Complementing Nutopia - which pays homage to the aspirations and optimism of humankind - Nutopia Matrix presents two lower profile textured loop patterns that celebrate the urban fabric of cities. Urban Transit has an active, shifting pattern while Urban Terrain offers an overall gestural pattern. These two styles are made to coordinate with the Nutopia carpet plank system or to be used independently to create biophilic environments inspired by nature’s presence in urban areas. Just like Nutopia, Nutopia Matrix adheres to the stringent requirements of the Living Product Challenge Petal Certification. Between its sustainability features and distinct design innovations, Nutopia Matrix inspires like the poetry of city life. Mohawk collaborated with Gensler, serving as product design consultant, for the Nutopia Matrix Collection.
Urban Terrain 839 Compose, Pivot Point 738 Alpaca (Random Installation)
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 Matrix 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 Matrix 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.
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 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

**FOREVER SUSTAINABLE**
- Made with a minimum of 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

*See Mohawk Group official warranty documents for further details at mohawkgroup.com
**Recycled content claim third party verified by SCS Global Services
Mohawk Group continues its dedication to sustainable solutions with EcoFlex™ Matrix, the next generation in carpet tile backing. Using advanced materials and patent pending engineering, EcoFlex Matrix lowers environmental impact without sacrificing performance. EcoFlex Matrix simplifies floor preparation and installation, greatly reduces sub-floor moisture concerns, and is easier to ship and handle.

**SUSTAINABILITY**
- EcoFlex Matrix is manufactured using less energy than other carpet tile products
- Polyolefin backing contains no plasticizers
- Contains a minimum of 40% pre-consumer recycled content based on total product weight***
- May contribute to or comply with LEEDv4, Living Building Challenge, and WELL Building Standard
- CRI Green Label Plus certified
- Declare Red List Free
- Recyclable through Mohawk’s ReCover Program
- Able to ship more per box resulting in a lower environmental impact from transportation

**PERFORMANCE**
- Provides permanent dimensional stability
- Tiles are impervious to moisture damage from spills and water extraction cleaning
- Up to Lifetime Limited Carpet Tile Warranty for: Wear, Static Protection, Edge Raveling/Zippering, Delamination, Dimensional Stability*
- Seamless transitions between carpet and hard surface flooring with Mohawk Group’s 2.5mm ERT resilient products
- Up to Lifetime Limited Carpet Tile Warranty for: Wear, Static Protection, Edge Raveling/Zippering, Delamination, Dimensional Stability*
- Seamless transitions between carpet and hard surface flooring with Mohawk Group’s 2.5mm ERT resilient products

**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

---

* Lifetime or 10 Year Limited Warranty varies by fiber type. Please see specifications for details
**Consult Mohawk Group Installation Instructions for any applicable restrictions
***Recycled content claim third party verified by UL (Underwriters Laboratory)
Transparency

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.
Specifications

Urban Terrain GT413
Urban Transit GT414

DESIGN
Size
12" x 36" (.3048m x .9144m)

Surface Appearance
Textured Patterned Loop

Fiber Type
Duracolor Premium Nylon®

Dye Method
Solution Dyed

Installation Methods
Urban Terrain
Urban Transit

Colors Available
8

PERFORMANCE
Construction
Tufted

Gauge
1/12" (47.00 rows per 10cm)

Stain Release Technology
Permanent, Built into the Fiber

GSA Stain Release Rating
Passes

Soil Release Technology
EcoSentry Soil Protection

Backinc Material
EcoFlex Matrix

Flammability
ASTM E 648 - Class 1 (Glue Down)

Smoke Density
ASTM E 662 - Less than 450

Static Propensity
AATCC - 134 Under 3.5 KV

SUSTAINABILITY
Certification
Living Product Challenge Petal Certified; Declare Red List Free
Indoor Air Quality
Green Label Plus Certified #1171
NSF 140
Gold

SERVICE
Warranties
Lifetime Limited Carpet Tile Warranty, Lifetime Limited
Duracolor Stain Warranty, Lifetime Static

*Recommended installation per collaborator 6" Lap

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 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

All product designs presented in this brochure copyright Gensler 2018.

Produced with recycled materials