
SmartStrand
FOREVER CLEAN
living
colours
edition 2

THE WORLD'S MOST FORGIVING CARPET

Now introducing SmartStrand Forever Clean, the first carpet to combine built-in stain protection with a nanotechnology spill shield.

SmartStrand®
FOREVER CLEAN™

FOREVER CLEAN

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FOREVER CLEAN™

The best carpet ever invented ... AGAIN

When SmartStrand was unveiled in 2005, it was quickly embraced by consumers looking for an innovative alternative to traditional carpets.
In the first ten years, SmartStrand has earned an impressive record.

- The first new fibre introduced in over 50 years
- The first bio-based carpet using a rapidly renewable resource
- The only carpet that boasts durability and permanent, built-in stain resistance
- The highest-rated carpet for consumer satisfaction, cleanability and durability



FOREVER CLEAN

SmartStrand FOREVER CLEAN™

Live Life Worry Free

SmartStrand Forever Clean carpets offer the highest level of beauty, comfort and performance available.

- The perfect carpet for families with kids and pets
- New Nanoloc™ spill protection technology for quick and easy cleanup
- The only carpet with permanent built-in stain and soil protection that won't wear or wash off
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- A breakthrough technology in renewable and sustainable carpet fibre to preserve the beauty of our planet



FOREVER · CLEAN

Proprietary carpet protection system
The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming stains.

SmartStrand Forever Clean features Nanoloc™,
an advanced nanotechnology that completely encapsulates the SmartStrand fibre to create a superior spill and soil barrier.

Permanent built-in stain protection
SmartStrand Forever Clean is the only carpet with stain resistance built into the core of the fibre. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.

Easier to clean
SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release up to 3x more dirt than other carpets.
That means you can breathe easy knowing that your floor cleans up faster, better and more easily than any other carpet.

Nanoloc™



BUILT-IN STAIN PROTECTION

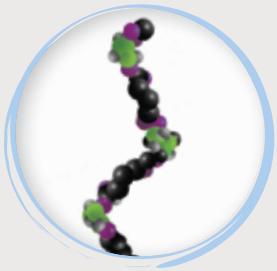
Only SmartStrand Forever Clean has permanent stain protection that is built into the fibre to keep spills from becoming stains and to ensure that the carpet is easy to clean.

NANOLOC SPILL SHIELD

Ultra-fine nano particles bond together on a molecular level to encapsulate the fibre with a complete spill and soil shield that makes SmartStrand Forever Clean the easiest carpet to clean

FOREVER CLEAN

SmartStrand
FOREVER CLEAN™



FOREVER · DURABLE

SmartStrand Forever Clean is made with an innovative fibre, engineered to resist matting and crushing. This unique trait is built into the fibre at the molecular level, causing the fibre to bounce back, maintaining its beauty and appearance over time.



FOREVER · SOFT

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind. The SmartStrand Forever Clean carpets have a particularly pleasant feel. They are extremely soft and smooth.

The next generation of SUSTAINABLE CARPET



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FOREVER · GREEN

SmartStrand Forever Clean ...

... is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources.
This also enables us to reduce our energy consumption in the manufacturing of all SmartStrand Forever Clean carpets. It's good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

SmartStrand fibres are for 37% made with natural starch, leading to the most eco-friendly yarn available on the market today. The amount of energy required to produce the SmartStrand Triexta fibre is a full 30% less than with other fibres. The whole production process consequently emits 63% less CO_2 than is the case with other synthetic fibres.

The SmartStrand collection is made in Belgium by Lano Carpets, according to the most stringent quality requirements and following the appropriate ISO/Green signature control systems.



PREMIUM SOFT FIBRES

Durability in the fibres DNA

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind.
SmartStrand Forever Clean is made with an innovative fibre, engineered to resist matting and crushing. This unique trait is built into the fibre at the molecular level causing the fibre to bounce back, maintaining its beauty and appearance over time.
This performance boost gives SmartStrand Forever Clean a particular performance advantage when it comes to premium soft fibres, such as SmartStrand Silk and Reserve.

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FOREVER CLEAN™

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SmartStrand FOREVER CLEAN™

SmartStrand Silk™
Enjoy the good life

Now imagine all of the benefits of SmartStrand Forever Clean combined with the added luxury of supreme softness. In SmartStrand Silk, each strand of carpet is packed with 700 silk-like, stain-resistant fibres. That's 3X more individual fibres than found in traditional carpet.



SmartStrand Silk RESERVE

Sound too good to be true ? It gets even better. Introducing SmartStrand Silk Reserve. For those with refined taste and discerning style who only accept the very best in life, SmartStrand Silk Reserve offers astonishing softness and maximum durability.



SmartStrand
FOREVER CLEAN™



Finishing style PURE

With Pure, carpet edges are turned over and the rug is backed with a non-slip and moisture-resistant underlay, suitable for use with underfloor heathing.

These carpets can also be commissioned in beautiful bespoke-size area rugs, with two finishing styles in Pure and Elegance.



Finishing style ELEGANCE

In Elegance, edges are finished with colour-matched ribbon and again a non-slip and moisture-resistant underlay. The ribbon of Elegance is narrow for a 'barely there' look that's instantly luxurious.

















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living colours edition 2

