



FOR IMMEDIATE RELEASE

Contact: Laura Bartley (423) 779-6974

Laura_Bartley@mohawkind.com

MOHAWK GROUP PRESENTS NEW PRODUCT COLLECTIONS AND CUSTOMER EXPERIENCES AT NEOCON 2017

*Mohawk's "Believe in Better" mission realized with introduction of first-ever
Living Product Challenge Petal-certified flooring product*

CHICAGO, IL (June 12, 2017) Mohawk Group, a leading commercial flooring company known for cutting-edge and innovative flooring solutions, is set to present versatile new product collections, including the world's first Living Product Challenge Petal-certified flooring product, as well as imaginative customer experiences at NeoCon 2017. Held annually in Chicago, NeoCon is North America's largest design exposition and conference for commercial interior design professionals.

"At Mohawk, we believe that great design emerges when we challenge ourselves to expand our ideas about what design can do and what flooring solutions can achieve. That's why we designed our new products and customer experiences to reflect our 'Believe in Better' mission," said Jackie Dettmar, vice president of product development and design for Mohawk Group. "And with the introduction of Lichen, the first-ever Living Product Challenge Petal-certified flooring, we're showing the marketplace that product design can have a net positive impact on people and the environment as we seek to believe in better and improve the built environment like never before."

Lichen is a new modular plank carpet system resulting from innovations that merge leading concepts in biophilic design and sustainability. Designed for Mohawk by Jason F. McLennan, of McLennan Design, Lichen is truly sustainable, leaving a handprint rather than a footprint. Just as lichens play a regenerative role in their natural ecosystem, the Lichen Collection gives more resources back to the environment than it uses during its entire life cycle.

Another new noteworthy offering is Lineate, the newest addition to Mohawk's award-winning Hot & Heavy Collection. This loose-lay ERT (enhanced resilient tile) is inspired by two of the hottest trends in surface visuals: ombré/gradient and striated textile looks. The company is launching additional new collections that span every flooring category—broadloom, carpet tile, woven and hard surfaces. Expanded product information and imagery on all new products can be found at neocon.mohawkgroup.com.

Visual Interactive Studio

In an effort to bring customers more inspiring and imaginative design tools, Mohawk is launching the Visual Interactive Studio (VIS,) a fully immersive virtual experience that provides 2D floor perspectives, 3D room scenes and high-resolution renderings of designers' unique flooring creations. NeoCon attendees will be able to experience VIS in the Mohawk showroom throughout the show.

#MyShoesOnMohawk

Mohawk will once again offer the fun and whimsical #MyShoesOnMohawk social media contest in which participants have a chance to win a designer brand item of their choice. To participate, NeoCon attendees simply take a photo of their shoes on one of Mohawk Group's new products and then post to Twitter and/or Instagram using the hashtag #MyShoesOnMohawk.

Attendees can experience Mohawk's showroom (3-377) during daily show hours as well as during the company's special cocktail events on Monday and Tuesday, 3-5 p.m.

About Mohawk Group

Mohawk Group, the world's leading producer and distributor of quality commercial flooring, delivers industry-leading style, cutting-edge innovation, unmatched service and superior sustainability. As the commercial division of Mohawk Industries, Mohawk Group has a heritage of craftsmanship that spans more than 130 years. The company's enduring family of brands—Mohawk, Karastan and Durkan—are widely regarded as the most trusted names in the commercial flooring business. Together, these brands function beautifully, delivering the perfect flooring solution for all markets and price points. Rounding out its esteemed product offering, the Mohawk Group also offers a full spectrum of hard surface flooring products and installation accessories that exceed the most rigorous performance standards. For additional information about its proven design solutions, and to learn more about what is next from Mohawk, visit www.mohawkgroup.com or call (800) 554-6637.

###