

**THE MOST DURABLE, EASIEST TO CLEAN CARPET ON THE PLANET**



SmartStrand® Forever Clean™ features Nanoloc™, a barrier of nanoparticles that prevents soil and spills from attaching to the carpet fibers. Combined with 0% moisture absorption and Triexta's built-in lifetime stain resistance, SmartStrand Forever Clean offers the only high-performance carpet fiber with complete protection, inside and out, for the longest lasting, easiest to clean carpet available.

**Selling Features**

- *Unique built-in stain and soil protection that won't wear or wash off*
- *Exceptional durability to preserve the style and beauty of your carpet*

**Performance**

- *Superior, spring-like fiber molecules to resist wear and crushing*
- *0% moisture absorption to eliminate musty, dingy odors*
- *Luxurious softness that you can sink your toes into*

**Care**

- *Fibers release soil for easy cleaning*
- *Nanoloc barrier to prevent staining*

**Sustainability**

- *The only bio-based carpet fiber, OEKO-TEX® certified free of harmful substances, to preserve our beautiful planet*
- *Green Label Plus Certified*

**Nanoloc™**

**NANOLOC™ SPILL SHIELD**

Ultra-fine nanoparticles bond together on a molecular level to encapsulate the fiber with a complete spill and soil shield that makes SmartStrand the easiest carpet to clean.



**DUAL INSIDE AND OUTSIDE PROTECTION**

**BUILT-IN STAIN PROTECTION**

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

