

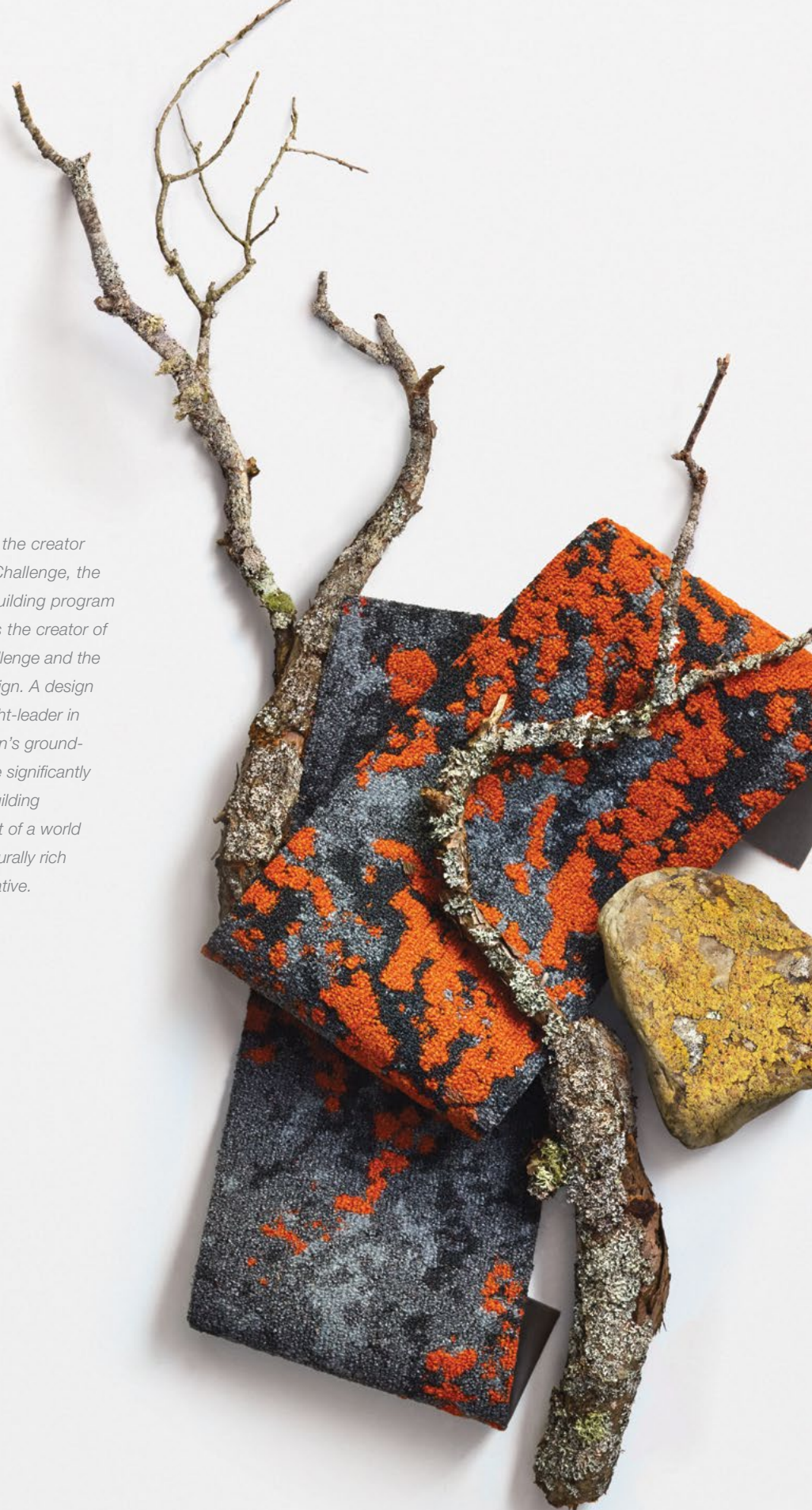


# Lichen Collection





Jason F. McLennan is the creator of the Living Building Challenge, the most rigorous green building program in existence, as well as the creator of the Living Product Challenge and the CEO of McLennan Design. A design professional and thought-leader in sustainability, McLennan's groundbreaking initiatives have significantly influenced the green building movement, all in pursuit of a world that is socially just, culturally rich and ecologically restorative.



Designed by Jason F. McLennan, the founder of the Living Product Challenge, in collaboration with Mohawk Group and his team at McLennan Design. We are proud to introduce the Lichen Collection, the first floor covering to achieve Living Product Challenge Petal Certification. Inspired by assemblages of multi-hued, multi-textured lichens and their regenerative role in our ecosystem, the Lichen Collection is on the path to give more resources back to the environment than it uses during its entire life cycle.



**LIVING PRODUCT CHALLENGE** is a framework for creating products that are healthy, inspirational and give back to the environment. A Living Product must have a net-positive impact ("handprint") on people and the environment, be socially responsible and be healthy and free of toxins.

**Declare.** | RED LIST FREE



Mohawk Group will be donating a percentage of the profits from our Lichen product to the Appalachian Trail Conservancy® in support of its mission to preserve and protect the Appalachian Trail. [APPALACHIANTRAIL.ORG](http://APPALACHIANTRAIL.ORG)







## Lichen Collection Receives Living Product Challenge Petal Certification

Mohawk Group is proud to offer the first floor covering ever to achieve Living Product Challenge Petal Certification. With the Lichen Collection, we are setting a higher standard to help ensure products contribute to healthy spaces, are designed to inspire and will give back to the environment more than they take.



### PLACE PETAL

#### Responsible Place & Habitat Impacts

Improving the ecoregion 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 Lichen product profits to the Appalachian Trail Conservancy. The Conservancy's mission is to protect and preserve the 2200 miles of the Appalachian Trail and ensure its natural beauty and cultural heritage can be shared and enjoyed for generations to come.



### WATER PETAL

#### Net Positive Water

Saving more water than is used to create Lichen by retrofitting all of Morehouse College in Atlanta with low-flow shower heads.



### HEALTH & HAPPINESS PETAL

#### Net Positive Material Health

Ensuring all materials and processes that make Lichen are safe.

#### Human Thriving

Providing Glasgow, VA, employees with rich connections to the natural world and continual health and wellness support.



### MATERIALS PETAL

#### The Red List

Achieving Declared Red List Free status for the Lichen Collection

#### Responsible Industry

Offering total ingredient transparency through our Declare Label.



### BEAUTY PETAL

#### Positive Handprinting

Creating a larger handprint than footprint in relation to Lichen's impact on water.

#### Inspiration & Education

Educating the public about the ecological innovations and community partnerships behind Lichen.

#### Beauty & Spirit

Using biophilic design principles to create Lichen, which help to enrich our connection to the natural world.





Lichen Macro Bloom and Micro Bloom | 954 Everbloom (Vertical Ashlar)



Lichen Field Overlay | 939 Cortex and 969 Substrate (Herringbone)





Lichen Micro Bloom & Macro Bloom | 937 Frosted Shield (Vertical Ashlar)

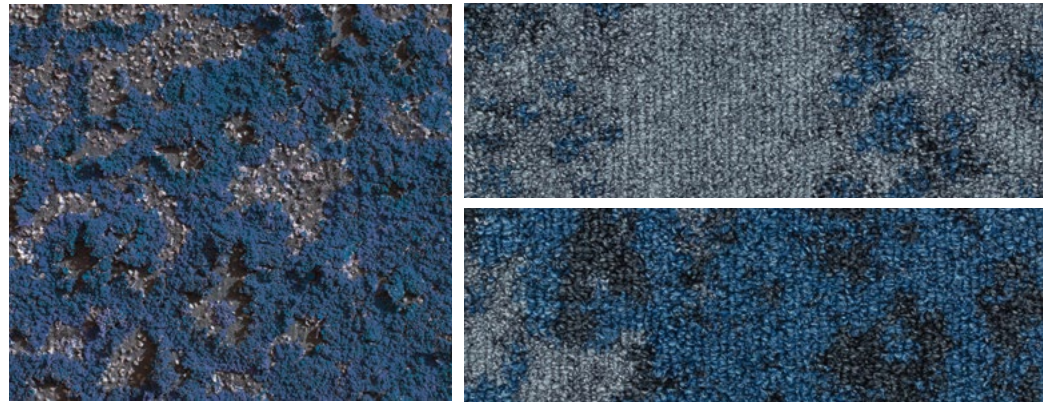


Lichen Macro Bloom and Micro Bloom | 956 Iced Moss (Vertical Ashlar)

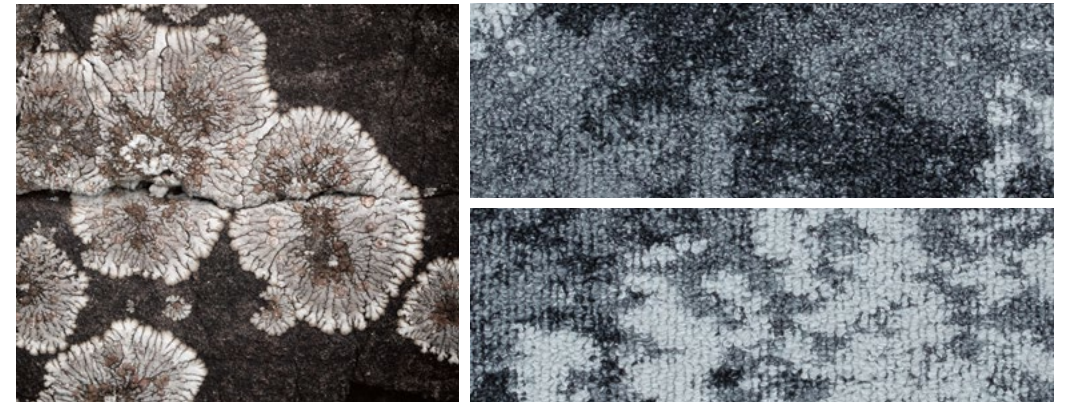


### Lichen Collection Colorways

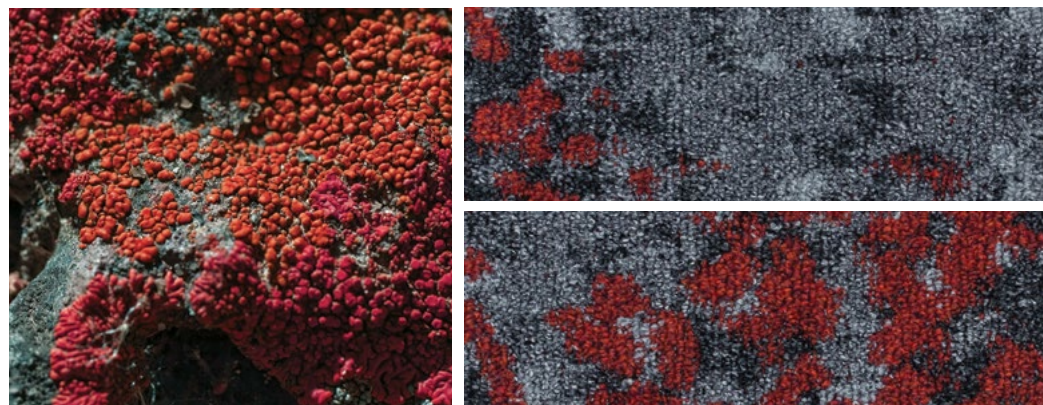
Lichen patterns are derived from different growth forms and colorations of their natural inspirations, found in thriving ecosystems throughout the world.



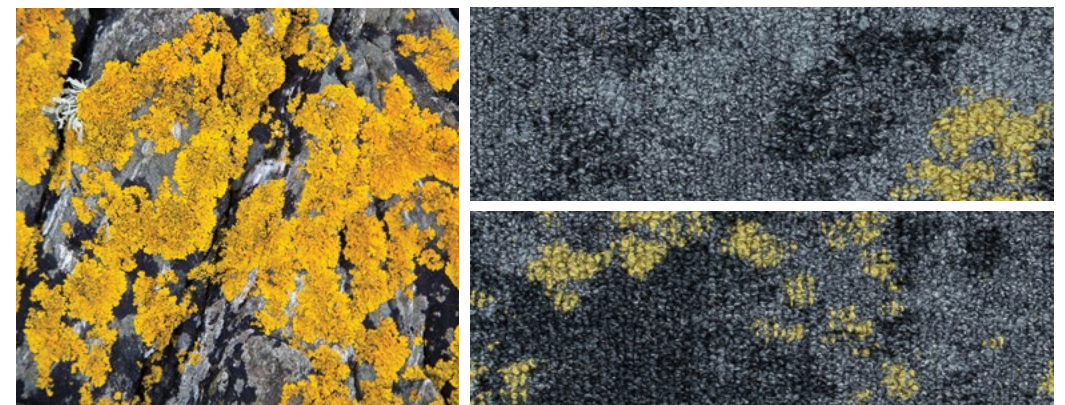
Lichen Micro Bloom & Macro Bloom | 975 Felt Finish



Lichen Micro Bloom & Macro Bloom | 937 Frosted Shield



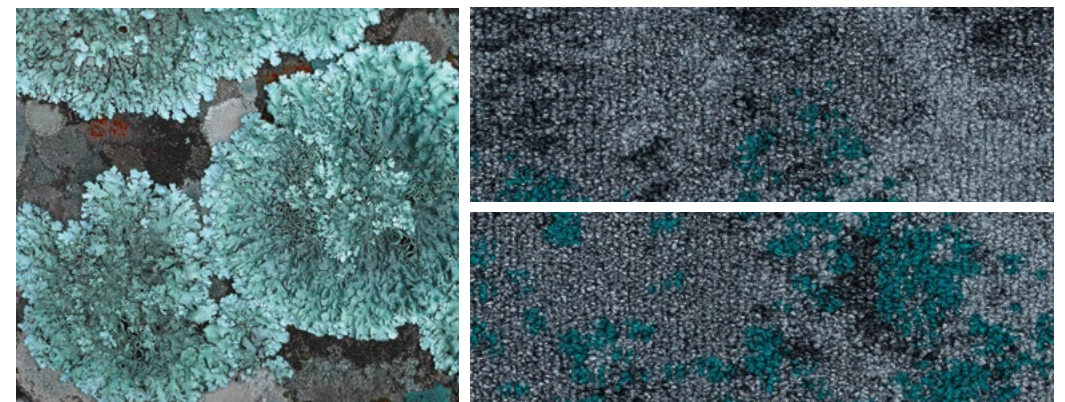
Lichen Micro Bloom & Macro Bloom | 963 Firedot



Lichen Micro Bloom & Macro Bloom | 941 Goldspeck



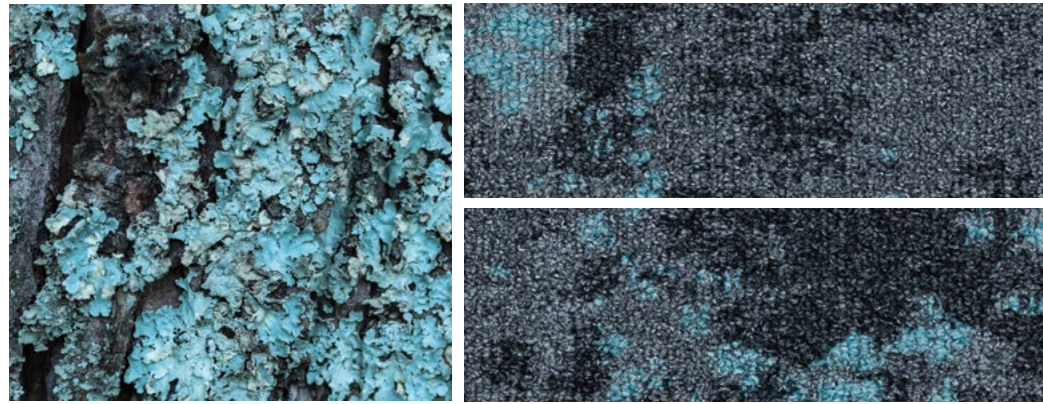
Lichen Micro Bloom & Macro Bloom | 952 Orange Sea



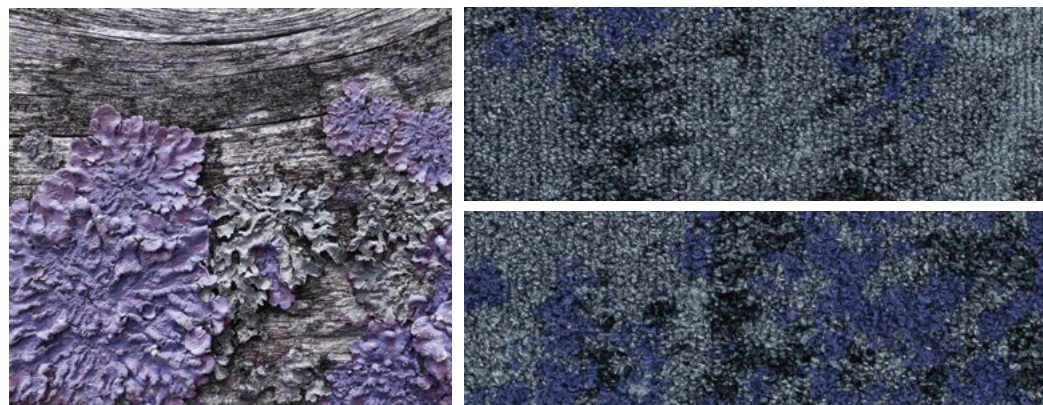
Lichen Micro Bloom & Macro Bloom | 976 Dust Cloud



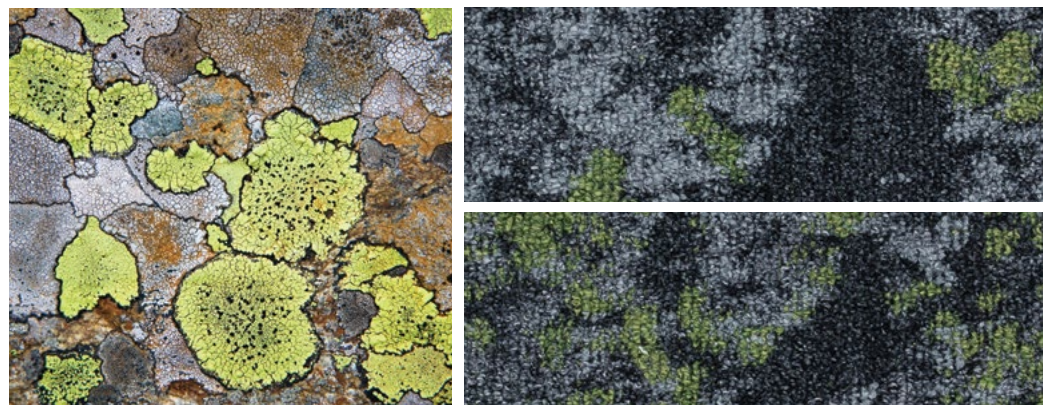
Lichen Collection Colorways (cont.)



Lichen Micro Bloom & Macro Bloom | 945 Silva



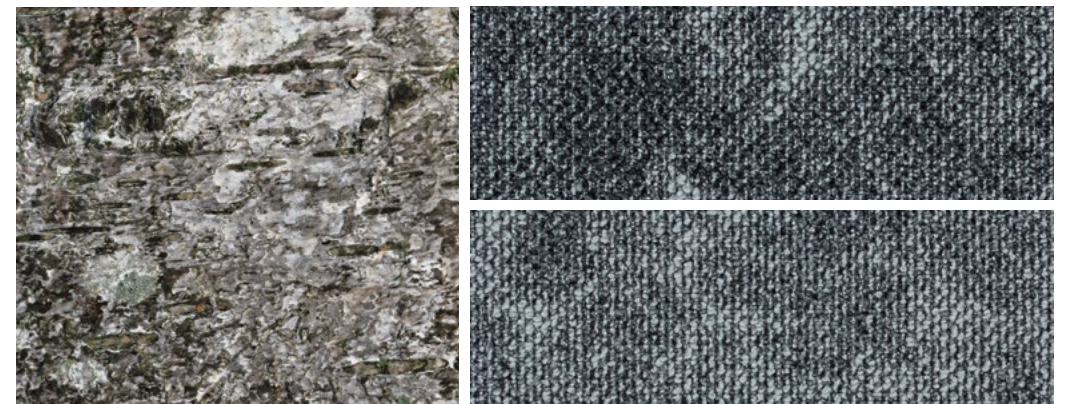
Lichen Micro Bloom & Macro Bloom | 954 Everbloom



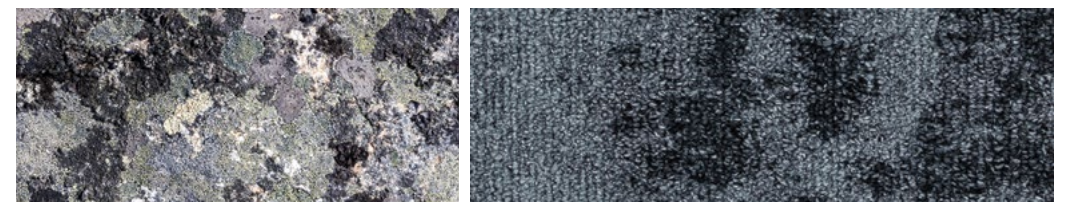
Lichen Micro Bloom & Macro Bloom | 956 Iced Moss



Lichen Macro Bloom | 956 Iced Moss



Lichen Field Overlay | 969 Substrate (top) and 939 Cortex (bottom)

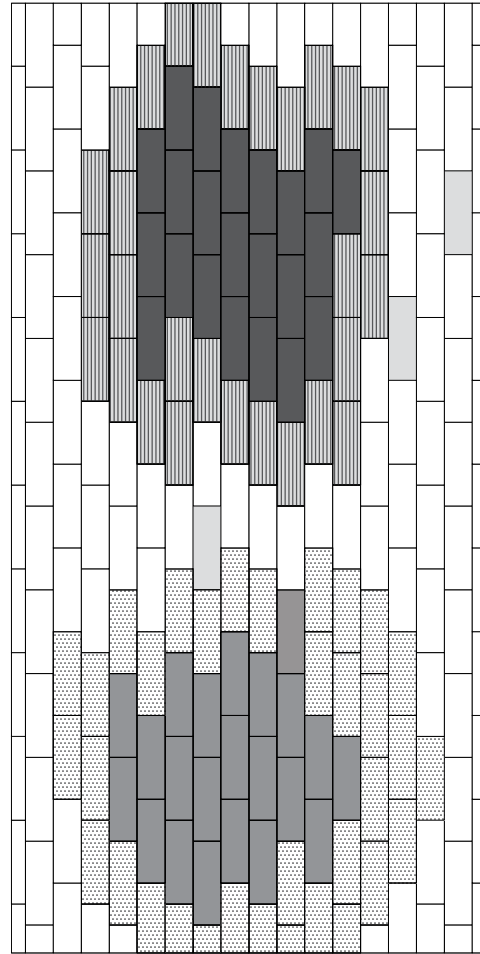
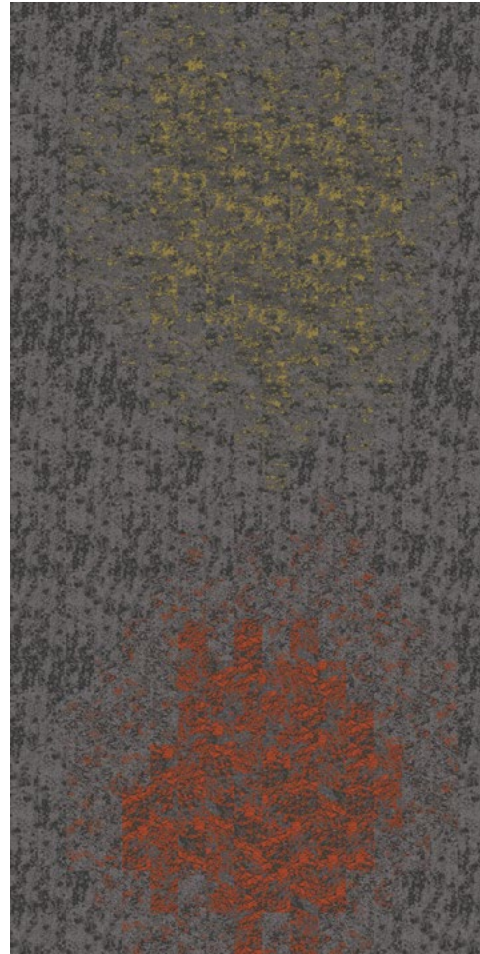


Lichen Groundcover | 949 Rock Face



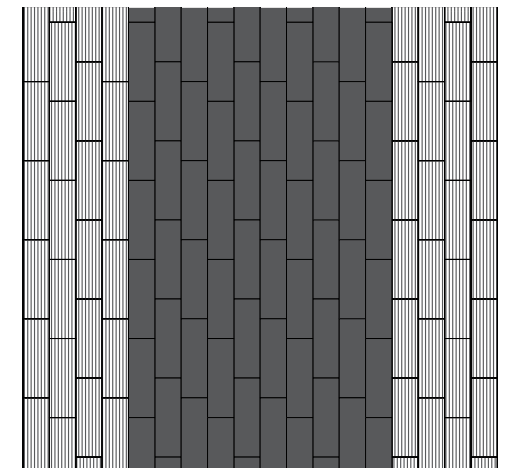
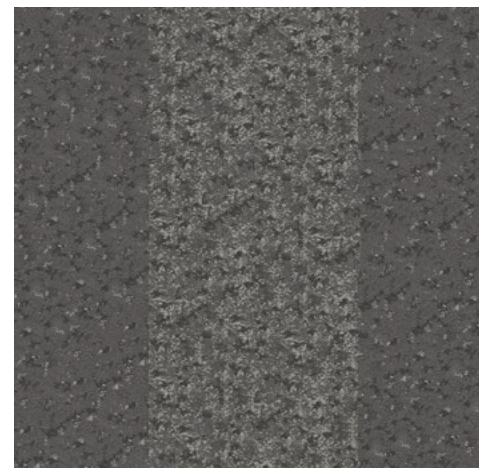
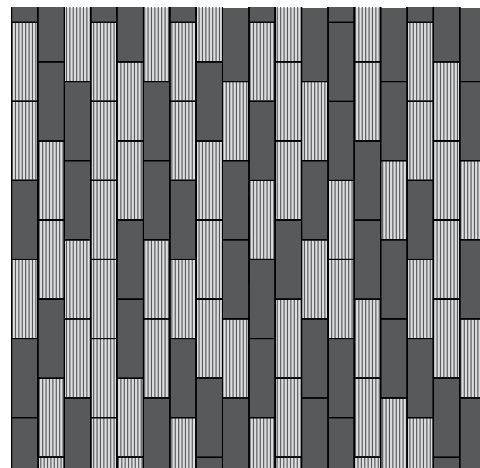
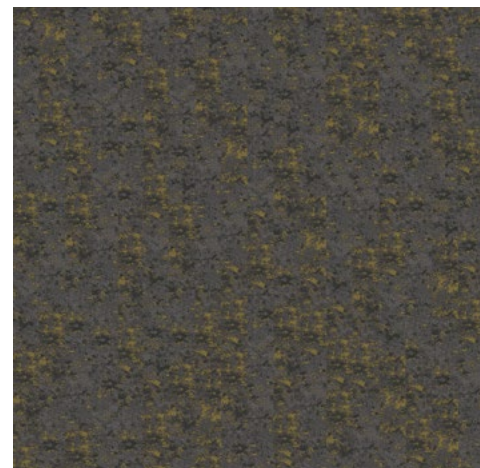
## Installation Inspirations

The installation ideas featured here are a small sampling of the infinite possibilities offered in the Lichen Collection.



Lichen Micro Bloom & Macro Bloom | 952 Orange Sea, 941 Goldspeck;  
Lichen Groundcover | 949 Rock Face (Vertical Ashlar)

Lichen Micro Bloom & Macro Bloom | 941 Goldspeck; Lichen Groundcover | 949 Rock Face (Vertical Ashlar)

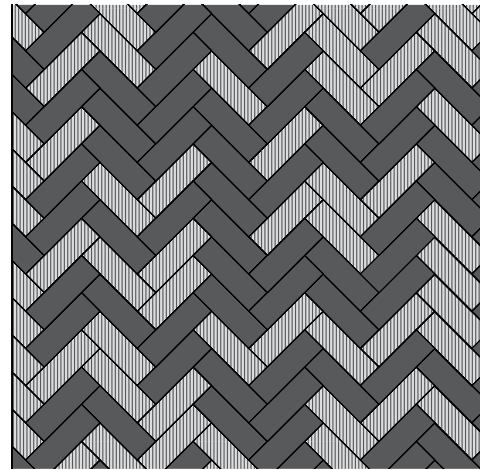
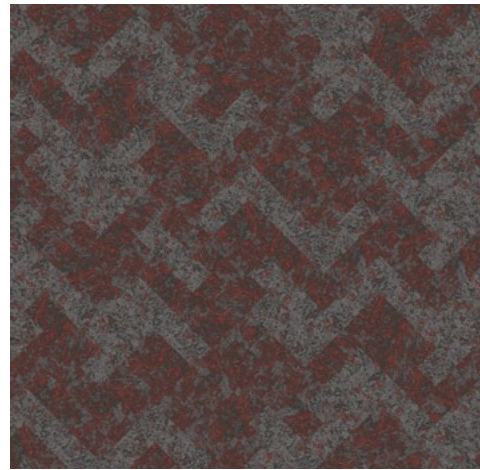


Lichen Micro Bloom & Macro Bloom | 941 Goldspeck (Vertical Ashlar)

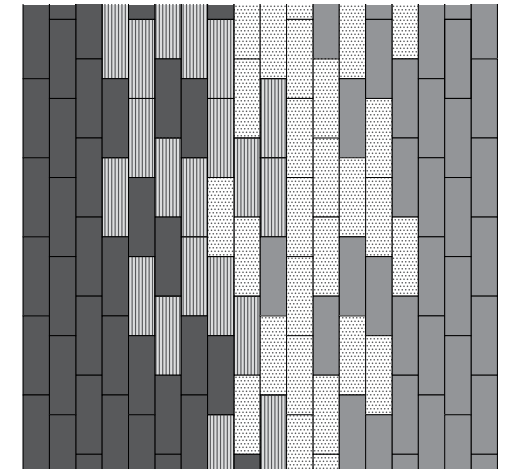
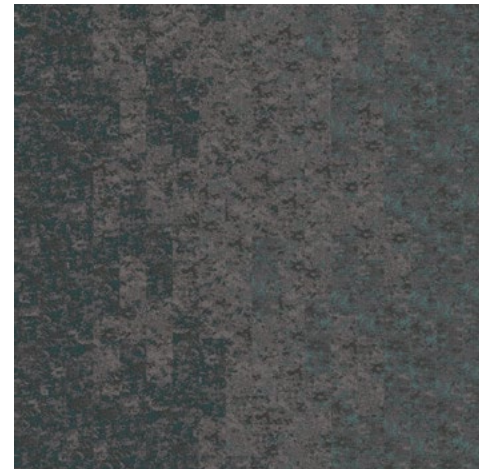
Lichen Micro Bloom & Macro Bloom | 937 Frosted Shield (Vertical Ashlar)



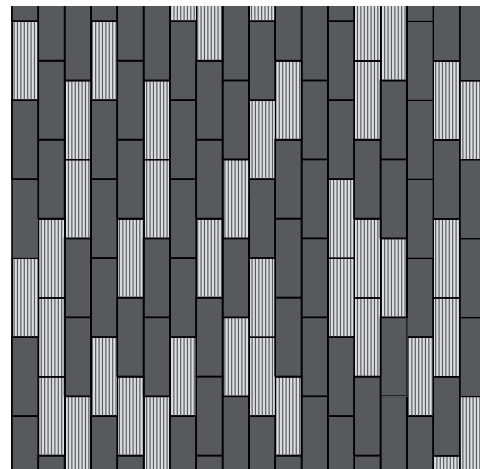
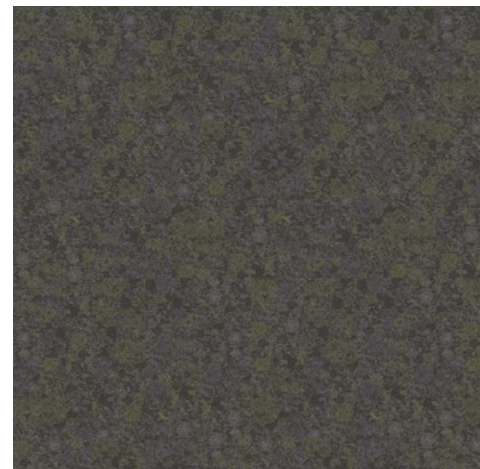
Installation Inspirations



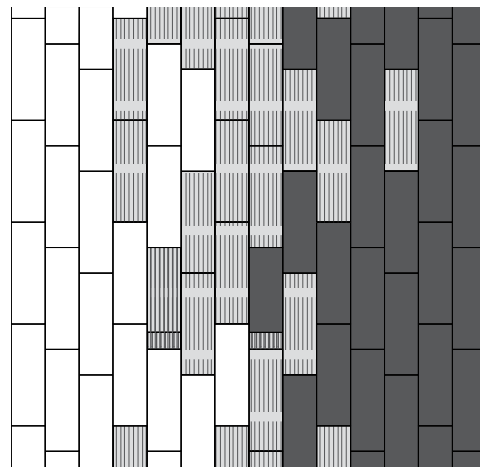
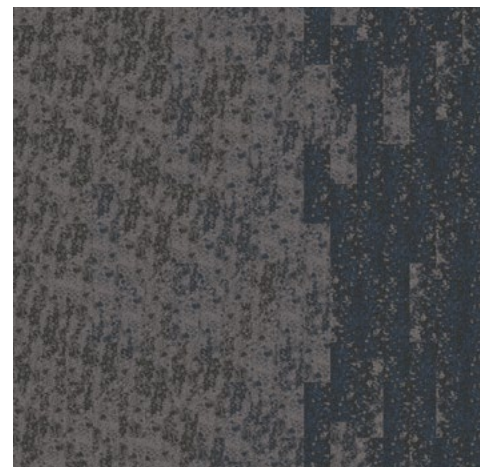
Lichen Micro Bloom & Macro Bloom | 963 Firedot (Herringbone)



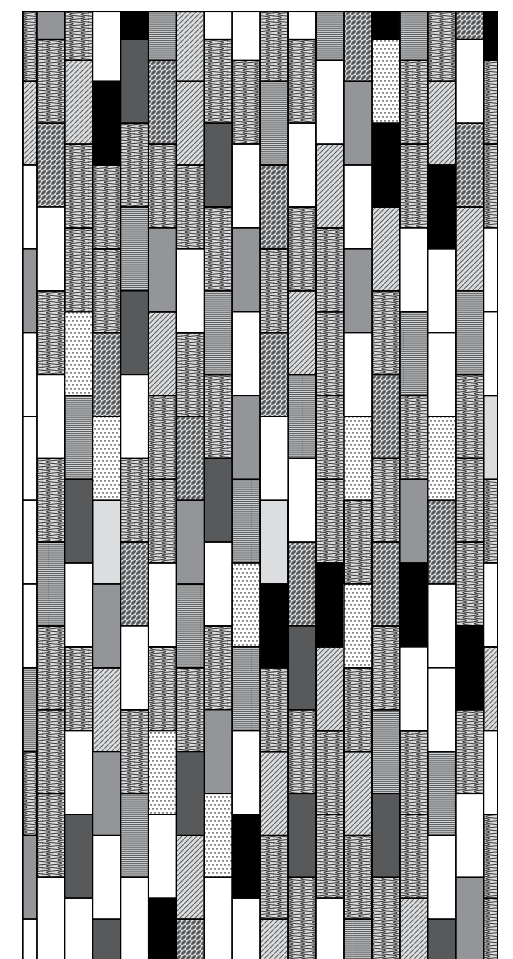
Lichen Micro Bloom & Macro Bloom | 976 Dust Cloud, 945 Silva; Lichen Groundcover | 949 Rock Face (Vertical Ashlar)



Lichen Micro Bloom & Macro Bloom | 956 Iced Moss (Vertical Ashlar)



Lichen Micro Bloom & Macro Bloom | 975 Felt Finish; Lichen Groundcover | 949 Rock Face (Vertical Ashlar)



Lichen Macro Bloom | 975 Felt Finish, 963 Firedot, 952 Orange Sea, 937 Frosted Shield, 976 Dust Cloud, 945 Silva, 954 Everbloom, 956 Iced Moss (Vertical Ashlar)



### Living Product LABEL

Mohawk Industries  
The Lichen Collection: Nylon Modular Carpet on Red List Free EcoFlex NXT™ Backing

**Manufacturing Locations:**  
Glasgow, VA, USA

2/2	Place	<b>Life Expectancy:</b> 15 Years <b>End of Life Options:</b> Take Back Program (North America); Salvageable/Reusable in its Entirety; Recyclable (95%); Landfill (5%) <b>Recycled Content:</b> 40% <b>Bio-Based Material:</b> 00% <b>Functional Unit:</b> 1 sq. meter	<b>Petal Certified</b> Petals Met: Place, Water, Health & Happiness <b>9/20</b>
1/1	Water		
0/1	Energy		
2/2	Health		
2/7	Materials		
0/4	Equity		
2/3	Beauty		

**Carbon Impact**

- Coating Materials
- Primary Backing
- Nylon & Face Fiber
- All Other Production Combined

10.52 Kg CO<sub>2</sub> Eq

**Water Impact**

- Coating Materials
- Primary Backing
- Nylon & Face Fiber
- All Other Production Combined

28.69 Kg H<sub>2</sub>O

**Energy Impact**

- Raw Materials
- Packaging
- Transportation
- Manufacturing

187.37 MJ Eq

**Waste Impact**

- Diverted
- Landfill

WASTE

**Declare.**

Ingredients: Nylon 6, Titanium Dioxide, Calcium Carbonate, Limestone, Ethylene-Propylene Copolymer, Butadiene Acrylic, Tackifier, Propylene Homopolymers, Ammonium Lauryl Sulfate, Carbon Black Amorphous, Sodium Polyacrylate Thickener, Ethylene Malicic Anhydride, Caprolactam, Polyethylene Terephthalate, Propylene Homopolymer, Filament Glass Fibers, Modified Acrylic Copolymer

Declaration Status: Red List Free

MHK-LP001      EXP: 05/10/2019

MANUFACTURER RESPONSIBLE FOR LABEL ACCURACY  
INTERNATIONAL LIVING FUTURE INSTITUTE™ living-future.org/lpc



Lichen is the first floor covering ever to achieve Living Product Challenge Petal Certification by meeting all or part of five Petals of the Living Product Challenge: Place, Water, Health & Happiness, Materials and Beauty.

Lichen Micro Bloom & Macro Bloom | 952 Orange Sea; Lichen Groundcover | 949 Rock Face (Vertical Ashlar)





**duracolor**  
FOREVER STAIN FREE

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 SUSTAINABLE**

- Made with 30% recycled content: 25% pre-consumer & 5% post-consumer
- 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

**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



*Duracolor*

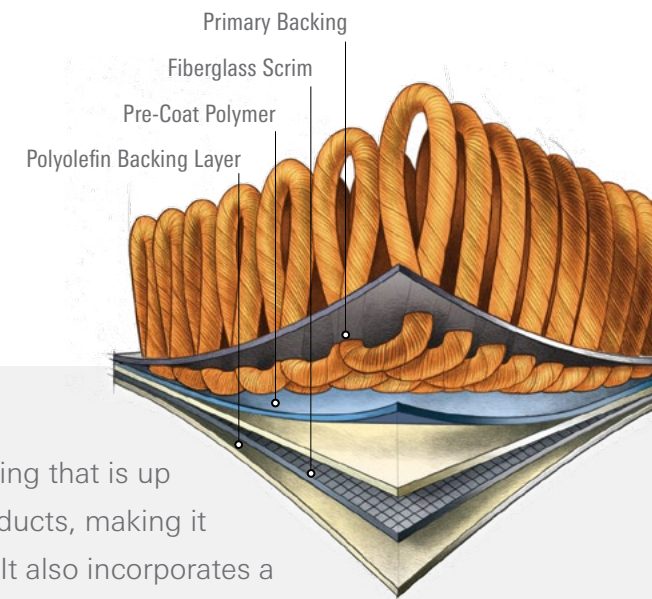


*Competitor  
Solution Dyed /  
Yarn Dyed Blend*

\* See Mohawk Group official warranty documents for further details at [www.mohawkgroup.com](http://www.mohawkgroup.com)

**EcoFlex™ NXT**

carpet tile backing



EcoFlex NXT is a polyolefin carpet tile backing that is up to 40% lighter than similar competitive products, making it easier to install and less expensive to ship. It also incorporates a minimum of 35% pre-consumer recycled content.



**PERFORMANCE**

- Provides permanent tile dimensional stability
- Tiles are impervious to moisture damage from spills and water extraction cleaning
- Main body of tile provides an effective moisture barrier (not applicable at the seams)
- Available on select running line products and on special order basis with low minimums on all Mohawk carpet tile product.
- Construction features superior tuft bind that is highly resistant to edge ravel
- Able to be installed in high moisture conditions up to 99% RH with Flexlok Tab System



**BUDGET**

- 40% lighter than traditional carpet tile = cost savings in shipping
- Superior construction offers reliability for the life of your installation
- Polyolefin backing reduces floor prep needs saving both time and cost



**SUSTAINABILITY**

- Contains no plasticizers
- Contains a minimum of 35% pre-consumer recycled content based on total product weight\*
- Certified at the Gold Level in accordance with NSF/ANSI 140



**SERVICE**

- EcoFlex NXT may contribute to or comply with LEED®v4, Living Building Challenge and the Well Being Standard
- CRI Green Label Plus certified
- Living Building Challenge: Red List Free
- Engineered performance for an overall better after sales service experience

\* Recycled content claim third party verified by UL (Underwriters Laboratory)





Lichen Macro Bloom and Micro Bloom | 956 Iced Moss (Monolithic)

## Specifications

Collection	Lichen
Style Names	Groundcover, Field Overlay, Micro Bloom, Macro Bloom
Product Type	Carpet Tile



### DESIGN

Size	12"x36" (.3048m x .9144m)
Surface Appearance	Textured Patterned Loop
Fiber Type	Duracolor® Premium Nylon
Dye Method	Solution Dyed
Installation Methods	
Ground Cover, Micro Bloom and Macro Bloom	Monolithic, Monolithic Stepping, Half-Lap, Brick Ashlar, Vertical Ashlar
Field Overlay	Basketweave, Random, Herringbone, Plank Half-Lap
Field Overlay	Half-Lap, Brick Ashlar, Vertical Ashlar, Basketweave, Random, Herringbone, Plank Half-Lap
Colors Available	
Groundcover	1
Field Overlay	2
Micro Bloom / Macro Bloom	9



### PERFORMANCE

Construction	Tufted
Gauge	1/12" (47.00 rows per 10cm)
Stain Release Technology	Permanent, Built into the Fiber
GSA Stain Release Technology	Passes
Soil Release Technology	Sentry 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

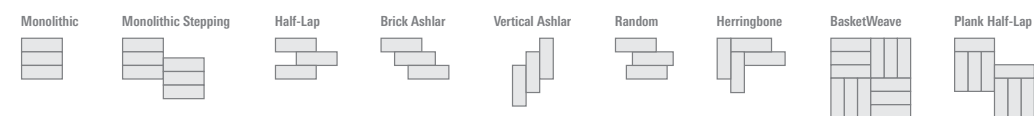
Certification	Living Product Challenge Petal Certified; Declare Red List Free
Indoor Air Quality	Green Label Plus Certified #1171
NSF 140	Gold



### SERVICE

Warranty	Lifetime Limited Carpet Tile Warranty, Lifetime Limited Duracolor Stain Warranty, and Lifetime Static Warranty
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#### 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.

Duracolor by Mohawk Stain Resistant System passes AATCC Test Method 175 combined with pre-abrasion meeting GSA requirements for stain resistance. Under GSA requirements stain resistant carpets must score no less than 8.0 (10.0 is best) on the AATCC Red 40 Stain Scale. Carpet samples must first be exposed to 100 revolutions of the Taber abrader (1,000-gram weight per H-18 wheel) and then the abraded area must be stain tested using AATCC tested using AATCC test method 175.

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



