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**FOR IMMEDIATE RELEASE**

**SUNSET MAGAZINE LOOKS TO MOHAWK FOR FLOORING STYLE & DESIGN TRENDS**

MENLO PARK, CA (June 17, 2011)— The biggest names in home, design, cooking and travel were on hand for Sunset Magazine’s Celebration Weekend 2011, including Mohawk Flooring. Mohawk proved once again why it is the leading flooring manufacturer, showcasing the perfect combination of style, durability, stain-resistance and sustainability throughout the two-day festival.

“Our SmartStrand with DuPont Sorona carpet really resonated with those who love Sunset Magazine,” said Elise Demboski, Vice President of Creative Services at Mohawk. “This speaks volumes about Mohawk SmartStrand carpet because Sunset Magazine readers are experts in style and interior design.”

SmartStrand with DuPont Sorona was on display all throughout the Celebration Weekend, giving those in attendance multiple opportunities to see the carpet work well in every application. Mohawk hosted a wine tasting on SmartStrand carpet, as well as placed comfy SmartStrand mats at all of the pet-friendly stations. Sunset readers described SmartStrand with DuPont Sorona as a one-of-a-kind carpet with unmatched stain-resistance, durability and versatility.

Mohawk’s role in the Celebration Weekend did not end there. Thousands of people toured the Mohawk Artful Home Pavilion, which featured West Coast trends in residential design. A variety of hard-surface flooring products were on display, including the latest looks from Mohawk’s ceramic tile and hardwood collections.

HGTV’s Taniya Nayak and Chip Wade designed two of the vignettes presented in the Mohawk Artful Home Pavilion, and Sunset Celebration guests were able to talk one-on-one with the popular designers about the lasting qualities of Mohawk Flooring. California area Mohawk retailers were also on hand to engage local consumers, share practical design advice, and offer budget friendly flooring solutions.

“In today’s economy, the consumer will only do business with someone she trusts,” added Demboski. “Mohawk makes sure retailers have all of the tools needed to fully meet the consumer’s expectations.”

Mohawk’s EverStrand carpet was also featured in the Sunset Celebration children’s area, where the focus was on renewing and recycling. EverStrand is sustainably produced, containing recycled content from plastic bottles.

To see pictures from the Sunset Celebration Weekend and for more information about upcoming events, follow Mohawk on Facebook and Twitter.

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*Mohawk is a leading supplier of flooring for both residential and commercial applications. Mohawk offers a complete selection of carpet, hardwood, ceramic tile, laminate, stone, vinyl, rugs and other home and business products. These products are marketed under the premier brands in the industry, which include Mohawk, Karastan, Columbia, Century, Dal-Tile, American Olean, Quick-Step, Lees, Bigelow and Durkan. Mohawk's unique merchandising and marketing assist our customers in creating the consumers' dream. Mohawk provides a premium level of service with its own trucking fleet and over 250 local distribution locations.*