



Karastan



SmartStrand
FOREVER CLEAN™

LIVE BEAUTIFULLY WITHOUT WORRY



SmartStrand[®]
FOREVER CLEAN[™]

LIVE BEAUTIFULLY WITHOUT WORRY

The best carpet ever invented...AGAIN.

When SmartStrand was unveiled in 2005, it was quickly embraced by consumers looking for an innovative alternative to traditional carpets. In the first ten years, SmartStrand has earned an impressive record.

- The first new fiber introduced in over 50 years
- The first bio-based carpet using a rapidly renewable resource
- The only carpet that boasts durability and permanent, built-in stain resistance
- The highest-rated carpet for consumer satisfaction, cleanability and durability
- SmartStrand Silk, the world's most luxuriously soft and durable carpet

Now introducing SmartStrand Forever Clean, the first carpet to combine built-in stain protection with a nanotechnology spill shield.

Any SmartStrand carpet you buy today is now SmartStrand Forever Clean.



Using the most advanced fiber innovation, SmartStrand Forever Clean carpets offer the highest level of beauty, comfort and performance available.

- The perfect carpet for families with kids and pets
- New Nanoloc™ spill protection technology for quick and easy cleanup
- The only carpet with permanent built-in stain and soil protection that won't wear or wash off
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- A breakthrough technology in renewable and sustainable carpet fiber to preserve the beauty of our planet



KARASTEP™

Premium Cushion for Carpet

**SmartStrand Forever Clean with KaraStep™
Cushion provides the ultimate protection
against stains and odors associated with
pet accidents.**

ENHANCE YOUR WARRANTY

REDUCE PET ODORS

MOISTURE BARRIER



Decorate
for the Cure.

Ask your retailer how your purchase of Karastan
Karastep can support Susan G. Komen for the Cure®

FULL PET WARRANTY



Proprietary carpet protection system

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming a stain. SmartStrand Forever Clean features Nanoloc,[™] an advanced nanotechnology that completely encapsulates the SmartStrand fiber to create a superior spill and soil barrier.

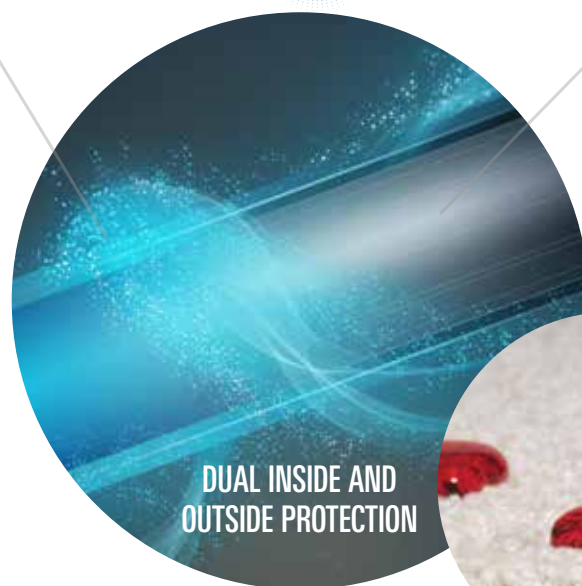
NANOLOC[™] SPILL SHIELD

Ultra-fine nano particles bond together on a molecular level to encapsulate the fiber with a complete spill and soil shield that makes SmartStrand Forever Clean the easiest carpet to clean.

Nanoloc[™]

BUILT-IN STAIN PROTECTION

Only SmartStrand Forever Clean has permanent stain protection that prevents spills from locking into the fiber core and becoming a stain.



DUAL INSIDE AND
OUTSIDE PROTECTION



Up to 3x easier to clean*

SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release up to 3X more dirt than other carpets. That means you can breathe easy knowing that your floor cleans faster, better and easier than ordinary carpets.

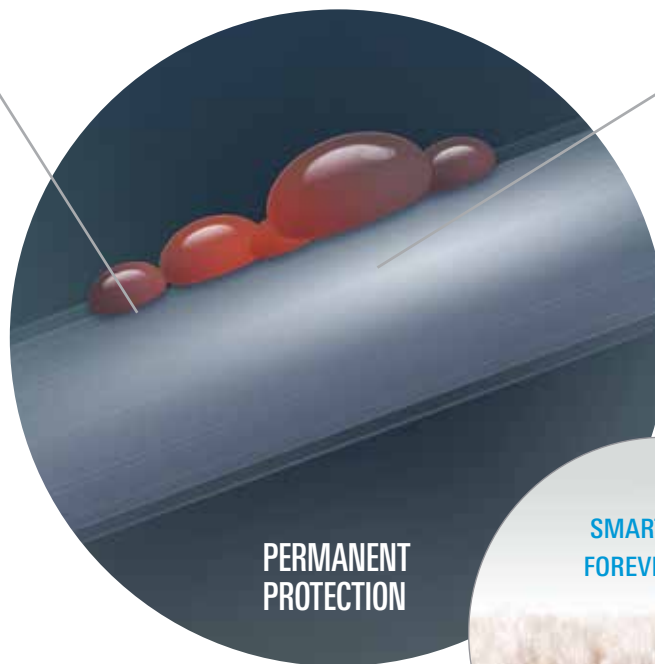
Permanent built-in stain protection

SmartStrand Forever Clean is the only carpet with lifetime stain resistance built into the core of the fiber. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.



CORE STAIN PROTECTION

SmartStrand Forever Clean has no dye sites for spills to adhere. Permanent protection is built into the fiber to keep spills from becoming stains and to ensure the carpet is easy to clean.



100% LIFETIME PROTECTION

Core stain resistance is built into the fiber and will never wash or wear off.

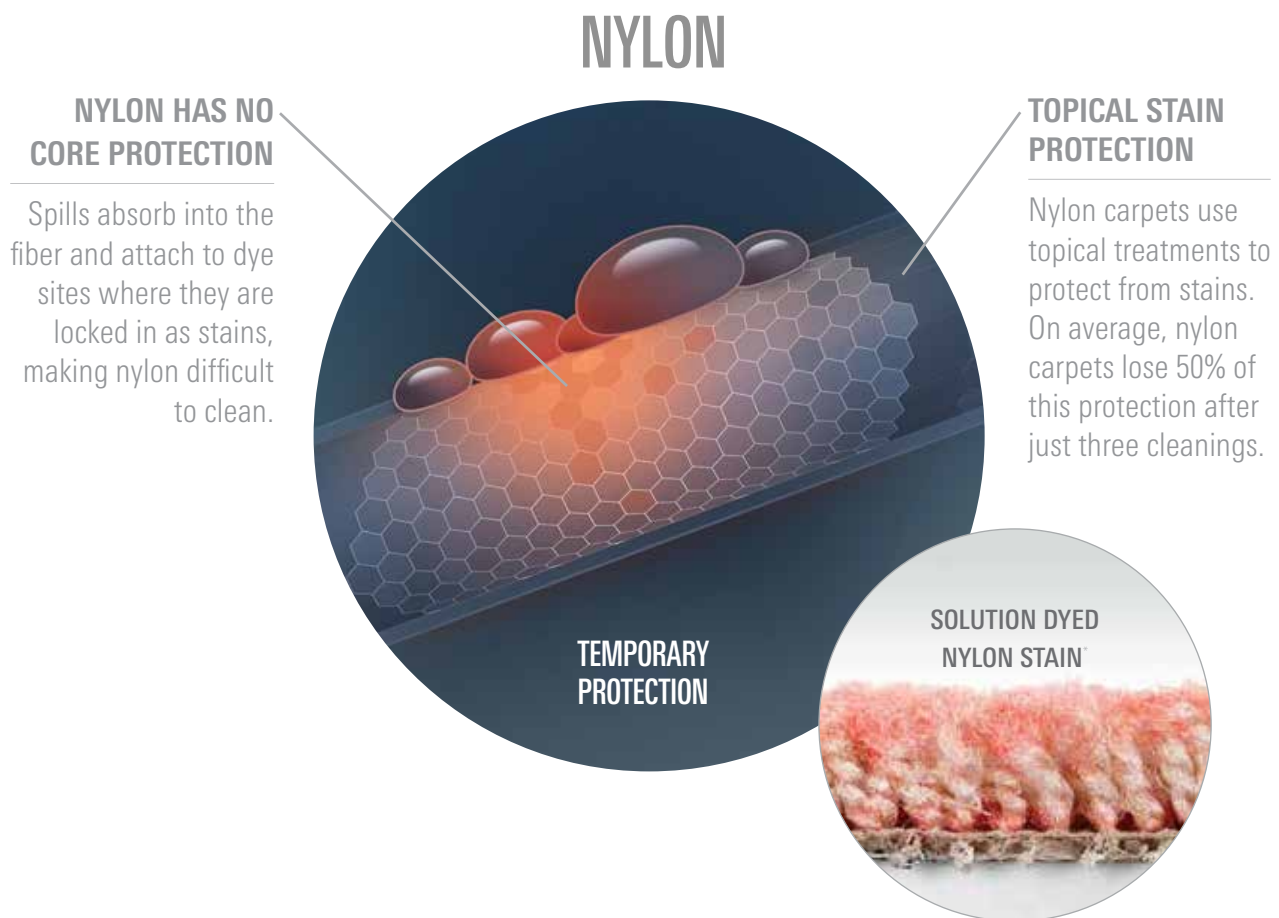


LIFE-TIME STAIN AND SOIL WARRANTY

*Results of stain test using SmartStrand Forever Clean carpet

The remarkable alternative to nylon

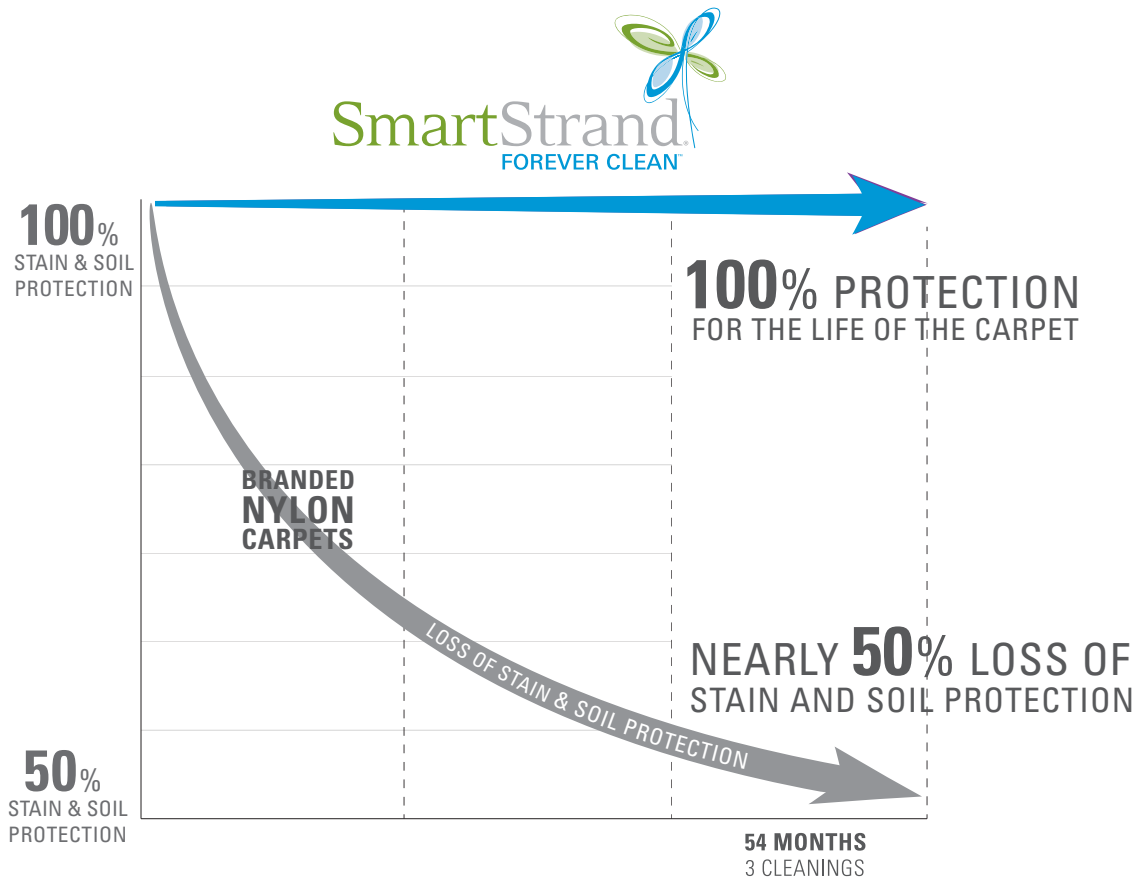
For many years, nylon was the only durable carpet fiber available. Unfortunately, nylon carpets are prone to staining and can be difficult to clean and maintain over time. As nylon gained popularity, people began to believe stains were an unavoidable part of life. Then in 2005, SmartStrand was introduced. Now, more than 7 million households have discovered that stains were not their fault; it was the nylon carpet. Nylon has no core stain protection in the fiber, so it has to rely completely on temporary, topical treatments to prevent stains. Only SmartStrand Forever Clean provides long-lasting durability with complete inside and outside protection from dirt and spills. This revolutionary difference means that SmartStrand Forever Clean will always be the easiest carpet to clean.



The truth about stain protection

SmartStrand Forever Clean is the ONLY carpet that contains permanent, built-in stain and soil protection that never washes or wears off.

The stain and soil protection on other carpets is temporary and has to be reapplied when it wears or washes off. In fact, in an independent study, nylon carpet lost, on average, nearly 50% of its stain and soil protection after just three steam cleanings. That's why other carpets become difficult to keep clean over time. SmartStrand Forever Clean eliminates this problem, so you can enjoy 100% protection for life.



*Based on independent stain tests of nylon verses SmartStrand carpet after multiple professional cleanings.

SmartStrand Forever Clean with built-in protection

SmartStrand Forever Clean uses a completely different stain protection system that's built into the fiber's core. This means SmartStrand Forever Clean never loses its stain resistance and is the easiest carpet to clean time



Competitive nylon treated with topically-applied stain protection



Live life worry free

Whether it's kids, pets or one of life's unexpected spills, with SmartStrand Forever Clean you can live life without worrying about your carpet.



TOMATO DRINK



GRAPE SODA



ORANGE SODA



ENERGY DRINK



WHITE WINE



CRANBERRY JUICE



PEACH ICED TEA



IODINE



OLIVE OIL



SODA



COFFEE



CHERRY DRINK



SPORTS DRINK



RED WINE



TOILET BOWL
CLEANER



CHOCOLATE MILK



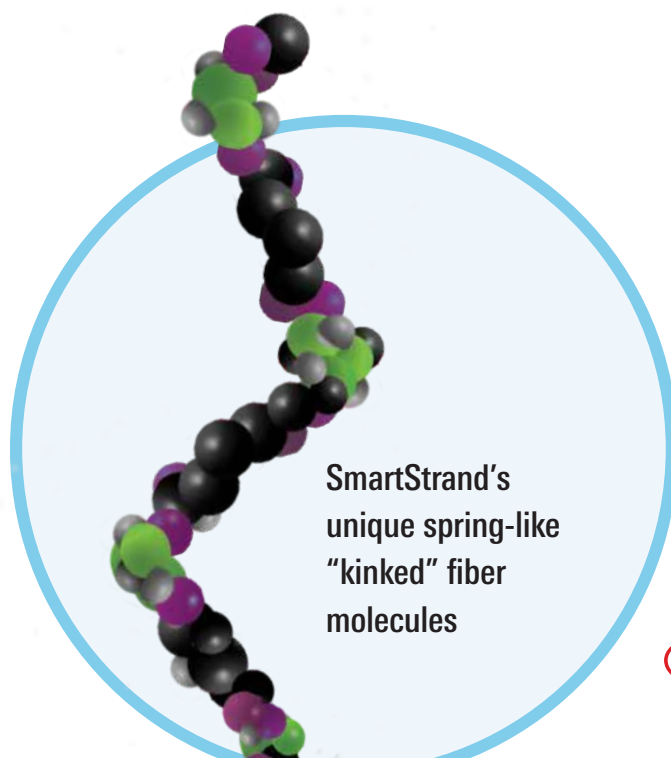


Durability in the fiber's DNA

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind.

SmartStrand Forever Clean is made with an innovative fiber, engineered to resist matting and crushing. This unique trait is built into the fiber at the molecular level causing the fiber to bounce back, maintaining its beauty and appearance over time.

This performance boost gives SmartStrand Forever Clean a particular performance advantage when it comes to premium soft fibers, such as SmartStrand Silk. Amazingly, in comparison tests, SmartStrand Silk Forever Clean retained its beautiful appearance after 60,000 footsteps*. That extraordinary durability proved to be up to 3X longer than comparable soft nylon carpets. So, rest soft and easy with SmartStrand Silk Forever Clean, the world's toughest and softest carpet.





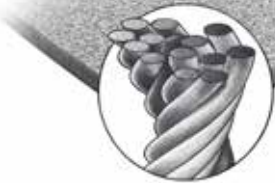
Entirely new category of luxury soft carpet

One of the unique attributes of carpet is its natural softness, but not all carpets are sink-your-toes-in soft. If you're looking for a super soft carpet, SmartStrand Silk Forever Clean will exceed your expectations.

Achieving the soft, luxurious feel of SmartStrand Silk Forever Clean requires a new yarn with 3X the amount of fiber found in ordinary soft nylon carpets.

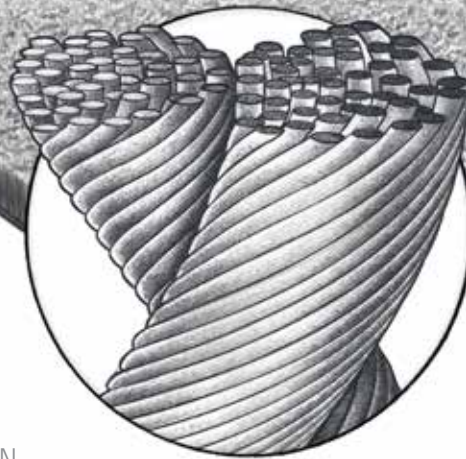
SmartStrand[®] *Silk*
FOREVER CLEAN[™]

ORDINARY
SOFT NYLON



3x

THE FIBER OF
ORDINARY SOFT NYLON



Choosing softness doesn't mean you have to sacrifice performance. The result of packing more than 700 silk-like fibers into one yarn is amazing softness and incredible durability.

The next generation of sustainable carpet

SmartStrand Forever Clean is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources. This also enables us to reduce our energy consumption in the manufacturing of all SmartStrand Forever Clean carpets. It's good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

OEKO-TEX® certified free of harmful substances

SmartStrand Forever Clean is made with Dupont™ Sorona® polymer, which is OEKO-TEX® certified free from harmful substances. With SmartStrand Forever Clean, you can rest easy knowing your carpet fiber is certified for a safe and healthy home.





New SmartStrand Forever Clean

- The only carpet with permanent built-in stain and soil protection that never washes or wears off
- New spill-protection technology for quick and easy cleanup
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- Breakthrough technology in renewable and sustainable carpet fiber to preserve the beauty of our planet



Karastan

KARASTAN.COM | 800-234-1120

Enhanced your carpet warranty with Karastep Cushion™