

**SmartStrand**  
FOREVER CLEAN

**living**  
*colours*  
edition **2**





**11**  
LOFT LIFE PURE



SmartStrand.  
FOREVER CLEAN™




**11**  
LOFT LIFE GRAND



**11**  
LOFT LIFE SWEET



CELESTE  
**1**



**6**  
PATINA

INCASA

7



BOHEME

8



MOON

9



4

DREAM



VALENTINE

10



5  
LIOR



ROMANCE

3



2  
FREEDOM

FOR EVER CLEAN



## Live Life Worry Free

SmartStrand Forever Clean carpets offer the highest level of beauty, comfort and performance available.

- The perfect carpet for families with kids and pets
- New Nanoloc™ spill protection technology for quick and easy cleanup
- The only carpet with permanent built-in stain and soil protection that won't wear or wash off
- Exceptional durability that preserves the style, beauty and appearance of your carpet
- Luxurious softness that you can sink your toes into
- A breakthrough technology in renewable and sustainable carpet fibre to preserve the beauty of our planet





## WORLD'S MOST FORGIVING CARPET

Now introducing SmartStrand Forever Clean, the first carpet to combine built-in stain protection with a nanotechnology spill shield.

### The best carpet ever invented...AGAIN.

When SmartStrand was unveiled in 2005, it was quickly embraced by consumers looking for an innovative alternative to traditional carpets. In the first ten years, SmartStrand has earned an impressive record.

- The first new fibre introduced in over 50 years
- The first bio-based carpet using a rapidly renewable resource
- The only carpet that boasts durability and permanent, built-in stain resistance
- The highest-rated carpet for consumer satisfaction, cleanability and durability

# FOREVER · CLEAN

## Proprietary carpet protection system

The best way to avoid stains altogether is to keep dirt and spills from settling into the carpet and becoming stains.

SmartStrand Forever Clean features Nanoloc™, an advanced nanotechnology that completely encapsulates the SmartStrand fibre to create a superior spill and soil barrier.

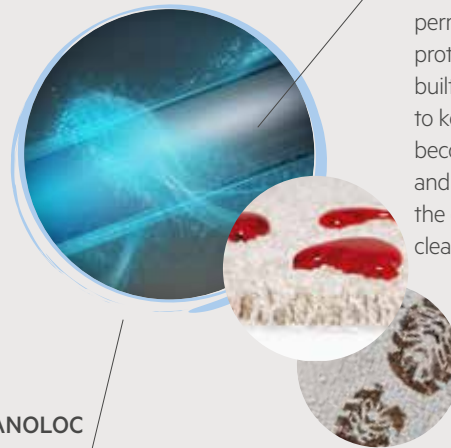
## Permanent built-in stain protection

SmartStrand Forever Clean is the only carpet with stain resistance built into the core of the fibre. Other carpets use temporary, topical protections that wash and wear off over time, which makes the carpet difficult to clean.

## Easier to clean

SmartStrand Forever Clean simply does not hold onto dirt. Through independent vacuum testing, SmartStrand Forever Clean has been shown to release up to 3x more dirt than other carpets. That means you can breathe easy knowing that your floor cleans up faster, better and more easily than any other carpet.

Nanoloc™

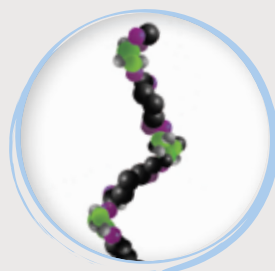


## BUILT-IN STAIN PROTECTION

Only SmartStrand Forever Clean has permanent stain protection that is built into the fibre to keep spills from becoming stains and to ensure that the carpet is easy to clean.

## NANOLOC SPILL SHIELD

Ultra-fine nano particles bond together on a molecular level to encapsulate the fibre with a complete spill and soil shield that makes SmartStrand Forever Clean the easiest carpet to clean



# FOREVER · DURABLE

SmartStrand Forever Clean is made with an innovative fibre, engineered to resist matting and crushing. This unique trait is built into the fibre at the molecular level, causing the fibre to bounce back, maintaining its beauty and appearance over time.



# FOREVER · SOFT

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind. The SmartStrand Forever Clean carpets have a particularly pleasant feel. They are extremely soft and smooth.



**FOREVER · GREEN**

## The next generation of SUSTAINABLE CARPET

### SmartStrand Forever Clean...

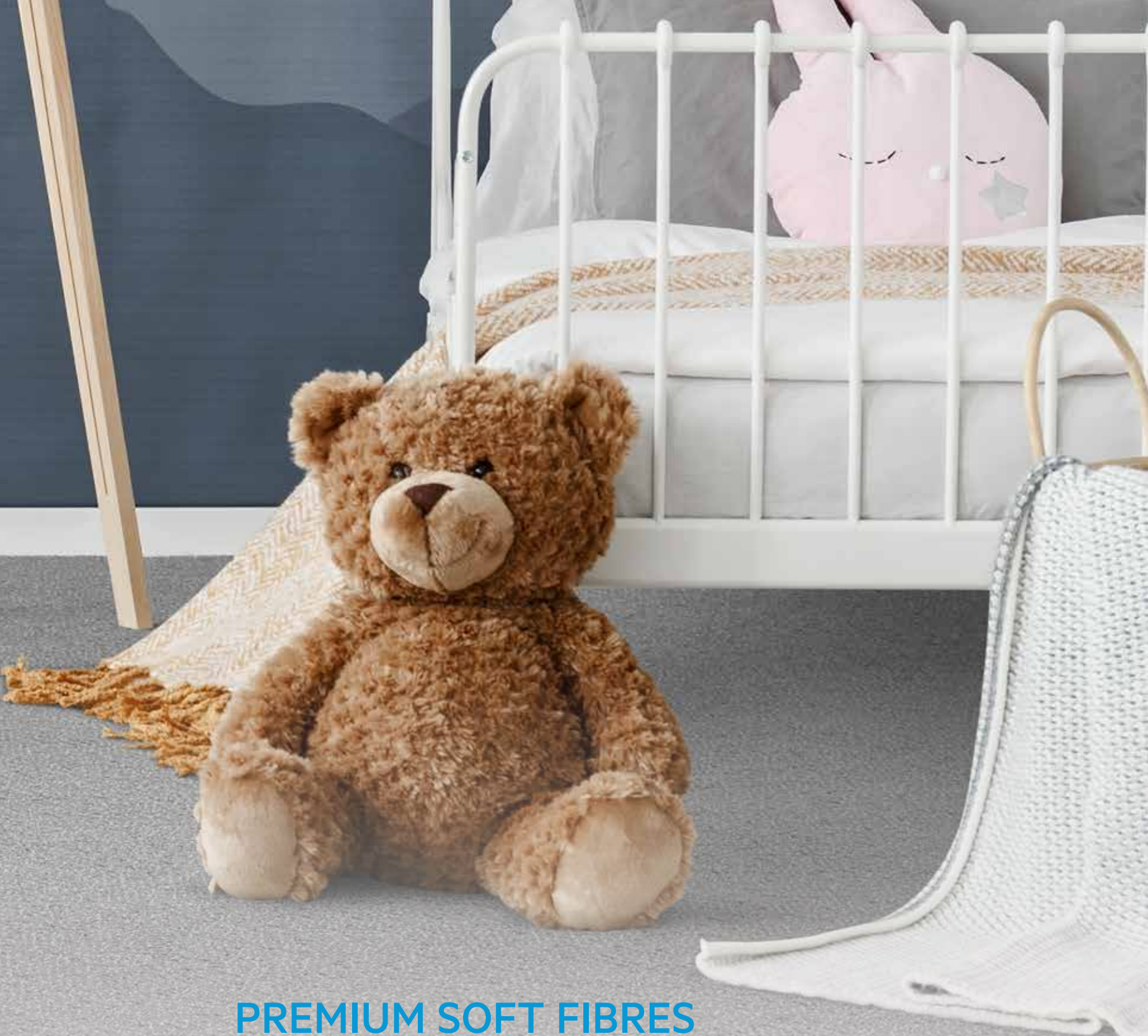
is made in part with annually renewable plant-based materials that minimize our usage of limited natural resources.

This also enables us to reduce our energy consumption in the manufacturing of all SmartStrand Forever Clean carpets. It's good to know you can have the beauty, softness and durability you desire in a carpet without compromising the beautiful earth around us.

SmartStrand fibres are for 37% made with natural starch, leading to the most eco-friendly yarn available on the market today. The amount of energy required to produce the SmartStrand Triexta fibre is a full 30% less than with other fibres. The whole production process consequently emits 63% less CO<sub>2</sub> than is the case with other synthetic fibres.

The SmartStrand collection is made in Belgium by Lano Carpets, according to the most stringent quality requirements and following the appropriate ISO/Green signature control systems.





## PREMIUM SOFT FIBRES

### Durability in the fibres DNA

Carpet adds beautiful warmth and comfort to a room like no other flooring. SmartStrand Forever Clean lets you enjoy this comfort with long-lasting peace of mind.

SmartStrand Forever Clean is made with an innovative fibre, engineered to resist matting and crushing. This unique trait is built into the fibre at the molecular level causing the fibre to bounce back, maintaining its beauty and appearance over time.

This performance boost gives SmartStrand Forever Clean a particular performance advantage when it comes to premium soft fibres, such as SmartStrand Silk and Reserve.



# FOREVER CLEAN



Now imagine all of the benefits of SmartStrand Forever Clean combined with the added luxury of supreme softness. In SmartStrand Silk, each strand of carpet is packed with 700 silk-like, stain-resistant fibres. That's 3X more individual fibres than found in traditional carpet.



Sound too good to be true? It gets even better. Introducing SmartStrand Silk Reserve. For those with refined taste and discerning style who only accept the very best in life, SmartStrand Silk Reserve offers astonishing softness and maximum durability.

# Celeste

FOREVER CLEAN™

CELESTE



URO.0250



URO.0450



URO.0440



URO.0420



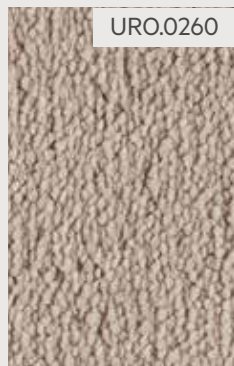
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URO.0880



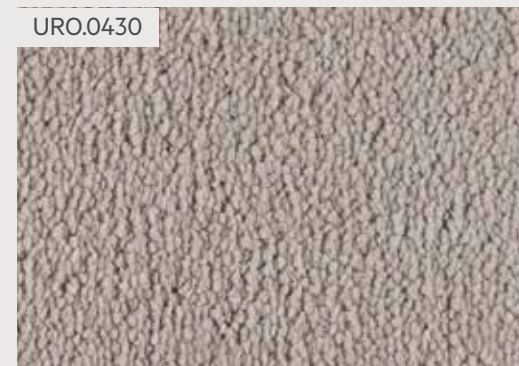
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URO.0260



URO.0410



URO.0430

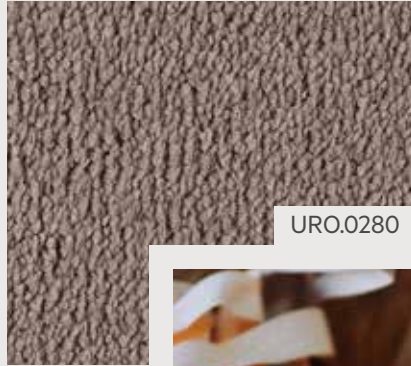
# FOREVER CLEAN



URO.0870



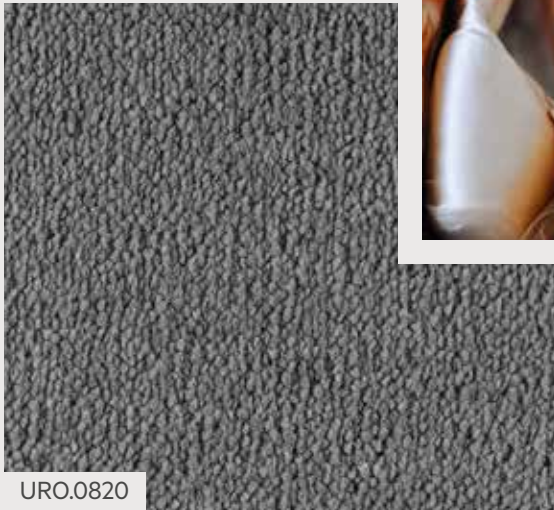
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URO.0280



URO.0170



URO.0820



URO.0180



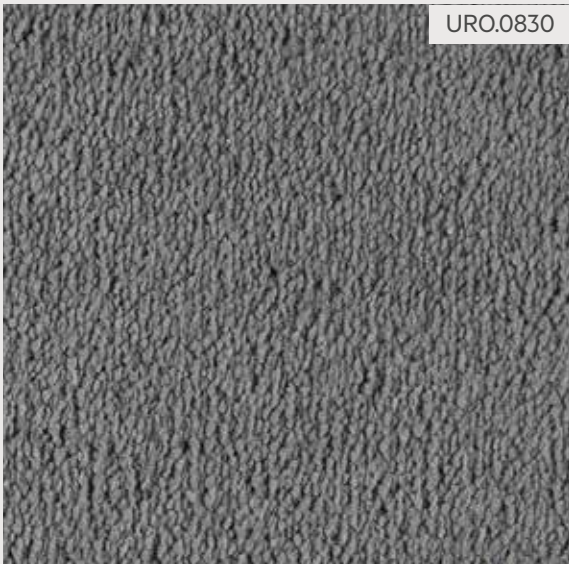
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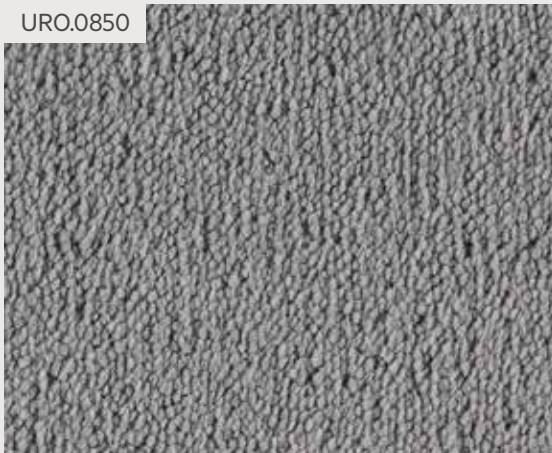
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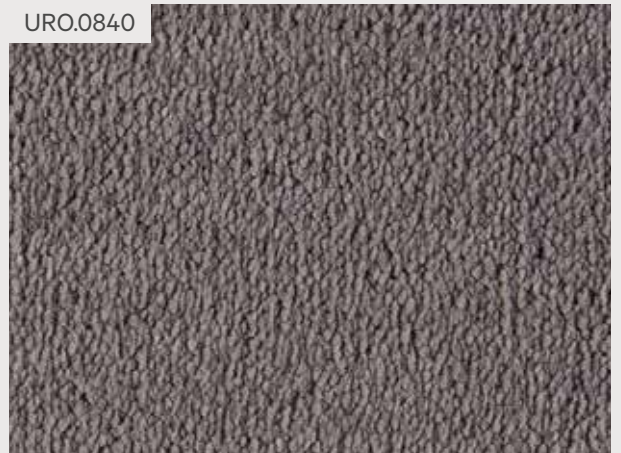
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URO.0830



URO.0850

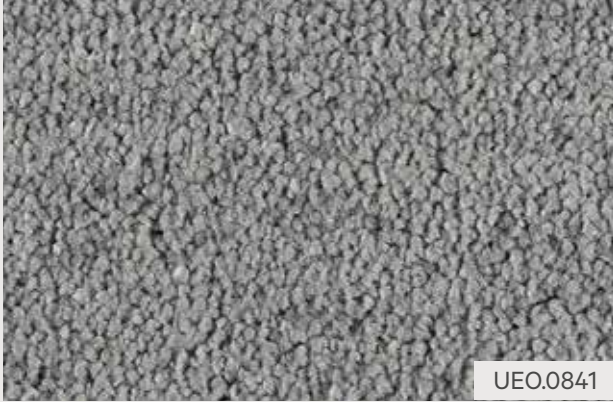


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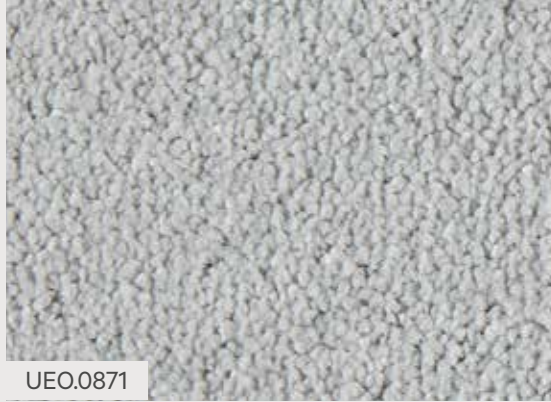
# Freedom

FOREVER CLEAN™

FREEDOM



UEO.0841



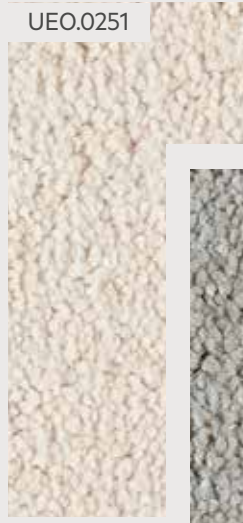
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UEO.0890



UEO.0251

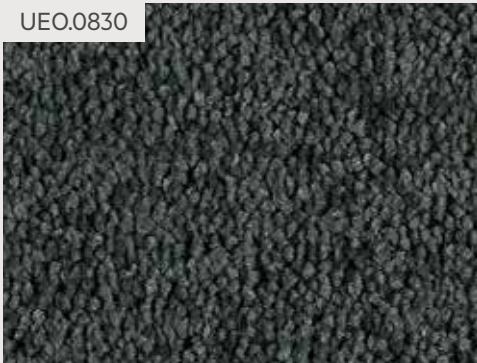


UEO.0880



UEO.0761

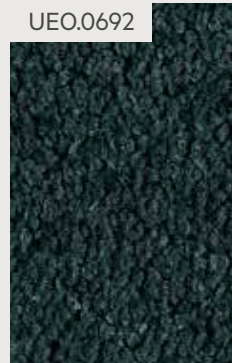
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UEO.0611



UEO.0692



UEO.0781



# FOREVER CLEAN



UEO.0850



UEO.0460



UEO.0451



UEO.0430



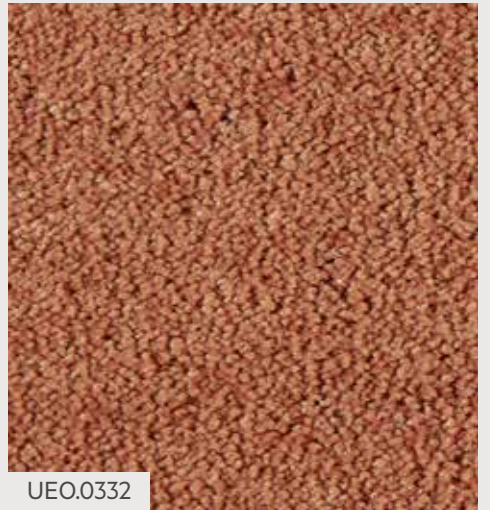
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UEO.0081



UEO.0221



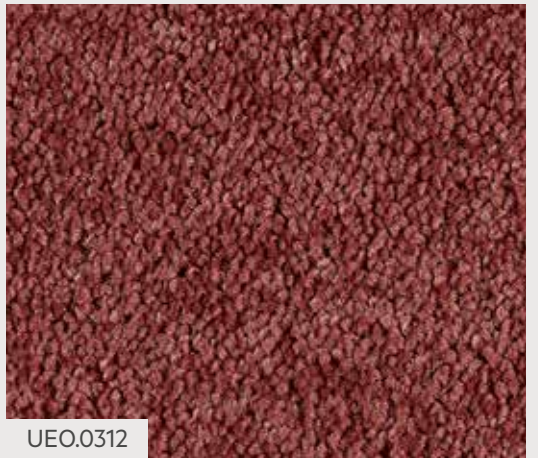
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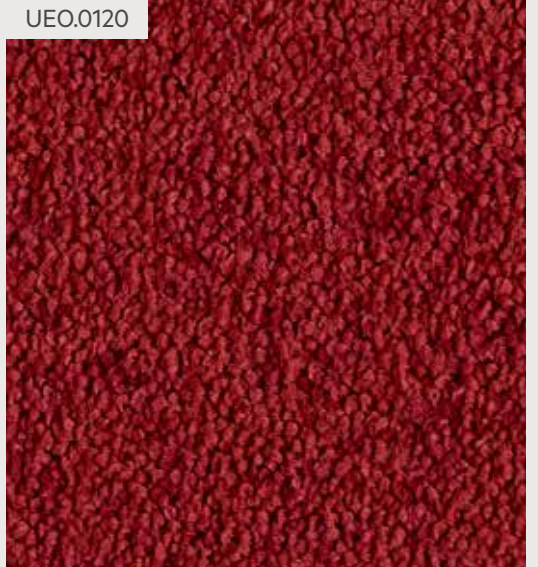
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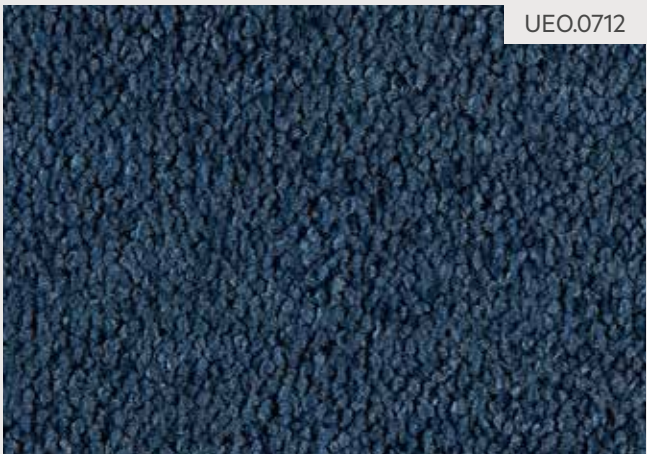
UEO.0190



UEO.0312



UEO.0120



UEO.0712



UEO.0470

# Romance

FOREVER CLEAN™

ROMANCE



YHO.0081



YHO.0062



YHO.0052



YHO.0732



YHO.0470



YHO.0782



YHO.0091



YHO.0460



YHO.0451



YHO.0221



YHO.0890



# FOREVER CLEAN



YHO.0880



YHO.0830



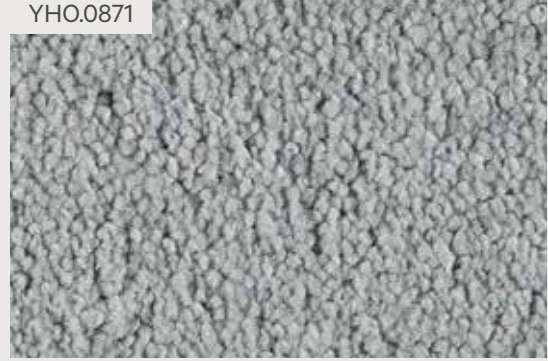
YHO.0841



YHO.0850

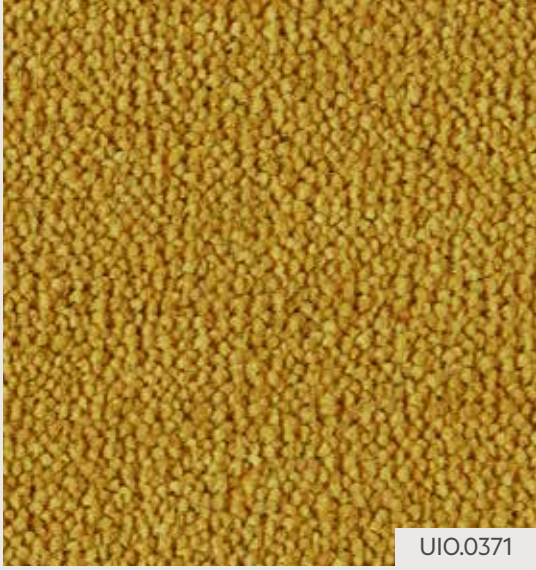


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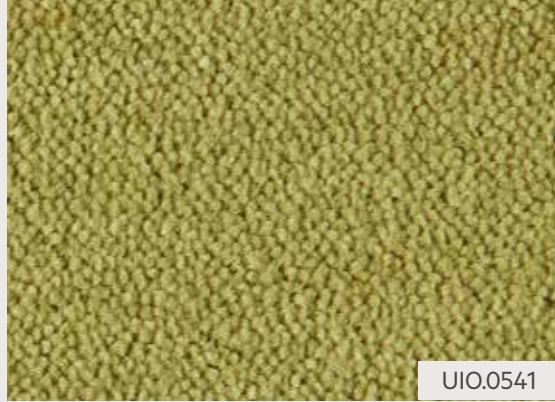


# Dream

FOREVER CLEAN™



UIO.0371



UIO.0541



UIO.0591



UIO.0321



UIO.0122



UIO.0302



UIO.0800

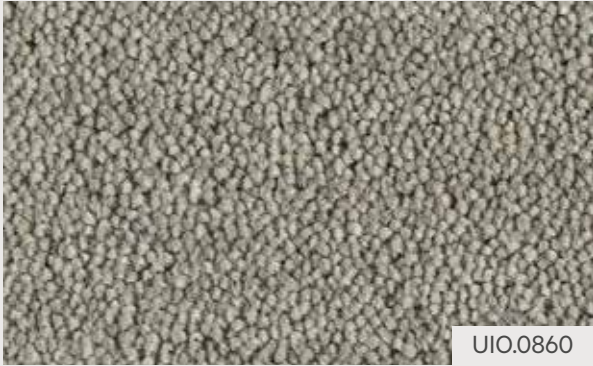


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UIO.0661

# FOREVER CLEAN



UIO.0860



UIO.0421



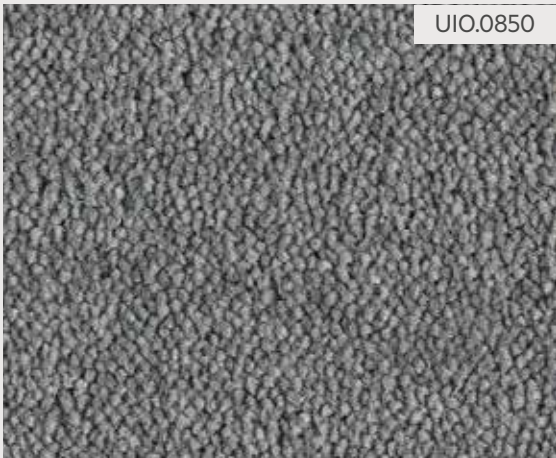
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UIO.0820



UIO.0261



UIO.0850



UIO.0880



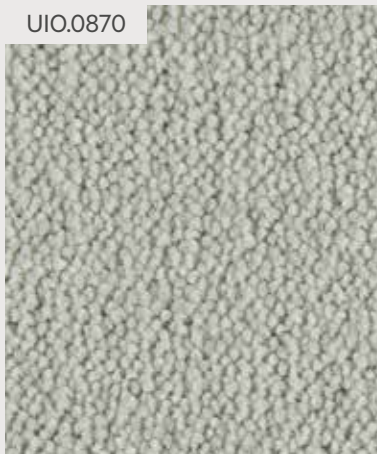
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UIO.0250



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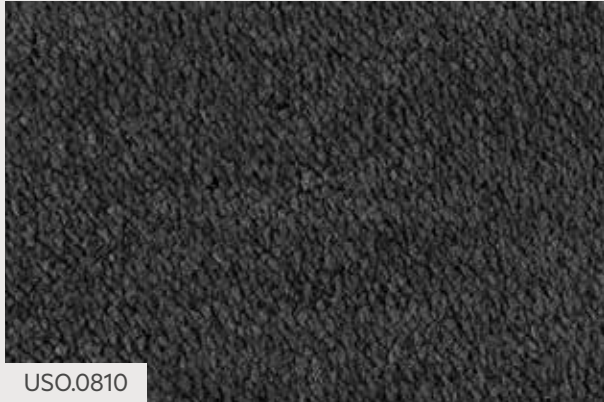
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UIO.0450

# Lior

FOREVER CLEAN™



USO.0810



USO.0820



USO.0840



USO.0860



USO.0870



USO.0770



USO.0720



USO.0740



USO.0060

# FOREVER CLEAN



USO.0240



USO.0890



USO.0150



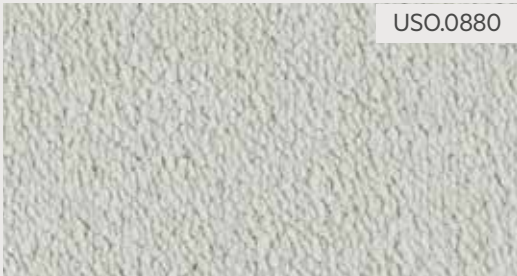
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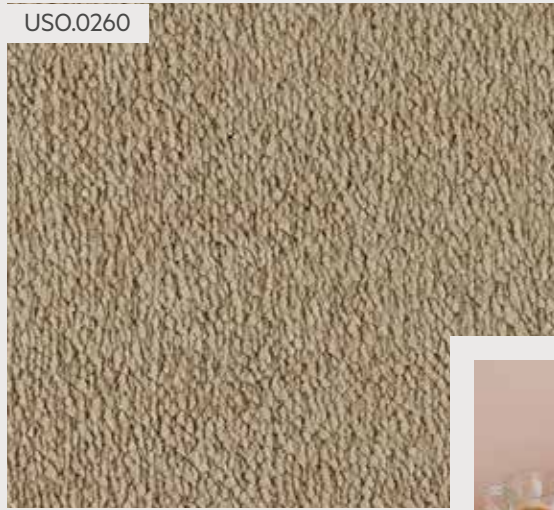
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USO.0380



USO.0880



USO.0260



USO.0480



USO.0120



USO.0160



USO.0610

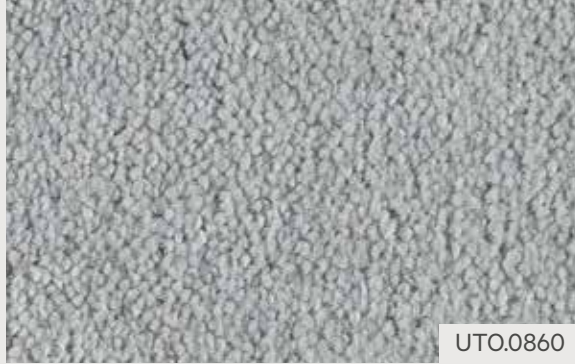
# Patina

FOREVER CLEAN™

PATINA



UTO.0850



UTO.0860



UTO.0440



UTO.0830



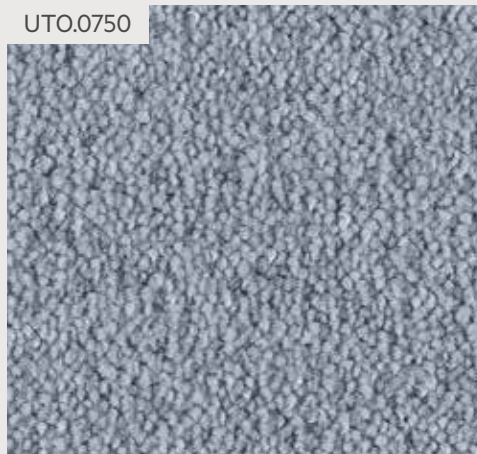
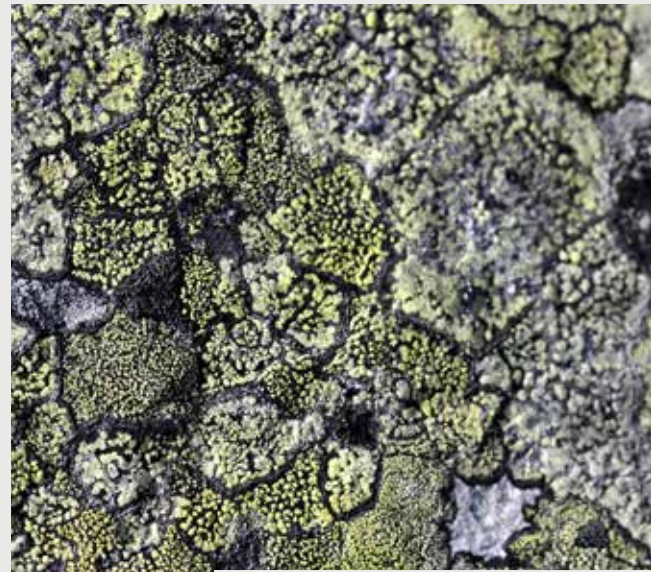
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UTO.0810



UTO.0780



UTO.0750



UTO.0590

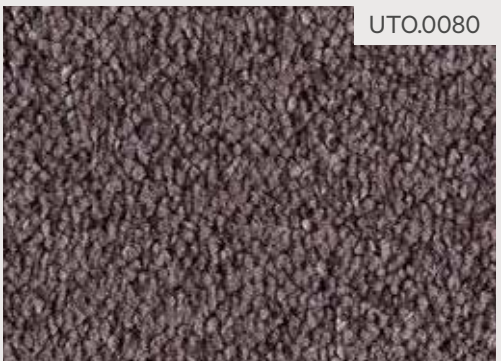
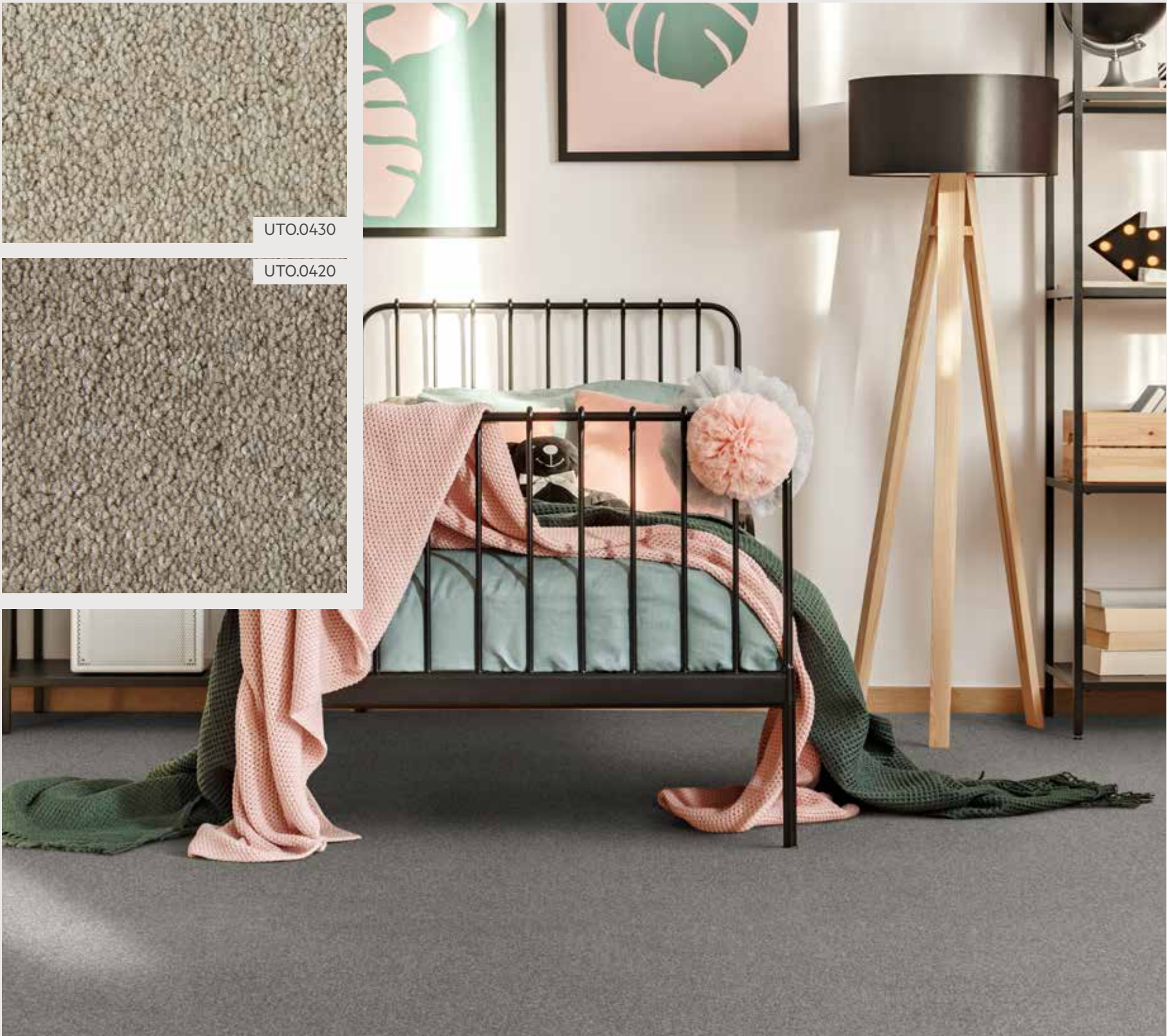
# FOREVER CLEAN



UTO.0430



UTO.0420



UTO.0080



UTO.0370



UTO.0330

# Incasa

FOREVER CLEAN™

INCASA



UVO.0240

UVO.0250

UVO.0260



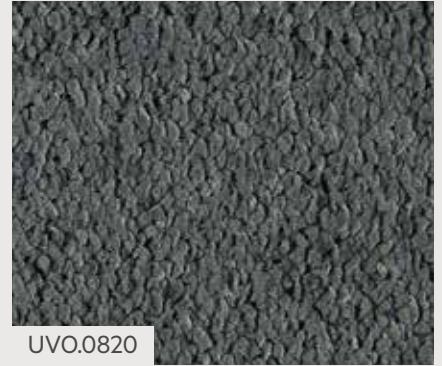
# FOREVER CLEAN



UVO.0090



UVO.0810



UVO.0820



UVO.0170



UVO.0880



UVO.0540



UVO.0740



UVO.0850



UVO.0270



UVO.0720



UVO.0710

# Boheme

FOREVER CLEAN™



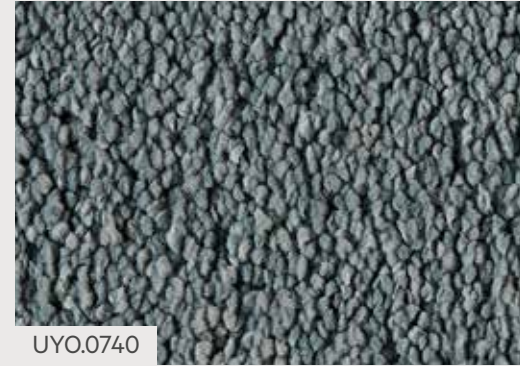
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UYO.0820



UYO.0840



UYO.0740



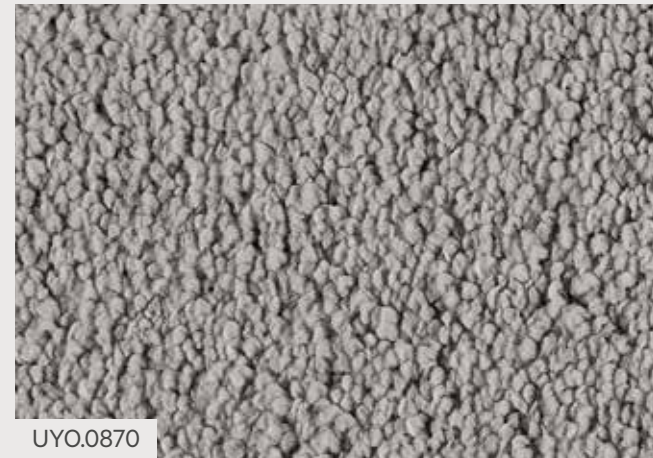
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UYO.0860



UYO.0850



UYO.0870



UYO.0440

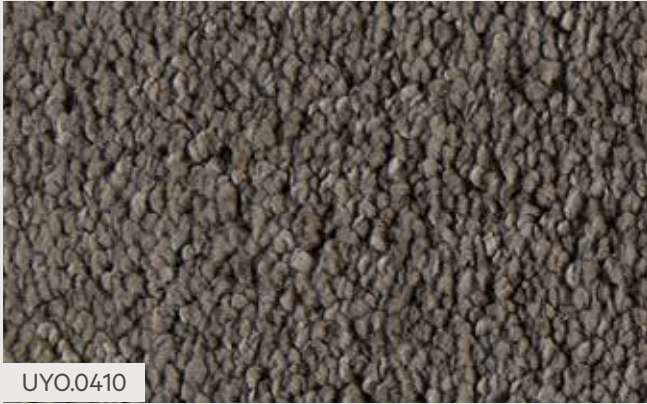


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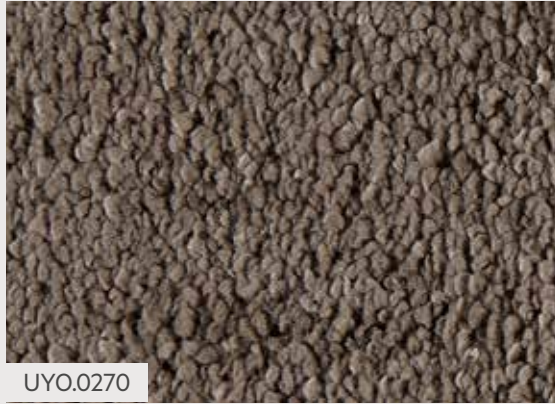


UYO.0450

# FOREVER CLEAN



UYO.0410



UYO.0270



UYO.0420



UYO.0250



UYO.0240



UYO.0170



UYO.0260

# Moon

FOREVER CLEAN™



UXO.0710



UXO.0800



UXO.0320



UXO.0250



UXO.0720



UXO.0260



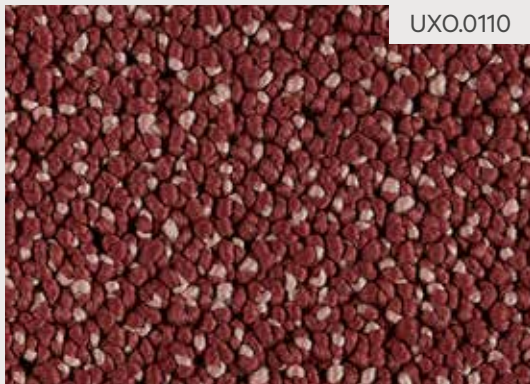
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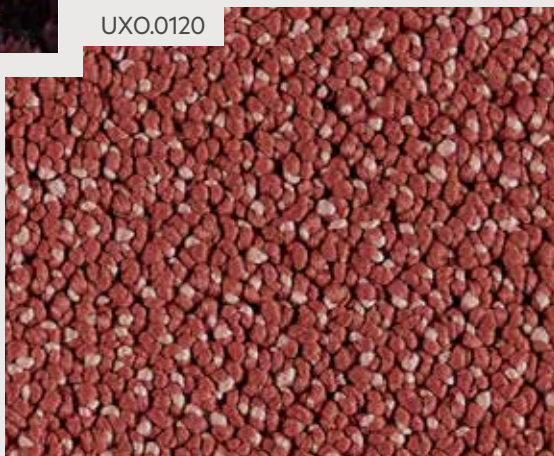
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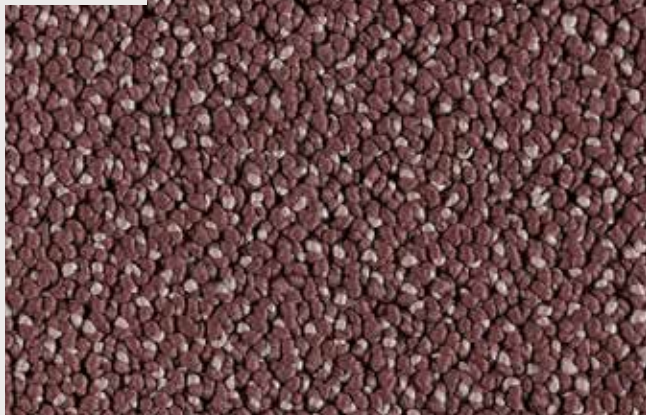
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UXO.0110



UXO.0080



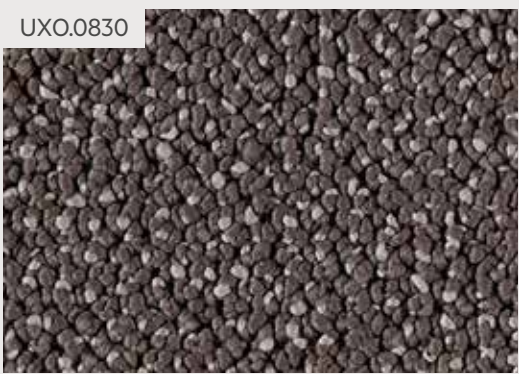
# FOREVER CLEAN



UXO.0870



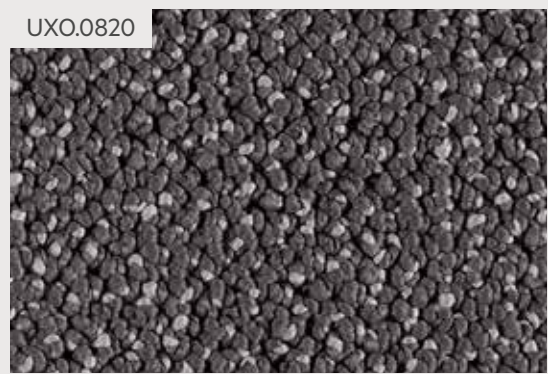
UXO.0850



UXO.0830



UXO.0860



UXO.0820

# Valentine

FOREVER CLEAN™

VALENTINE



UWO.0250



UWO.0230



UWO.0270



UWO.0810



UWO.0590



UWO.0820

# FOREVER CLEAN



UWO.0280



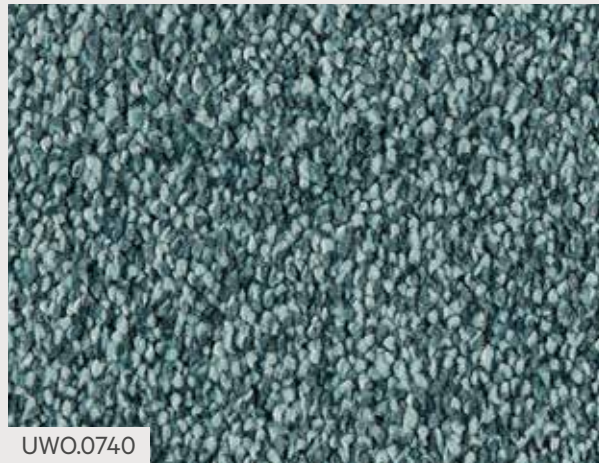
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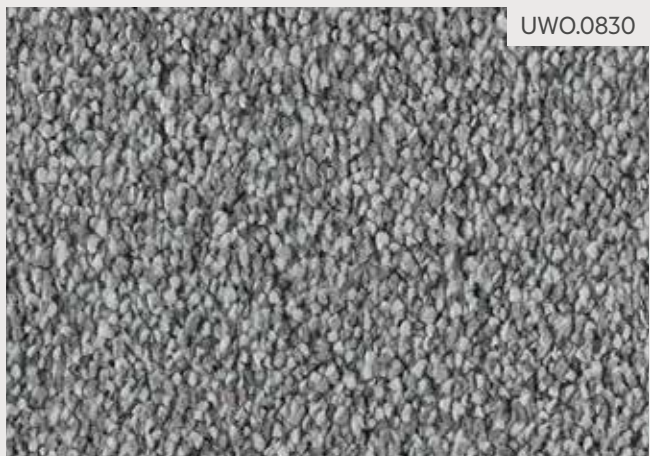
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UWO.0870



UWO.0740



UWO.0830



UWO.0720



UWO.0710

# Loft Life Grand

FOREVER CLEAN™

QUALITY REF: UU3



# FOREVER CLEAN



# Loft Life Sweet

FOREVER CLEAN™

QUALITY REF: UU2



# FOREVER CLEAN



# Loft Life Pure

FOREVER CLEAN™

QUALITY REF: UU1



# FOREVER CLEAN

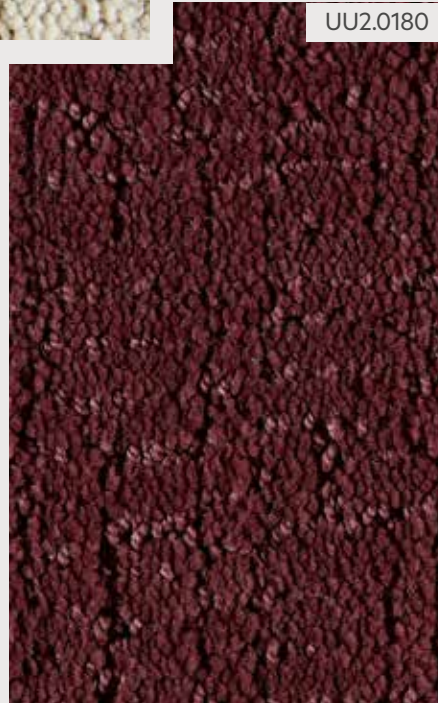


# Loft Life

FOREVER CLEAN™

LOFT LIFE

Colour ranges available in Loft Life Pure, Sweet and Grand:



# FOREVER CLEAN



UU2.0840



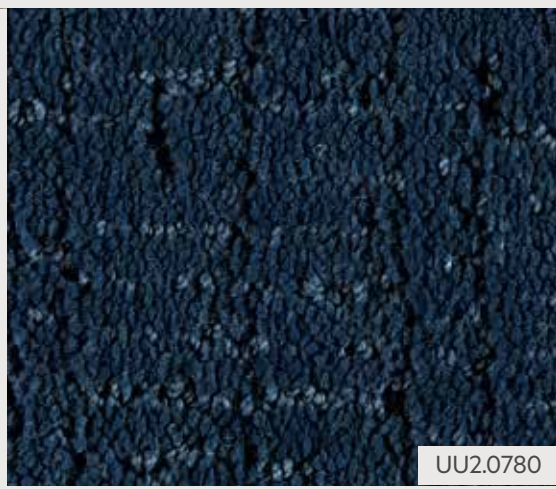
UU2.0810



UU2.0410



UU2.0260



UU2.0780



UU2.0430



Finishing style PURE



### Finishing style PURE

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With Pure, carpet edges are turned over and the rug is backed with a non-slip and moisture-resistant underlay, suitable for use with underfloor heating.

These carpets can also be commissioned in beautiful bespoke-size area rugs, with two finishing styles in Pure and Elegance.

Finishing style ELEGANCE



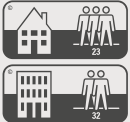
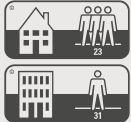
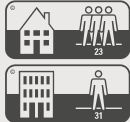
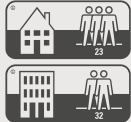

























































### Finishing style ELEGANCE

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In Elegance, edges are finished with colour-matched ribbon and again a non-slip and moisture-resistant underlay. The ribbon of Elegance is narrow for a 'barely there' look that's instantly luxurious.

**TECHNICAL FEATURES • CARACTÉRISTIQUES TECHNIQUES • TECHNISCHE DATEN • TECHNISCHE GEGEVENS • SPECIFICHE**

		CELESTE	LIOR	LOFT LIFE	BOHEME	INCASA
<b>Pile composition</b> Nature du velours • Polmaterial Poolsamenstelling • Composizione felpa		Triexta SmartStrand 			Triexta SmartStrand 	
<b>Manufacturing process</b> Technique de fabrication • Herstellungsart Fabricagemethode • Tecnica di fabbricazione	Tufted	5/64" saxony	5/64" twist	1/10" cut loop	1/8" twist	1/8" twist
<b>Secondary Backing</b> Envers • Rücken Rugtype • Sottofondo		SB	SB	SB	SB	SMB
<b>Pile weight/sqm</b> Poids mis en oeuvre/m <sup>2</sup> • Poleinsatzgewicht/m <sup>2</sup> Poolinzetgewicht/m <sup>2</sup> • Peso felpa/mq	± gr	1.815	1.410	1.280	2.200	1.395
<b>Total weight/sqm</b> Poids total/m <sup>2</sup> • Gesamtgewicht/m <sup>2</sup> Totaal gewicht/m <sup>2</sup> • Peso totale/mq	± gr	2.790	2.380	2.250	3.170	2.360
<b>Effective pile height</b> Hauteur de velours utile • Tatsächliche Florhöhe Nuttige poolhoogte • Spessore felpa	± mm	10,0	7,0	6,0	13,0	7,5
<b>Total height</b> Hauteur totale • Gesamthöhe Totale dikte • Spessore totale	± mm	12,0	9,0	8,0	15,0	10,0
<b>Width</b> Largeur • Breite Breedte • Altezza	± cm	400-500	400-500	400	400-500	400-500
<b>Number of knots/sqm</b> Nombre de points/m <sup>2</sup> • Noppenzahl/m <sup>2</sup> Aantal noppen/m <sup>2</sup> • Numero di punti/mq	±	226.800	257.040	236.400	126.000	119.700
<b>EN 13501-1 Fire behaviour</b> Comportement au feu • Brennverhalten Brandgedrag • Reazione al fuoco		C <sub>fl</sub> -s1	C <sub>fl</sub> -s1	C <sub>fl</sub> -s1	C <sub>fl</sub> -s1	C <sub>fl</sub> -s1
<b>EN 1307 Classification</b> Classification • Klassifizierung Classificatie • Classificazione						
<b>Luxury Class</b> Classe de confort • Komfortwert Luxury Class • Luxury Class						
<b>ISO 140/8 Impact sound insulation</b> Isolation aux bruits d'impact • Trittschallverbesserungsmass Contactgeluidsisolatie • Miglioramento acustico	± dB	25	25	25	25	25
<b>DIN 52612 Thermal retention</b> Résistivité thermique • Wärmedurchlasswiderstand Warmtedoorlaatweerstand • Resistenza termica	± m <sup>2</sup> /kW	0,15	0,1	0,09	0,175	0,12
<b>Underfloor heating suitable</b> Convient au chauffage par le sol • Fussbodenheizung geeignet Geschikt voor vloerverwarming • Compatibile con riscaldamento a pavimento						
<b>Suitable for use on stairs</b> Usage escaliers • Treppeneignung Geschikt voor trappen • Utilizzabile sulle scale						
<b>ISO 6356 Teil2: Permanently antistatic</b> Antistatique permanent • Permanent antistatisch Permanent antistatisch • Antistatico permanente	< kV	2	2	2	2	2
<b>ISO 105 B02 Lightfastness</b> Solidité à la lumière • Lichtechtheit Lichtechtheid • Solidità colori alla luce	≥	5	5	5	5	5
<b>Slip resistance</b> Propriétés antidérapantes • Rutschhemmstufe Slipweerstand • Resistenza allo scivolamento						

DREAM	FREEDOM	MOON	PATINA	ROMANCE	VALENTINE
Triexta SmartStrand					
1/10" saxony	1/10" twist	1/4" loop pile	1/10" twist	1/10" twist	1/10" twist
SB	SB	SB	SMB	SB	SB
1.300	1.490	1.540	1.235	1.860	1.375
2.290	2.480	2.620	2.200	2.850	2.340
7,0	7,5	4,8	8,0	9,5	8,0
9,5	10,0	7,5	10,0	11,5	10,0
400-500	400-500	400-500	400-500	400-500	400-500
173.360	173.360	58.090	153.660	189.120	145.780
C <sub>ff</sub> -s1	C <sub>ff</sub> -s1	C <sub>ff</sub> -s1	C <sub>ff</sub> -s1	C <sub>ff</sub> -s1	C <sub>ff</sub> -s1
					
					
					
26	29	25	25	29	25
0,118	0,147	0,075	0,125	0,162	0,12
					
					
2	2	2	2	2	2
5-6	5-6	5	5	5	5
					

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