

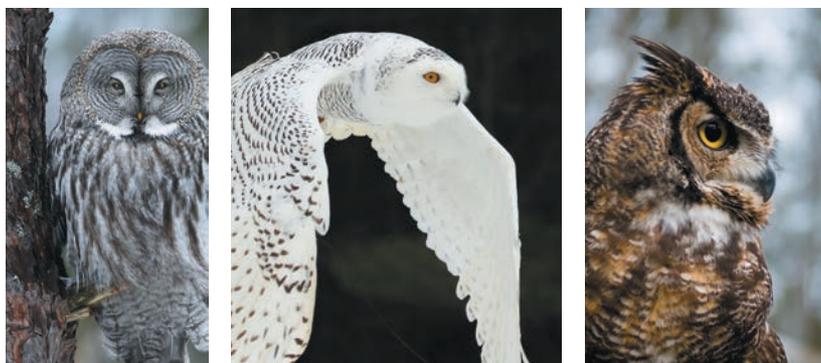


Owls

Feather Flight



Owls have captured the imagination for centuries. Designed by Jason F. McLennan in collaboration with Mohawk Group, the Owls Collection captures the essence of these North American birds of prey through color and patterning. Inspired by their plumage, mottled shades of black, brown, tan and grey take flight as a distinctive, yet versatile commercial carpet plank across two patterns—Feather and Flight. A stylized visual and simple texture create intriguing, coordinating combinations. The Owls Collection meets the stringent requirements of Living Product Petal Certification and is produced in Glasgow, VA. at Mohawk Group's Living Site.



# Collaborators

DESIGNERS, THINKERS, MAKERS



Jason F. McLennan, Founder, International Living Future Institute, and CEO of McLennan Design



Jackie Dettmar, VP of Design and Product Development; Jeanette Himes, Director of Design for Workplace, Mohawk Group

McLennan Design's collaboration with Mohawk Group began with the development of the best-selling Lichen Collection. In Lichen, the designers used the beauty of nature to develop a strong biophilic link between flooring and lichen itself. The collection was both beautiful, full of natural inspired colors and textures, and functional, providing a durable product that visually replicated and satisfied our need for the outdoors in a commercial contract environment.

"When Mohawk approached me to do the sequel, if you will, we wanted this new collection to have that same spirit as Lichen, but yet be very different. We had to think about what would have the same impact of drawing people into nature but in a new way," explains McLennan. Thus began a new journey into nature and design.

McLennan and his team consider design from multiple perspectives. First, how a product is made and its ecological footprint is vital. Mohawk Group's continued participation in the Living Product Challenge shows the company's commitment to responsible, holistic manufacturing. Next, on a pure aesthetic basis, the McLennan team wants their products to be beautiful and desirable. Finally, the designers seek to instill a deeper meaning into their work. A primal connection, an emotional response, a subconscious recognition.

By combining the ethos, the visuals and a linkage to a larger story, McLennan facilitates the process of falling in love with life.





Feather 949 Western Screech (Random Installation)  
Opposite: Flight 949 Western Screech (Random Installation)





Feather 969 Great Grey (Random Installation)  
Opposite: Flight 969 Great Grey (Random Installation)



Feather 947 Snowy, Flight 947 Snowy (Random Installation)







Feather 938 Eastern Screech, Flight 938 Eastern Screech (Random Installation)  
Opposite: Flight 938 Eastern Screech (Random Installation)





Feather 829 Great Horned (Random Installation)  
Opposite: Flight 829 Great Horned, Feather 829 Great Horned (Random Installation)



# Living Product Challenge

Mohawk Group is proud to be the first manufacturer to create a Living Site, a facility dedicated to the future and bettering our planet. Located in Virginia's Shenandoah Valley this "Living Site" platform ensures that more than 300 carpet tile products manufactured in Glasgow meet the stringent requirements of the Living Product Challenge, petal certified flooring solutions by the International Living Future Institute. Owls has a net positive impact for people and the environment through the following innovations in materials, manufacturing and community involvement.



## PLACE PETAL

### Responsible & Habitat Impacts

We are committed to 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.

Through conservation easements, we protect lands rich with diverse habitats ensuring healthy, livable communities for generations to come.



## ENERGY PETAL

### Energy Footprint

Conducting life cycle assessments to determine the energy footprint of the product and implementing measures to reduce energy.



## WATER PETAL

### Water Footprint and Net Positive Water

Saving more water than is used to create the product by multiple water conservation and restoration projects in communities. Routinely evaluating the water footprint through life cycle assessments to ensure water savings.



## HEALTH & HAPPINESS PETAL

### The Red List

Achieving third party verified Declared Red List Free status for all of our Living Products.

### Transparent Material Health

A detailed material health assessment up to 100ppm Is conducted for materials and processes that make our Living Products to ensure worker and consumer safety.

### Human Thriving

Providing Glasgow, VA, employees with rich connections to the natural world and continual on-site health and wellness support. Implementing SHINE initiative challenges for our plant employees.



## MATERIALS PETAL

### Responsible Industry

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

### Net Positive Carbon

Creating pathways for Net Positive Carbon products through carbon sequestration and conservation of forests.



## EQUITY PETAL

### Ethical Supply Chain

Evaluating the supply chain through social hotspot database to demonstrate compliance with ethical standards and identify social risks.

### Equitable investment

Mohawk's partnership with Susan G Komen began in 2001. Since inception, we have donated over \$6.1 million dollars to support the fight against breast cancer.

### Social Co-Benefits

Creating partnership for social co-benefits as part of our handprint initiatives with focus on social equity such as installation of Smartflower™ Solar systems at STEM schools and installation of low flow showerheads in HBCUs.



## BEAUTY PETAL

### Beauty + Spirit

Using biophilic design and global collaborative partnerships to create all new Living Products, helping to enrich our connection to the natural world.

### Inspiration & Education

Educating the public about how the products achieved Living Product Challenge Certification through open houses, mill tours, webinars, social media and other avenues.

# Specifications

**Owls Collection**  
**Feather GT434, Flight GT435**  
**Carpet Plank**

## DESIGN

Size	12" x 36" (.3048m x .9144m)
Surface Appearance	Textured Patterned Multi-Colored Loop
Fiber Type	Duracolor® Tricor Premium Nylon
Dye Method	Solution Dyed
Installation Methods	Half-Lap / Plank Half-Lap / Brick Ashlar / Random / Herringbone / Basket Weave
Colors Available	5 (style dependent)

## 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
Backing Material	EcoFlex™ NXT
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

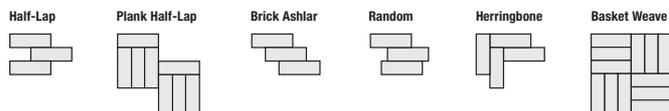
Certification	Living Product Challenge Petal Certified; Declared Red List Free
Indoor Air Quality	Green Label Plus Certified #1171
NSF 140	Gold

## SERVICE

Warranties	Lifetime Limited Carpet Tile Warranty, Lifetime Limited Duracolor Stain Warranty, Lifetime Static
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**\*Because of its natural "Snowy" color, Feather 947 is recommended as an accent pattern in low-traffic areas and may require more frequent care and maintenance.**

Installation Instructions:



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](http://www.mohawkgroup.com)



877-3RE-CYCL

Produced with recycled materials



Mohawk Group

Mohawk Group  
160 South Industrial Blvd.  
Calhoun, GA. 30701  
1-800-554-6637  
[mohawkgroup.com](http://mohawkgroup.com)

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