

  
**MOHAWK**

**FOREVER** **fresh**  
ultrasoft™



Fresh Carpet Technology for a Pure Clean Home



**FOREVER**fresh  
ultrasoft™

*Fresh carpet technology for a pure clean home*

- Premium soft PET fiber for ultimate comfort
- Innovative odor-neutralizing technology to keep your home smelling fresh
- Utilizes Mohawk's patented Continuum process to ensure your carpet starts clean and stays clean
- Made with up to 100% post-consumer recycled content
- Premium spill and soil protection



## FRESH CARPET TECHNOLOGY

*Forever Fresh is treated with unique Fresh Carpet Technology that continually purifies your home by neutralizing odors.*



THE HIGHEST STANDARD  
FOR PREMIUM SOFT PET

*Remarkably soft premium PET from  
the leader in soft carpet innovation*

Mohawk, the leader in soft carpet technology, introduces Forever Fresh Ultrasoft™ carpets with exceptional softness and stain resistance for a more comfortable and clean home.





CONTINUUM™

*Mohawk's Continuum process, the ultimate innovation in PET carpet, provides the best in cleanability and performance.*

***Cleaner PROCESS***

Continuum provides a stronger, higher quality PET polymer.

***Cleaner PRODUCT***

Continuum removes the oily lubricants that can cause other PET carpets to become dingy over time.

***Cleaner PLANET***

Continuum is made with up to 100% post-consumer recycled content.

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MohawkFlooring.com



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