

NEVER LOSE A CUSTOMER...

PROTECT & CARE™ MEANS CUSTOMERS FOR LIFE

As our industry has progressed, most of us have paid little or no attention to after-sales service. In fact, when times were great, we were all busy just keeping up with demand, and we all saw our business prosper. Enter a poor economic climate and the question becomes... "where have all the customers gone?"

Rest assured, they are still there...and they still have floors and... they still care about them.

Fact is, according to the World Floor Covering Association, 90% of consumers ask retailers how to maintain their floors at the time of purchase. Since we all know that floors have specific warranty requirements that call for periodic maintenance, it just makes sense that the retailer is involved in every step of the process. After

all, she trusts the source that sold her the floor in the first place.

Other industries have been using maintenance for years as a way of captivating consumers buying decisions. The automobile industry asks you to bring the car back into the "Authorized Service Center" where they can continually "touch" their consumer. The same holds true for the appliance industry and electronics. Consumers are quite used to even pre-purchasing

maintenance plans and service packages when they buy products. This shouldn't surprise us...consumers today are busier than ever before and are looking for ways to simplify their lifestyle. Helping them maintain the very products they purchase not only meets their needs, it translates into multiple consumer "touchpoints". This constant contact is especially important in an industry where we see the consumer on average only once every 5-7 years.

Mohawk recognizes the fact that most retailers do not want to get into the maintenance business. That's why we are introducing the next best thing. It's called the **Protect & Care™** plan, and it provides retailers the opportunity to actually "bundle" maintenance into the flooring purchase and by doing so, never lose touch with the consumer.

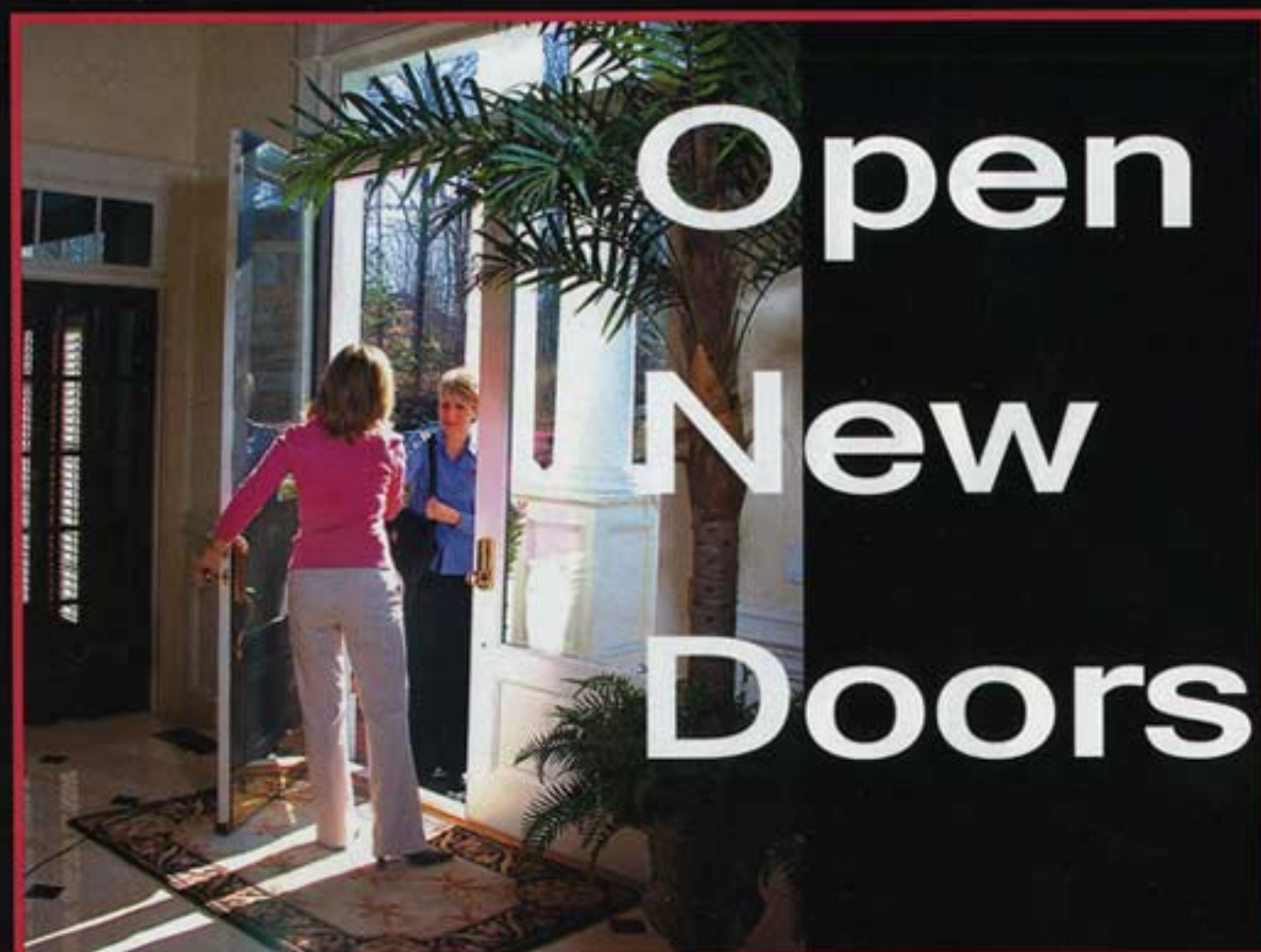
Administered and serviced through the **FloorCare for Life®** service provider network, the **Protect & Care™** program provides different maintenance packages that the consumer can choose from. She can then add the package to her purchase, and receive many valuable floor care benefits in addition to cost savings on services. In addition, retailers make money every time a **Protect & Care™** program is sold.

When a consumer purchases a **Protect**

& Care™ program, the product information and consumer contact info will be sent to the **FloorCare for Life®** call center. Staffed with hundreds of personnel and with 24/7 operations, the customer will actually be contacted by telephone and reminded when it is time to have her floor serviced. She can also take advantage of many extra features such as spot and spill removal services as well. Best of all, the **FloorCare for Life®** call center will follow up with the customer after each service call to make sure she is happy and ask a very important question...is she considering any future flooring purchases. The retailer will receive a monthly report that details all of the information obtained from the constant contact with the consumer.

Imagine actually having "eyes and ears" inside the home every year and every time the consumer has her floor serviced. You now not only sell beautiful floors, through the **Protect & Care™** program, you keep them beautiful. More importantly, you keep in touch with your customer through the one thing she needs for the very product she purchased...service.

Stop by the **FloorCare for Life™** booth for complete details.



The Business Opportunity Designed to Deliver!



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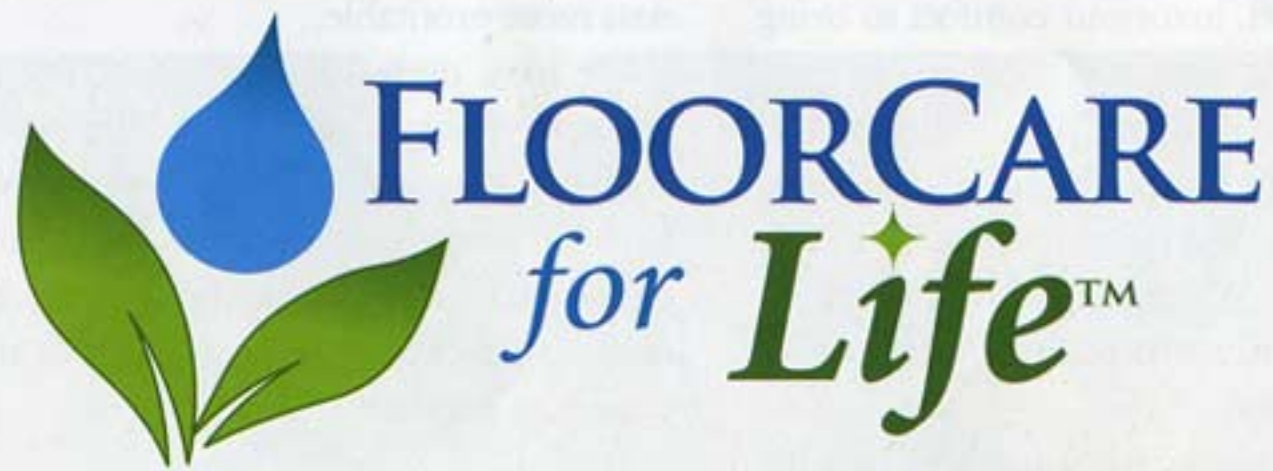
Protect & Care
PROGRAM

- ✓ Offer consumers a myriad of floor maintenance options
- ✓ Bundle floor care with flooring purchases
- ✓ National Call Center reminds consumer when it is time for service
- ✓ Constant contact with consumers on your behalf
- ✓ Services performed by FloorCare For Life® network professionals
- ✓ Never lose touch with your customers and make money in the process

Visit our booth for more information

MOHAWK
FLOORCARE ESSENTIALS
experts in flooring for over 125 years

FLOORCARE
for Life™



FLOORCARE for Life™

Olson Rug and Flooring, a Chicago area Mohawk Aligned dealer with 11 locations, has partnered with FloorCare for Life™ to offer floor care services to its customers through the Protect & Care™ Program.

Now Olson can keep in touch with consumers in a down economy through a maintenance program which is managed for them.

“In an economy like this one, you want to buy expertise without a learning curve to get there,” said Robert Rosenberg, co-owner of Olson. “We wanted a way to maintain a relationship with our customers and stay in front of them in a cost-effective way.”

FloorCare for Life™ is the exclusive partner of floor care

services for Mohawk and offers the Protect & Care™ Program to retailers as a convenient and affordable option to maintaining continuous customer contact through floor care services. Our network of service providers represent the best of the best in the industry and serve as an extension of the retail store by being branded “Authorized Mohawk Floor Care Essentials Service Providers.”

One such service provider in the Chicago area is Ecosteam. According to its president, John Mapes, “We provide the service to Olson Rug customers while the folks at FloorCare for Life™ make sure the consumer is aware of their warranty requirements by proactively calling her when service is required. This way, the retailer never loses touch with the consumer.”

“The program is as promised,” according to Rosenberg. “Olson Rug customers expect a lot from us. Through the Protect & Care™ Program, we’ve been able to increase customer satisfaction, increase Olson referrals and help Mohawk perpetuate customer satisfaction with its products. It’s a win for everyone involved.”

MOHAWK® FLOORCARE ESSENTIALS

Experts in flooring for over 125 years

- See your customers more often
- Service what you sell- gain customer loyalty
- Increase flooring sales
- Gain incremental revenue sales
- Build brand presence



90% of customer buying a new floor will ask how to care for it properly.

- No soaps, detergents, or surfactants
- No residue
- Non-toxic
- Environmentally friendly
- Formulated for hard and soft surfaces, wet and dry spills

Visit the Floorcare Essentials booth to learn more.

www.MohawkFloorCare.com

MOHAWK CUSHION: A DECADE OF SATISFYING CONSUMER NEEDS

We believe that the consumer is looking for better cushion, stronger warranties and excellent value.

Mohawk ColorCenter® and Mohawk cushion are sharing this special 10-year anniversary. ColorCenter® began as a premier flooring group in 1998. In that same year Mohawk began manufacturing carpet cushion with one goal in mind – to take the knowledge that comes from being a leading carpet manufacturer and to use that knowledge to make cushions that enhance carpet performance.

Mohawk cushion is specifically designed to maximize and extend carpet's plush feel and high performance. We've studied all types of flooring for decades and we know our customers get the best value and greatest satisfaction when they use a Mohawk cushion with their new carpet.

In the 10 years since Mohawk became the only manufacturer of both carpet and cushion we have become a major force in the industry. With five bonded plants across the country and a synthetic fiber plant in Georgia, we offer unsurpassed service – whether

direct shipments from one of our plants or one roll from one of our many distribution centers.

Our Synthetic Fiber cushion collection is environmentally friendly, made from 100% recycled synthetic fiber and recommended for use with berber carpets, stretch in commercial installations and any residential application. All products are CRI Green Label certified, mold and mildew resistant, and can be used above or below grade. Mohawk's synthetic cushions are recommended for use with carpet over radiant heat and are STC and IIC sound rated.

All of our bonded cushions are environmentally friendly, made from recycled urethane foam trimmings, and all are CRI Green Label certified for air quality assurance. All are PBDE free and contain no "post-consumer" scrap.

Starting with our basic, value priced, bonded cushions we are committed to giving our dealers the best in quality, service and value. All carry a "Life of the Carpet" Warranty and, beginning with our 6 lb rebound, Mohawk's exclusive "3-year Enhanced Full Performance" Carpet Warranty.

Our Premium (3 feather) bonded cushion collection offers products made from only the best raw materials including ViscoElastic foam, better known as "Memory Foam". Memory Foam, found in the most luxurious mattresses, pillows and furniture, gives our

cushions a soft, luxurious comfort to bring out the best in any carpet. All of our premium bonded cushions have antimicrobial additives in the film to inhibit odor causing mold, mildew and fungus. All carry a "Life of the Home" Warranty and Mohawk's exclusive "5-year Enhanced Full Performance" Carpet Warranty.

Mohawk's Ultimate (4 feather) bonded cushion collection begins with our premium cushions then adds an extra layer of protection. Wetlock Moisture Barrier film prevents dust and spills from seeping into the padding and to the floor below, making clean up easy. Antimicrobial additives protect against mold, mildew and fungus and the odors they cause. Our Ultimate cushion collection provides unsurpassed luxury, comfort and protection. Ultimate styles carry either a "Life of the Home" Warranty or "Life of the Home" Warranty that is transferable to a new owner. All carry Mohawk's exclusive "7-year Enhanced Full Performance" Carpet Warranty.

Consumers want, and are willing to pay for, products that answer needs like spills, odor, allergies or address concerns such as energy and environmental issues. At Mohawk we are dedicated to making products to meet those needs. Working with you, our retail partners, it is our goal to provide you with cushion products which will satisfy your customers desires and make your busi-

ness more profitable.

We have designed our marketing program to make selecting the best possible cushion easy for the consumer. When able to compare the features and benefits of various cushions, we believe the consumer will choose to upgrade to a more premium product.

* Our cushion display features eye-catching graphics with a message for even the most discerning consumer. It's designed to make it easy to show and sell better cushion, resulting in a more satisfied customer and more profit for your business.

* Our sample program makes each sample a sales tool in itself. Features and benefits of each product are clearly shown.

* Cushion brochures guide consumers through the selection process with valuable information on products and warranties

* Carpet Display Wing Cards allow you to feature the premium cushion of choice right on the carpet rack. Displaying a recommended cushion with the carpet is a great tool to increase premium cushion sales.

See your Mohawk ColorCenter® representative for details on all of our products and marketing tools.

