

Mohawk RevWood

Wood Without Compromise



Customers no longer have to choose between the beauty of hardwood and the toughness of laminate—with RevWood, they can have both! Featuring premium hardwood visuals, maximum scratch protection, and fade resistance in a variety of price points, RevWood offers long lasting beauty your customers will love on any budget.

RevWood combines the beauty of hardwood with the toughness of laminate, so consumers get premium hardwood visuals at a wide range of price points. RevWood is also four times more scratch resistant than other leading laminated wood products—for long-lasting beauty that results in fewer customer claims. This innovative flooring also resists fading from sunlight, so it looks newer longer—so customers can enjoy long-lasting brilliance.

RevWood Plus features WetProtect waterproof technology, providing the right kind of waterproof. WetProtect features precision milling and patented Uniclic technology provide the tightest locking system of any hard surface flooring—preventing the need to replace and reinstall due to damaged subfloors. The waterproof finish repels water away from

the joints and traps moisture on the surface—resulting in fewer customer claims. WetProtect also features a lifetime waterproof warranty for both the flooring and the subfloor provides long-lasting waterproof protection—so you can deliver floors your customers can enjoy for a lifetime.

And for those who value a clean home, RevWood Plus also features CleanProtect, with built-in Activeguard antimicrobial technology prohibits the growth of microorganisms and clears out unwanted bacteria to provide peace of mind. By actively prohibiting the growth of microorganisms to keep the floor's invisible surface clean, CleanProtect prevents messes before they even begin. CleanProtect actively attacks microbes to conveniently clear out invisible microorganisms, bacteria, mold and mildew while actively neutralizing odors for a home with fresh air and peace of mind.

For those looking to for a complete



trade up story, RevWood Premier features new Signature Technology that captures natural designs by scanning, cataloging and preserving the extraordinary detail and variety common to each wood species. The microdata is then transferred to a flooring plank. The variety and detail of these natural features are often lost in the low fidelity digital conversions that currently make up the flooring industry standard. As market leader, Mohawk is positioned to revolutionize and raise those standards.

For further information regarding RevWood or any other flooring products, visit the professionals from Creative Flooring Designs in **Booths 322 & 323 February 18th - 20th in the MBCC**, see page 37 of this issue, call **(843) 299-0301**, visit www.CreativeFlooringDesigns.com or visit their showroom @ 12082 Hwy. 17 Bypass - Murrells Inlet - SC - 29576. ■



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Mohawk SolidTech

Designed For Any Room / Any Climate

Separated into three tiers, Essentials, Select and Plus, SolidTech products are the easy choice for customers looking for durable wood and stone-look flooring. Featuring an assortment of domestically produced styles, SolidTech Plus products

also feature Mohawk's proprietary spill and stain guard and easy click installation. SolidTech Essentials features EasyClean protection for simple cleanup and stain prevention. The next tier, SolidTech Select features EasyClean protection and Mohawk's All Pet Protection and Warranty, offering industry leading protection against all pets, all accidents, all the time. SolidTech Select also features an innovative lacquer that provides the highest level of protection against stains and scratches.

SolidTech Plus features the complete trade up story with the previous features and benefits, plus two new innovative technologies, RealPlank and CleanProtect.

SolidTech Plus tier features new styles with enhanced realism with RealPlank™ Technology, Mohawk's innovative realism technology system that helps achieve the most authentic look and feel in LVT. Through natural edge finishes that create a realistic transition from plank to plank, paired with authentic color variation and deep textures that follow nature's true-to-life patterns, RealPlank Technology compares to genuine materials.

SolidTech Plus also features Mohawk's new CleanProtect technology, a built-in Activeguard antimicrobial protection that makes cleaning



the invisible surface of the floors effortless. By actively prohibiting the growth of microorganisms to keep the floor's invisible surface clean, CleanProtect prevents messes before they even begin. CleanProtect actively attacks microbes to conveniently clear out invisible microorganisms, bacteria, mold and mildew while actively neutralizing odors for a home with fresh air and peace of mind.

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