Welcome to Nutopia, a carpet plank collection designed to achieve the stringent requirements of the Living Product Challenge Petal Certification. As cities are constantly changing and embracing new ways of working and living, Mohawk Group was inspired by the concept of urban fabric – where people coexist with buildings and the street. Nutopia translates into patterns of balance, acceptance, and integration. With Nutopia, the poetic dichotomy of metropolis is coalesced into a mélange of culture and connection. Create subtle or vividly dramatic installations, just like the dynamics of the city, with Nutopia’s four patterns: Urban Passage, Urban Field, Urban Fringe and Urban Canvas. Mohawk collaborated with Gensler, serving as product design consultant, for the Nutopia Collection.
Living Product Challenge

As Mohawk Group continues its journey to Believe in Better, we move one step closer in our quest to create a healthier, socially, culturally rich and ecologically restorative future. Designed to meet the stringent requirements of the Living Product Challenge Petal Certification, Nutopia has a net positive impact for people and the environment through the following innovations in materials, manufacturing and community involvement.

PLACE PETAL
Responsible Place & Habitat Impacts
Improving the Eco region of our Glasgow, VA, plant by maintaining two National Wildlife Federation Certified Habitats and an apiary, as well as being a founding member of Businesses for the Bay.

Habitat Exchange
Donating part of sales to The Trust for Public Land. The Trust for Public Land creates parks and protects land for people, ensuring healthy, livable communities for generations to come.

WATER PETAL
Net Positive Water
Saving more water than is used to create Nutopia by retrofitting select dormitories at Hampton University in Virginia with low-flow water fixtures.

HEALTH & HAPPINESS PETAL
Transparent Material Health
Ensuring all materials and processes that make our Living Products are safe.

Human Thriving
Providing Glasgow, VA, and Eden, NC, employees with rich connections to the natural world and continual on-site health and wellness support.

MATERIALS PETAL
The Red List
Achieving Declared Red List Free status for all of our Living Products.

Responsible Industry
Advocating for sustainable resource extraction and fair labor practices within our industry.

Net Positive Climate
All of our new Living Products are carbon neutral.

EQUITY PETAL
Equitable Investment
Partnering with Groundswell to develop community solar projects and programs that connect solar power with economic empowerment, beginning with the installation of four smartflower™ solar systems at STEM schools and communities of concern across the country.

BEAUTY PETAL
Positive Handprinting
Creating a larger handprint than footprint in relation to our new Living Products by giving more resources back to the environment than they use during their entire life cycle.

Inspiration & Education
Educating the public about how the products achieved Living Product Challenge Certification.

Beauty & Spirit
Using biophilic design and handmade culture principles to create all new Living Products, helping to enrich our connection to the natural world.
Nutopia’s urban fabric aesthetic is created with Heathered Hues, Mohawk Group’s new high performance color yarn system available in both Duracolor and ColorStrand technologies. This highly sustainable, solution dyed fiber creates high styling and vivid color for all market segments, projects and budgets. Heathered Hues fiber is textured and blended in a desirable palette of warm and cool neutrals with vibrant color accents. Heathered yarns provide visual texture and dimension when tufted, allowing for a variegated wool-like appearance for warmth and sophistication. Designed to do more with less, the yarn is dematerialized for a low environmental impact, and no water is used in production.
Three Tile System

Nutopia is designed to transition across the floor or create defined areas in the built environment. Urban Fringe, Urban Passage and Urban Field’s progressive color composition works together as a dynamic system or separately, depending on the desired configuration, end use and budget. Due to its unique construction and texture, Urban Canvas installs separately, ideally suited for large, open spaces.
Due to its unique construction and texture, Urban Canvas installs separately, ideally suited for large, open spaces.
Installation Inspirations

The installation ideas featured here are a small sampling of the infinite possibilities offered in the Nutopia Collection.

Urban Field 988 Brownstone, Urban Fringe 988 Settlement, Urban Passage 988 Settlement (6 inch shift)

Urban Field 989 Pavement (18 inch shift)
Urban Field 989 Pavement, Urban Fringe 941 Highrise 945 Skyway, Urban Passage 941 Highrise 945 Skyway (6 inch shift)
Installation Inspirations

The installation ideas featured here are a small sampling of the infinite possibilities offered in the Nutopia Collection.

Urban Field 989 Pavement, Urban Fringe 945 Skyway, Urban Passage 945 Skyway (6 inch shift)
Urban Field 989 Pavement, Urban Fringe 956 Greenspace 959 Metropolis, Urban Passage 956 Greenspace 959 Metropolis (6 inch shift)
This carbon-neutral product is designed to achieve the stringent requirements for the Living Product Challenge Petal Certification. The creation and specification of this new product has a net positive impact for people and the environment, through innovations in materials, manufacturing, and community involvement. It is truly sustainable, leaving a handprint rather than a footprint by giving more resources back to the environment than it uses during its entire life cycle.
The performance standard for every application, Duracolor fiber is forever stain free, forever sustainable and forever beautiful, guaranteed*. Carpet is easy to maintain with inherent stain resistance and water-only stain removal.

**FOREVER STAIN FREE**
-Permanent built in protection
-Resists 99% of all stains
-Passes AATCC Test Method 175 combined with pre-abrasion meeting GSA requirements for stain resistance
-Duracolor Warranty: We guarantee it.

**FOREVER SUSTAINABLE**
-Made with 30% recycled content
-No Chemicals required: 96% of all common stains clean with just water
-Declare Red List Free: Duracolor fiber is Declare red list free in accordance with the Living Building Challenge
-Lasts Longer: Product life is extended, reducing the impact to your bottom line and to the environment
-Recyclable through Mohawk’s ReCover Program

**FOREVER BEAUTIFUL**
-Available in more than 300 colors
-Unsurpassed colorfastness to light and atmospheric contaminants so colors won’t fade
-Unmatched design flexibility without compromising color retention or stain resistance
-Proven track record of success over the past 20 years

*See Mohawk Group official warrant documents for further details at mohawkgroup.com
EcoFlex™ NXT CARPET TILE BACKING

EcoFlex™ NXT is a polyolefin carpet tile backing that is up to 40% lighter than similar competitive products, making it easier to install and less expensive to ship. It also incorporates a minimum of 46% pre-consumer/post-industrial recycled content.

SUSTAINABILITY

- Contains no plasticizers
- Contains a minimum of 46% pre-consumer/post-industrial recycled content based on total product weight**
- Certified at the Gold Level in accordance with NSF/ANSI 140
- EcoFlex NXT may contribute to or comply with LEED, WELL and Living Building Challenge
- CRI Green Label Plus certified
- Declare Red List Free
- Recyclable through Mohawk’s ReCover Program

PERFORMANCE

- Provides permanent tile dimensional stability
- Tiles are impervious to moisture damage from spills and water extraction cleaning
- Main body of tile provides an effective moisture barrier (not applicable at the seams)
- Available on select running line products and on special order basis with low minimums on all Mohawk carpet tile product
- Construction features superior tuft bind that is highly resistant to edge ravel

INSTALLATION

- Simplifies complex floor preparation with no need to encapsulate old adhesives*
- Greatly reduces sub-floor moisture concerns and saves money on mitigation
- Worry free installation with no visible moisture present using our Flexlok Tab System
- Superior construction offers reliability for the life of your installation

*Consult Mohawk Group Installation Instructions for any applicable restrictions
**Recycled content claim third party verified by UL (Underwriters Laboratory)
Mohawk Group warrants its adhesives for the life of the original installation only when a Mohawk Group style (product) is installed. Mohawk’s floor preparation procedures must be followed to ensure that the substrate has been prepared properly. Failure to use Mohawk Group adhesives or to follow Mohawk’s floor preparation procedures will void all lifetime adhesive warranties. Please contact your local Sales Representative for installation guidelines.

These patterns contain inherent characteristics which may result in pattern run off and/or pattern appearance variations at the seams or tile edges (darker or lighter pattern lines). These characteristics are inherent in the patterns and are not manufacturing defects. Consideration to these characteristics should be given when selecting an installation method.

Chair pads are recommended under office chairs with roller casters to preserve appearance retention, act as a deterrent toward delamination and to prevent premature or accelerated wear. Walk-off tiles from the Tuff Stuff II Collection are recommended at entryways to reduce soiling.

Mohawk Group is providing this architect folder for the purpose of promoting our commercial business. This folder and its samples shall remain the property of Mohawk Group. Color may vary from dye lot to dye lot. Substitution of material may be made due to improved technology, supply limitations or other factors. The performance of this product is not affected by such variations.

For current and complete specifications please visit www.mohawkgroup.com

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