



SmartStrand[®]
FOREVER CLEAN™

Harvey Norman[®]
THE CARPET & FLOORING SPECIALISTS



SmartStrand[®] Forever Clean.[™]
The Toughest, Easiest to Clean
Carpet on the Planet.[™]



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FOREVER CLEAN[™]

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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
- Proven in more than 7 million homes over 10 years
- The highest-rated carpet in USA for consumer satisfaction, cleanability and durability
- SmartStrand Silk, the world's most luxuriously soft and durable carpet

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

The Best Just Got Better!

Any SmartStrand carpet you buy today
is now SmartStrand Forever Clean.



SmartStrand®

FOREVER CLEAN™

Using the most advanced fibre innovation, 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



M&M DISASTER AVERTED

“My dog got into a large bag of M&M’s while we were out and I came home to a rainbow of colors on my new carpet...10 minutes, a washcloth and some warm water later there was no sign of the M&M dye.”



THE PERFECT CARPET FOR KIDS AND PETS

Proprietary carpet protection system

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming a stain. SmartStrand Forever Clean features Nanoloc™, an advanced nanotechnology that completely encapsulates the SmartStrand fibre to create a superior spill and soil barrier.

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.

Nanoloc™

BUILT-IN STAIN PROTECTION

Only SmartStrand Forever Clean has permanent stain protection that prevents spills from locking into the fiber core and becoming a stain.



**DUAL INSIDE AND
OUTSIDE PROTECTION**

Up to 3x 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 faster, better and easier than ordinary carpets.

* Based on CRI XRF soil testing, a technology developed by NASA and used to measure exact amount of soil removed when carpet is cleaned.

the

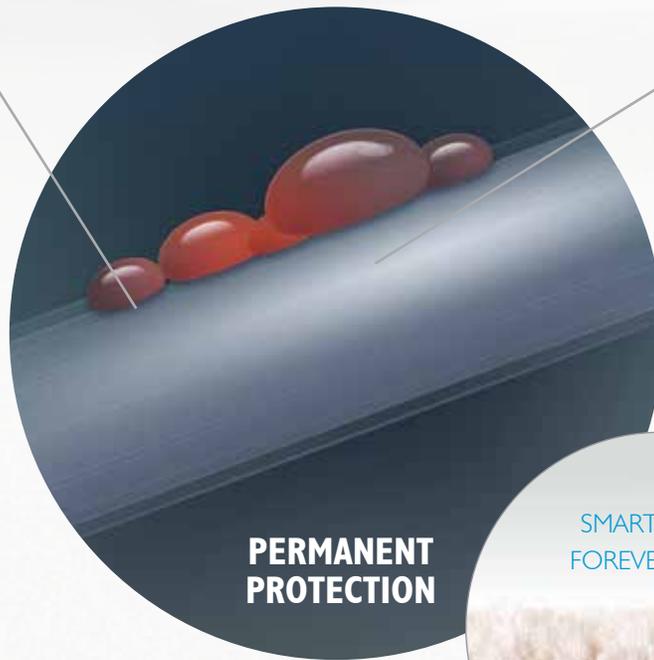
Permanent built-in stain protection

SmartStrand Forever Clean is the only carpet with lifetime 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.



CORE STAIN PROTECTION

SmartStrand Forever Clean has no dye sites for spills to adhere. Permanent protection is built into the fibre to keep spills from becoming stains and to ensure the carpet is easy to clean.



100% LIFETIME PROTECTION

Core stain resistance is built into the fibre and will never wash or wear off.

PERMANENT PROTECTION

SMARTSTRAND
FOREVER CLEAN*



*Results of stain test using SmartStrand Forever Clean carpet

LIFE-TIME STAIN AND SOIL WARRANTY

The remarkable alternative to nylon

For many years nylon was the only durable carpet fibre available. Unfortunately, nylon carpets are prone to staining and can be difficult to clean and maintain over time. As nylon gained popularity, people began to believe stains were an unavoidable part of life. Then in 2005, SmartStrand was introduced. Now, more than 7 million households have discovered that stains were not their fault; it was the nylon carpet. Nylon has no core stain protection in the fiber, so it has to rely completely on temporary, topical treatments to prevent stains. Only SmartStrand Forever Clean provides long-lasting durability with complete inside and outside protection from dirt and spills. This revolutionary difference means that SmartStrand Forever Clean will always be the easiest carpet to clean.

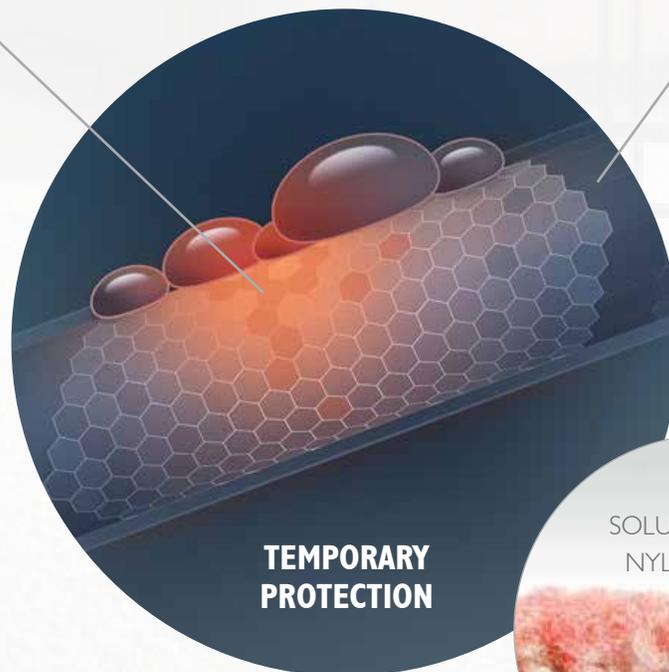
NYLON

NYLON HAS NO CORE PROTECTION

Spills absorb into the fibre and attach to dye sites where they are locked in as stains, making nylon difficult to clean.

TOPICAL STAIN PROTECTION

Nylon carpets use topical treatments to protect from stains. On average, nylon carpets lose 50% of this protection after just three cleanings.



TEMPORARY PROTECTION



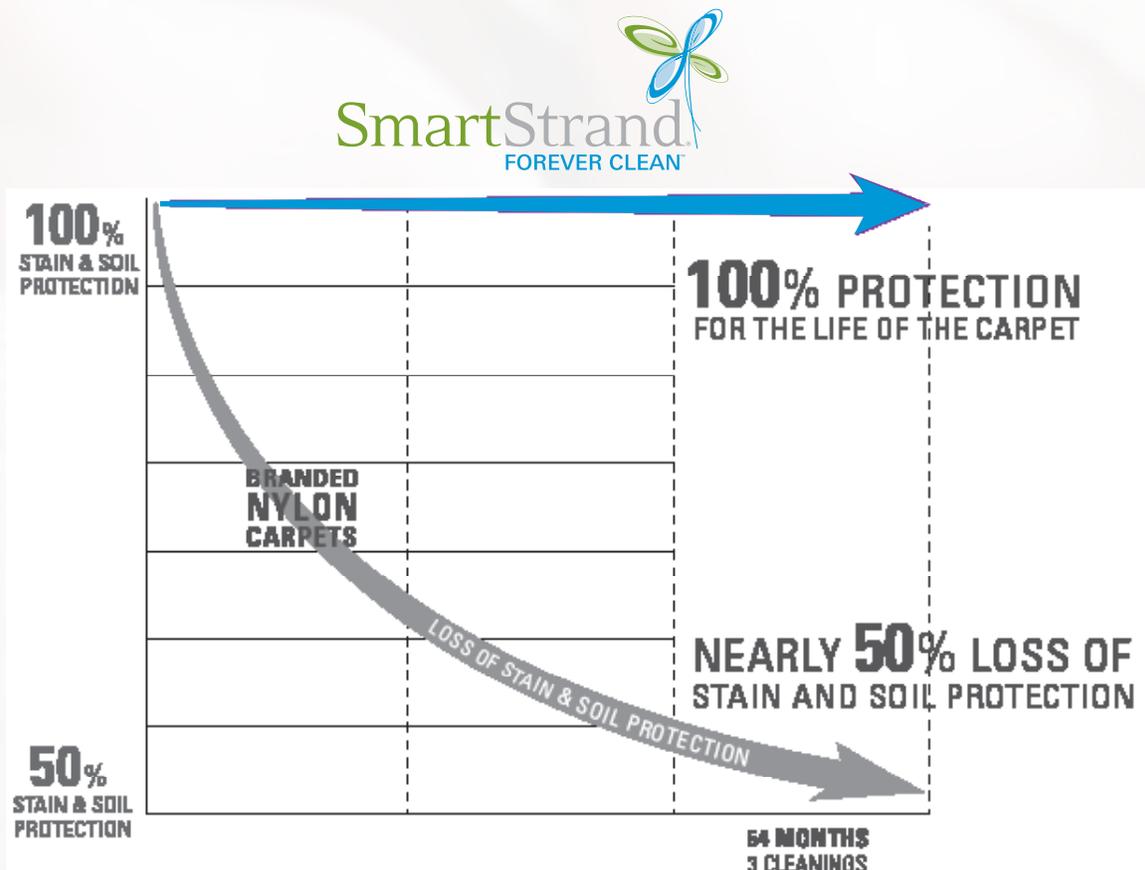
SOLUTION DYED NYLON STAIN*

*Results of stain test using solution-dyed nylon 6 carpet

The truth about stain protection

SmartStrand Forever Clean is the ONLY carpet that contains permanent, built-in stain and soil protection that never washes or wears off.

The stain and soil protection on other carpets is temporary and has to be reapplied when it wears or washes off. In fact, in an independent study, nylon carpet lost, on average, nearly 50% of its stain and soil protection after just three steam cleanings. That's why other carpets become difficult to keep clean over time. SmartStrand Forever Clean eliminates this problem, so you can enjoy 100% protection for life.



*Based on independent stain tests of nylon verses SmartStrand carpet after multiple professional cleanings.

SmartStrand Forever Clean with built-in protection

SmartStrand Forever Clean uses a completely different stain protection system that's built into the fibre's core. This means SmartStrand Forever Clean never loses its stain resistance and is the easiest carpet to clean time after time.



Competitive nylon treated with topically-applied stain protection





Live life worry free

Whether it's kids, pets or one of life's unexpected spills, with SmartStrand Forever Clean you can live life without worrying about your carpet.



WHITE WINE



IODINE



RED WINE



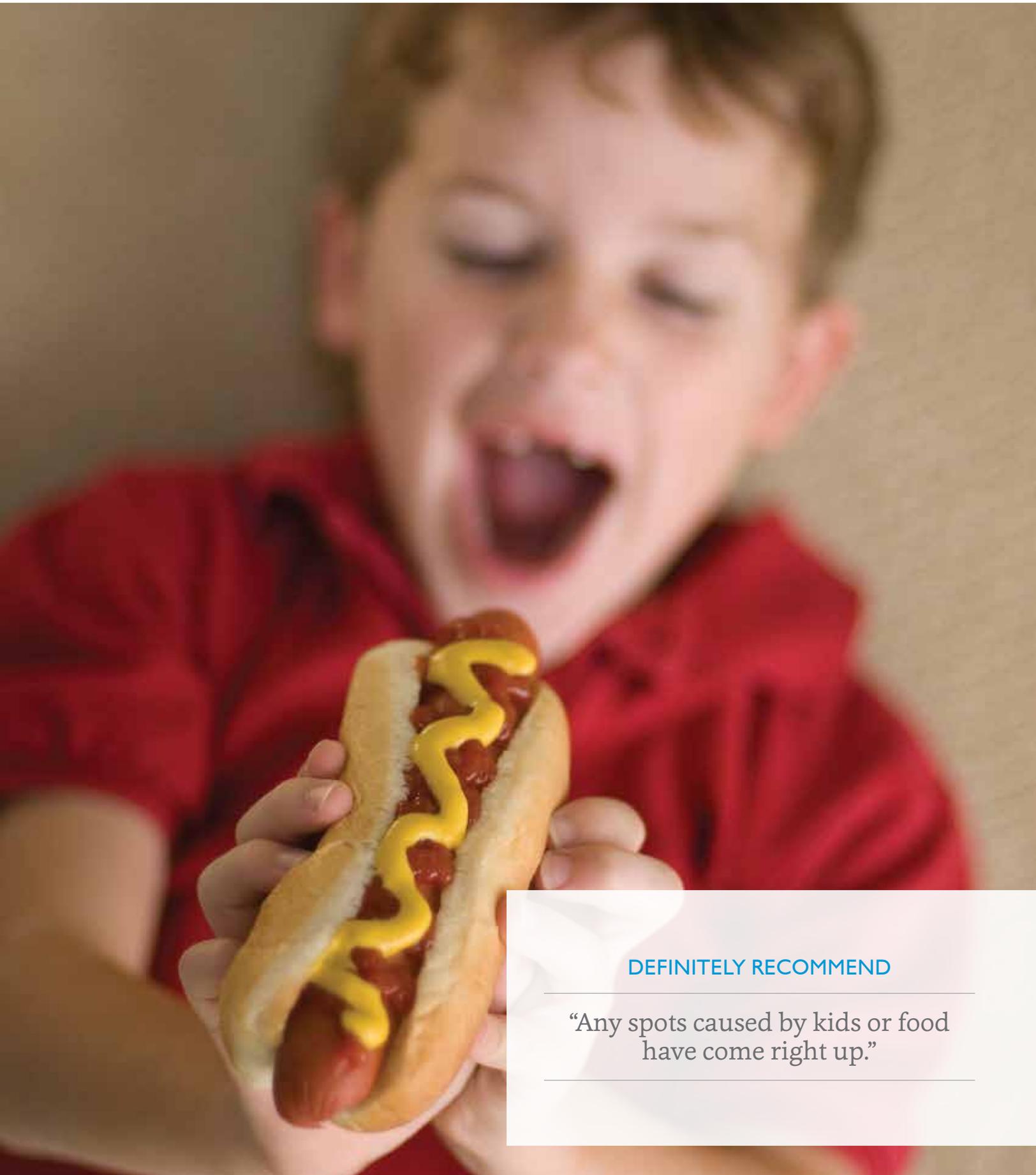
SODA



COFFEE



CHOCOLATE MILK



DEFINITELY RECOMMEND

“Any spots caused by kids or food
have come right up.”



GREAT STUFF

“My 5-year-old has taken to roller skating on it and even that hasn’t damaged it. We never intended this to be a forever carpet, we just wanted it to last until our second child passed the toddler years....”

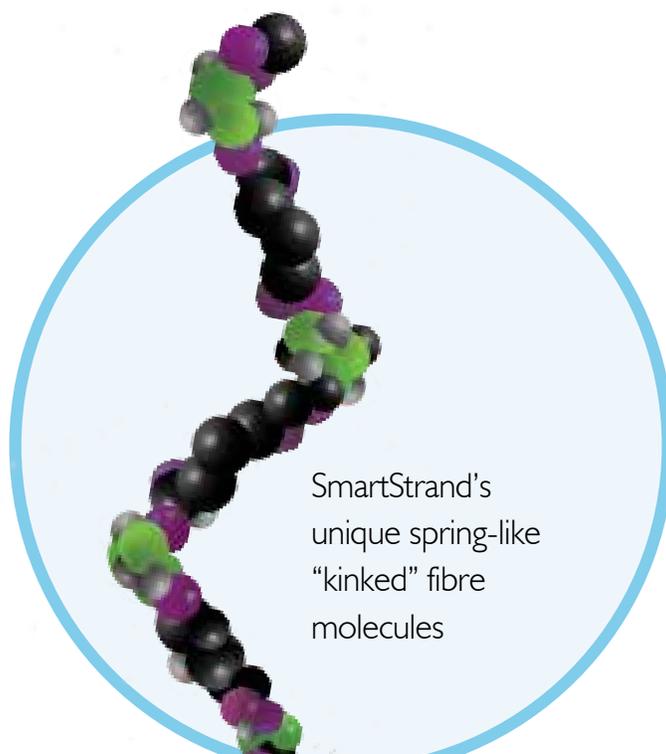


Durability in the fibre's DNA

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 fiber 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 fibers, such as SmartStrand Silk. Amazingly, in comparison tests, SmartStrand Silk Forever Clean retained its beautiful appearance after 60,000 footsteps*. That extraordinary durability proved to be up to 3X longer than comparable soft nylon carpets. So, rest soft and easy with SmartStrand Silk Forever Clean, the world's toughest and softest carpet.



*Based on independent hexapod wear testing of SmartStrand Silk with comparable soft nylon carpets.



OUTSTANDING

“...so soft, I love getting out of bed in the morning...”

Entirely new category of luxury soft carpet

One of the unique attributes of carpet is its natural softness, but not all carpets are sink-your-toes-in soft. If you're looking for a super soft carpet, SmartStrand Silk Forever Clean will exceed your expectations.

Achieving the soft, luxurious feel of SmartStrand Silk Forever Clean requires a new yarn with 3X the amount of fibre found in ordinary soft nylon carpets.

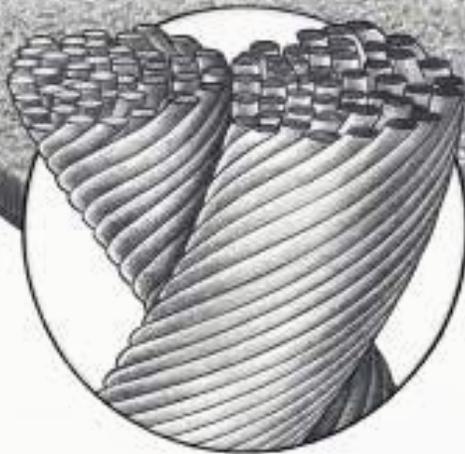
SmartStrand[®] Silk
FOREVER CLEAN™

ORDINARY
NYLON



3x

THE FIBRE OF
NYLON CARPET



Choosing softness doesn't mean you have to sacrifice performance. The result of packing more than 700 silk-like fibres into one yarn is amazing softness and incredible durability.

The next generation of sustainable carpet

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.





**OVER 7 MILLION HOUSEHOLDS
CAN'T BE WRONG!**

“We love laying on it and feel safe letting our baby play on the carpet now.”

PROVEN IN MORE THAN
**7 MILLION
HOMES**
OVER 10 YEARS

THE TOUGHEST,
EASIEST TO CLEAN
CARPET ON
THE PLANET™



EXCLUSIVE TO
Harvey Norman®

Harvey Norman® stores are operated by
independent franchisees

