benefits, including;

- Over 30 styles and qualities
- Over 100 colours to choose from
- It's made in part from renewable resources
- Uses less energy to produce the carpet
- Soft to touch and easy to clean
- Longest and most comprehensive warranties
- Amazing durability
- The only carpet endorsed and warranted for rental properties



Fantastic range of Colours & Styles

for you to choose from. Complete Satisfaction.

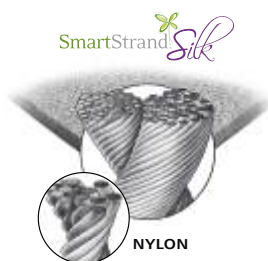


SmartStrand[®] Silk

Our softest carpet yet!

Why SmartStrand[®] Silk carpet?

SmartStrand[®] Silk is even softer: an exceptional development in SmartStrand[®] carpet! Only smooth, luxurious SmartStrand[®] Silk carpet provides more deluxe softness, more comfort and more home enjoyment. It offers the perfect balance of total relaxation and trusted reliability.



When it comes to softness there is no comparison. Each piece of SmartStrand[®] Silk yarn contains more than 700 luxuriously soft “silk-like” fibres. That's 3x the fibre of any regular nylon carpet! This is an amazing performance boost, assisting SmartStrand[®] Silk carpets remain beautiful three times longer compared to nylon carpets.

Features and benefits

Carpets made with Smartstrand[®] Silk fibre feature numerous benefits, including:

- Luxuriously soft with exceptional durability
- Built in lifetime stain and soil resistance, not topically applied
- Protection that never wears or washes off like other carpets
- Proven durability that withstands life's challenges
- Easy to clean with just water, no chemicals required
- It's made in part from renewable resources
- Extra heavy duty rating



TOUCH ME! **FEEL ME!** LOVE ME!



For **Softness & Durability**

there can be no compromise!

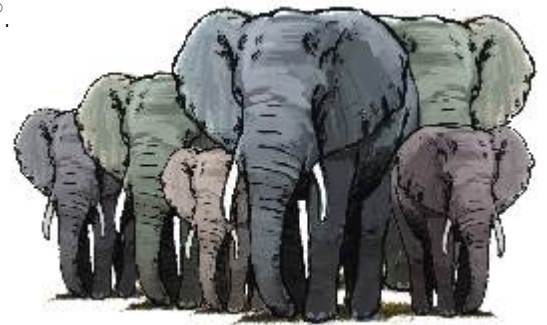
Proven Durability: Withstands life's challenges

Mohawk subjects its carpets to the most thorough testing and SmartStrand® carpet exceeds all standards. The durability of SmartStrand® is built into the fibre with a unique spring-like molecule that helps the carpet bounce back for better crush resistance and resiliency.

It's tough enough to tackle life's messiest challenges

To prove it, Mohawk installed SmartStrand® in Ricko the Rhino's enclosure at the Birmingham Zoo for two weeks. After being professionally cleaned, it looked as good as new.

Taking the challenge several steps further, Mohawk carpeted a rhinoceros, elephant and camel enclosure at the Dallas Zoo with SmartStrand®. Not only did it clean right up, it bounced back from 20,000 kg of constant animal pressure. If 20,000 kg of constant animal pressure can't damage SmartStrand® carpet, what chance does your family have?



What makes SmartStrand® carpet so durable?

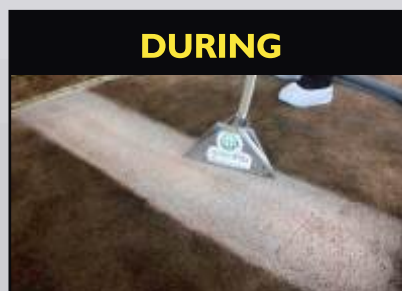
SmartStrand® carpet has a unique structure that bends easily and rebounds quickly to resist the crushing and matting that can happen with other carpet. There is nothing like a beautiful and durable carpet to bring warmth to your household. Go ahead and experience it for yourself.





IF SMARTSTRAND™ CAN HANDLE THIS WILDLIFE! IT CAN HANDLE YOURS TOO!

Carpet survives 2 weeks in Ricko the Rhino's enclosure at Birmingham Zoo! SmartStrand® carpet proves it's stain resistance and durability against the largest land mammal on the planet! Just look at these amazing results...



Scan, see for yourself and be amazed at www.smartstrandchallenge.com



It is **Tough Enough** to tackle

life's messiest challenges.



Built in **Stain Protection**

for easy removal of soil and tracked-in dirt.

Lifetime Stain and Soil Protection: Not topically applied.

SmartStrand® carpet offers permanent stain and soil protection that is built into the fibre. It is a permanent part of the actual fibre DNA, not chemically applied like most other carpets.

SMARTSTRAND®	VS	NYLON
SmartStrand® built in stain protection is permanent, part of the actual fibre DNA.		Added chemical protection in the leading nylon brands is externally applied after production, so it washes off with routine cleaning or wears off with normal use.

Permanent Protection: Never wears or washes off

SmartStrand® is one of the few carpets that offer permanent stain and soil protection that will never wear or wash off or need reapplying like that of other carpet fibres. It's protection is built right into the fibre, not chemically applied after production.

With no added chemicals, SmartStrand® naturally resists all food and beverages, even strong staining items such as mustard and red wine, while also withstanding constant everyday soiling from tracked-in grit and grime.



Environmentally Friendly: By nature

SmartStrand® carpet offers a comfortable, durable, and permanently stain resistant carpet, while still giving you the ability to make a smart choice for your home and the environment.

The carpet fibre, made with Bio-PDO™ is produced from corn based resources. Thanks to this central ingredient, 37% of SmartStrand® is made from renewable resources instead of the more limited petroleum-based ingredients in most other carpets.

Reduced energy consumption in producing SmartStrand® results in approximately four litres of fuel saved per every six square metres of carpet. To reduce our dependence on oil means it will strengthen our economy and our environment.

From field to floor process



1. Grow

Corn is planted and grown.



2. Harvest

Fully matured corn is harvested.



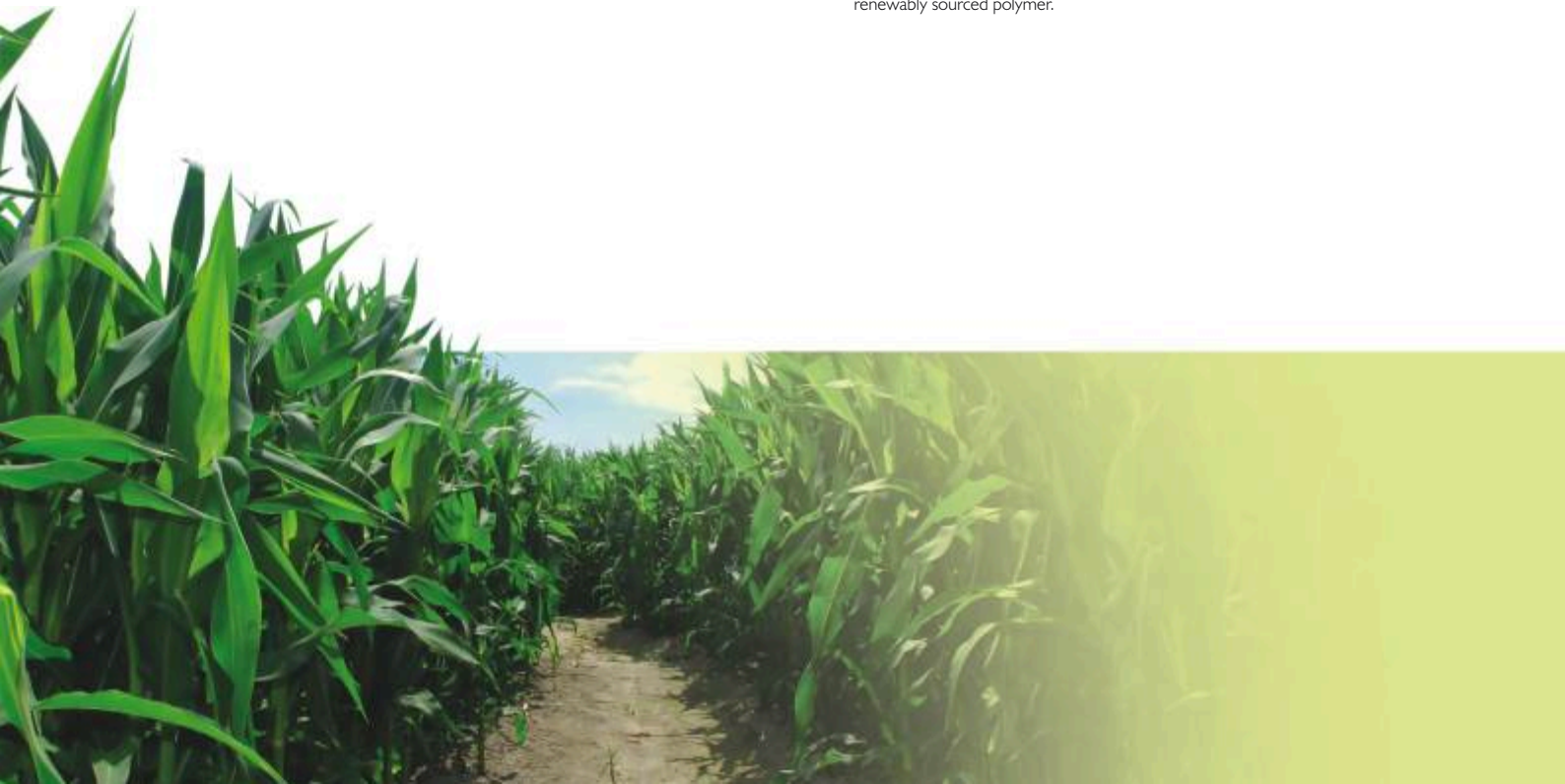
3. Process

The sugar from the corn is processed and the end product becomes a key ingredient in renewably sourced polymer.



4. Product

Product is spun into fibre by Mohawk and then tufted into Smartstrand® carpet.

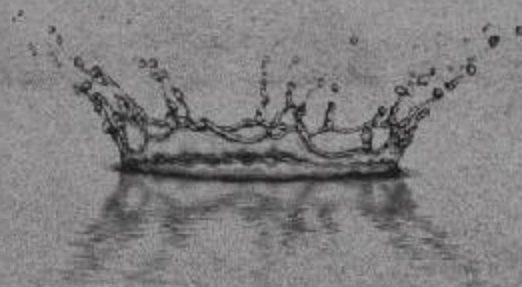




Easy to clean with just water

Even when SmartStrand[®] carpet is faced with the toughest soiling challenges, like that of Ricko the Rhino, it cleans up easily with just water or mild detergent - no harsh cleaning agents or chemicals are required. Clean ups are fast, simple and safe.

SmartStrand[®] carpet is also healthier since it doesn't require the use of cleaning products that may emit fumes. What's more, since SmartStrand[®]'s stain and soil resistance is built-in, there is no need to reapply topical anti-soiling agents to your carpet - ever.



The original and still the best **Corn Carpet**
which makes it easy to clean with just water*.



Warranties: Incredible

Harvey Norman has so much confidence in the quality and performance of SmartStrand® carpet, we provide the following warranties;

LIFETIME Stain & Soil Resistance Warranty*

LIFETIME Anti Static Warranty*

25 YEAR Manufacturing Defects Warranty*

25 YEAR Abrasive Wear Warranty*

**See store for full warranty details.*

Warranty for rental homes

SmartStrand® carpet is also the only carpet in the world to be granted a warranty which extends to rental properties! No other carpet protects your investment! No other carpet in the world has the ability to offer any warranty for the investor! No other retailer protects your interests!



Our rental homes are now
PROTECTED!

It comes with **Lifetime Coverage** for

Stain and soil resistance and much more.

Rated #1: Customer satisfaction

In fact, 9 out of 10 SmartStrand® owners say they would buy SmartStrand® again. Specifically, SmartStrand® received the highest satisfaction ratings related to all customer criteria of cleaning, maintenance and durability.

Cleaning Criteria	Rated #1	Durability Criteria	Rated #1
Easy to clean		Quality	
Dirt resistance		Durability	
Odour resistance		Wear resistance	
Protection against spills		Maintains original appearance	
Protection against stains		Protection from crushing or matting	

All satisfaction scores based on a national survey of carpet buyers conducted by Brandware Research in October of 2011.

SmartStrand® buyers are also significantly more satisfied with both the softness and the wear resistance of SmartStrand® than with that of nylon and polyester carpets. Clearly SmartStrand® has successfully combined comfort and durability.

Don't take our word on how great SmartStrand® is. Ask the experts: People just like you. Carpet made with SmartStrand® fibre features everything customers want. But don't take our word for it. SmartStrand® buyers were also more likely to rate their carpet positively for quality, warranty and durability.

97%

SmartStrand® buyers say
'My carpet meets my needs'

98%

SmartStrand® buyers would get it again!
That's almost a **PERFECT 100%**
of all customers surveyed!
That's a record!

96%

SmartStrand® buyers are
SATISFIED with their carpet

**Brandware Research study; November 8, 2010.*





SmartStrand®

IT'S JUST BETTER™

Better stain protection, durability and softness. Better for the environment. With Smartstrand® carpet, you'll enjoy the choice that fits your life and it takes the everyday fears out of owning carpet. For more information, talk with your local **Harvey Norman Flooring** or visit us online at harveynorman.com.au

SmartStrand® 

Exclusive to **Harvey Norman®**

SmartStrand® *Silk*
Our softest carpet yet!