

Revolutionizing Home Renovation; Hardwood Flooring Finds New Home in Kitchen and Dining Rooms

The installation of hardwood flooring in stain-prone areas, such as dining rooms and kitchens, is an emerging trend in home renovation. Innovations in the flooring industry, such as pretreating hardwood flooring with Scotchgard protector, make this possible by providing consumers with the confidence that their investments will stay looking new longer. Style no longer has to take a back seat.

Homeowners can now find great new styles of Mohawk hardwood flooring featuring Scotchgard protector advanced repel technology, the first-ever Mohawk hardwood flooring to boast revolutionary Scotchgard stain repellency. Consumers don't need to fret about unexpected scuffs from heavy foot traffic, stains from dropped canapes or red-wine spills, because the Scotchgard stain protection will last the entire life of the floor and its finish. Hardwood is a wonderful option, whether homeowners are building a brand new home or giving rooms in an existing house a facelift.

"Hardwood flooring used to be taboo for kitchens and dining rooms because of the high- foot traffic and potential for damaging scuffs and stains," said Steve Macalus, marketing development manager for 3M Protective Materials and consumer Specialties Division. "Pretreating Mohawk hardwood flooring with Scotchgard protector increases the durability, allowing for a longer-lasting floor. Consumers now have style options when renovating their home and the peace of mind that their investment will be protected."

Available where fine floor coverings are sold, Mohawk hardwood flooring featuring Scotchgard protector advanced repel technology comes in the following sizes and woods:

Solids:

- 3 1/4-inch oak (five colors)
- 4-inch oak (five colors)
- 4-inch maple (natural)
- 4-inch hickory (natural)

Engineered:

- 3-inch oak (five colors)
- 3-inch maple (two colors)
- 5-inch maple (two colors)
- 3-inch cherry (two colors)
- 3-inch hickory (two colors)

Floor Care Tips

Consumers who are planning to or are in the process of building or renovating their home should look to install hardwood flooring pretreated with a stain protector, but homeowners who purchased flooring prior to the pretreated era will find there are still some ways to increase its lifespan:

- Try to use protective mats at all exterior entrances
- Ask guests to remove shoes, especially spiked heels
- Refrain from using oil soaps, wax or liquids to clean your floor -- only use manufacturers' recommended supplies
- Use felt material under the legs of solid pieces of furniture or when moving heavy objects.

Scotchgard protector has found a place on homeowners' floors for decades. The legendary Scotchgard brand protects carpets from dirt and grime. Homeowners also can find value in stylish Congoleum Xclusive featuring

Scotchgard protector, a new resilient flooring that also is protected for easy clean up.

To find a Mohawk Hardwood Flooring retailer in your area, visit www.mohawkflooring.com or call 1-800-2MOHAWK.

About Mohawk Industries Inc.

Mohawk is a leading supplier of flooring for both residential and commercial applications and a producer of woven and tufted broadloom carpet; rugs; ceramic tile; laminate; wood; and an array of home products, including pillows, throws, bedspreads and other textiles. The company designs, manufactures and markets premier brand names, which include Mohawk, Mohawk ColorCenter, Mohawk Floorscapes, Aladdin, Bigelow, Customweave, Durkan, Helios, Horizon, Mohawk Commercial, WundaWeve, Goodwin Weavers, Karastan, Mohawk Home, Newmark, Dal-Tile, American Olean, and Lees.

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