

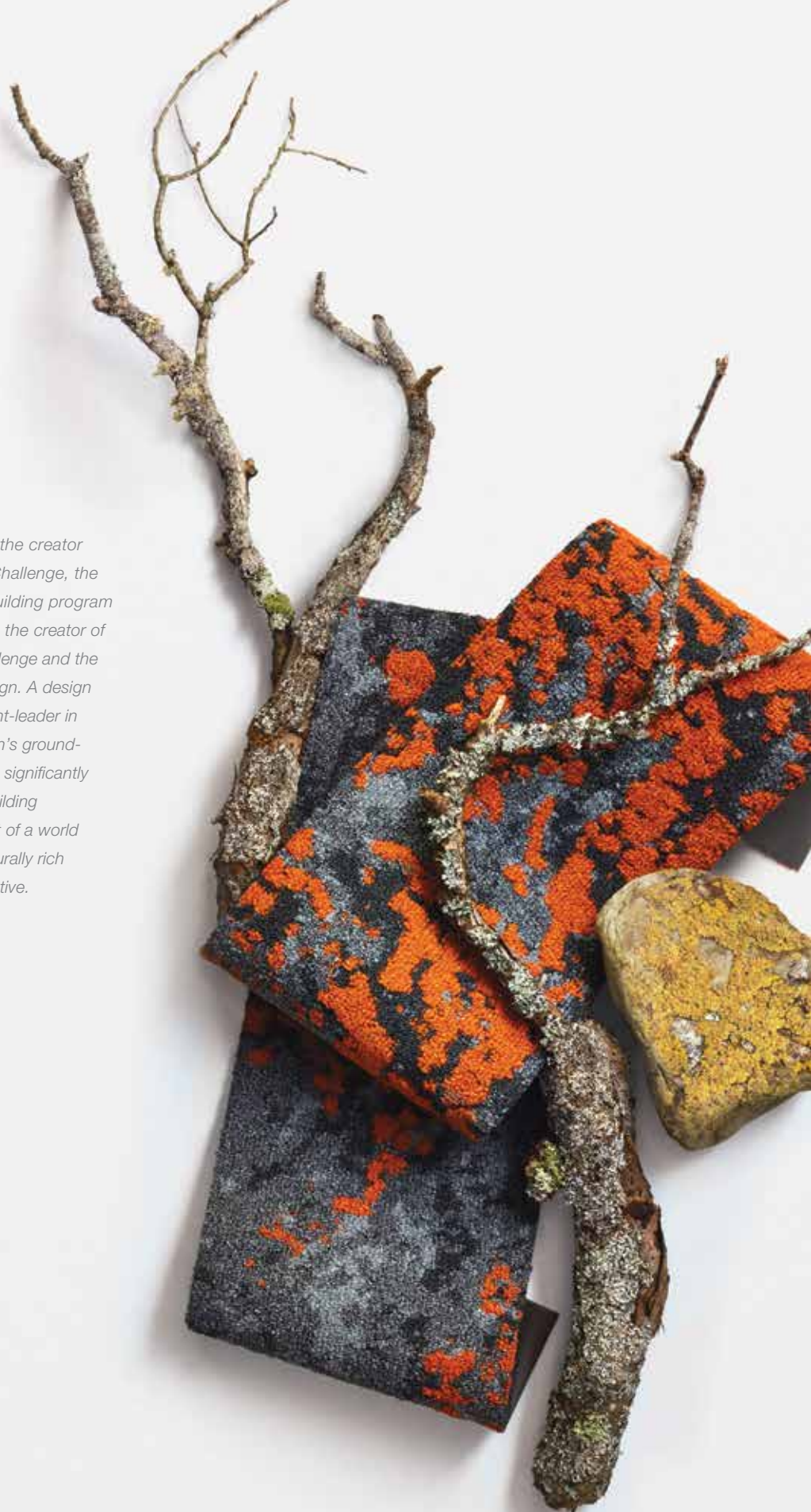


Lichen Collection





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 ground-breaking initiatives have significantly influenced the green building movement, all in pursuit of a world that is socially just, culturally rich and ecologically restorative.



Cover Image: Lichen Micro Bloom & Macro Bloom | 976 Dust Cloud; Lichen Groundcover | 949 Rock Face (Vertical Ashlar)



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



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 manufacturing 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

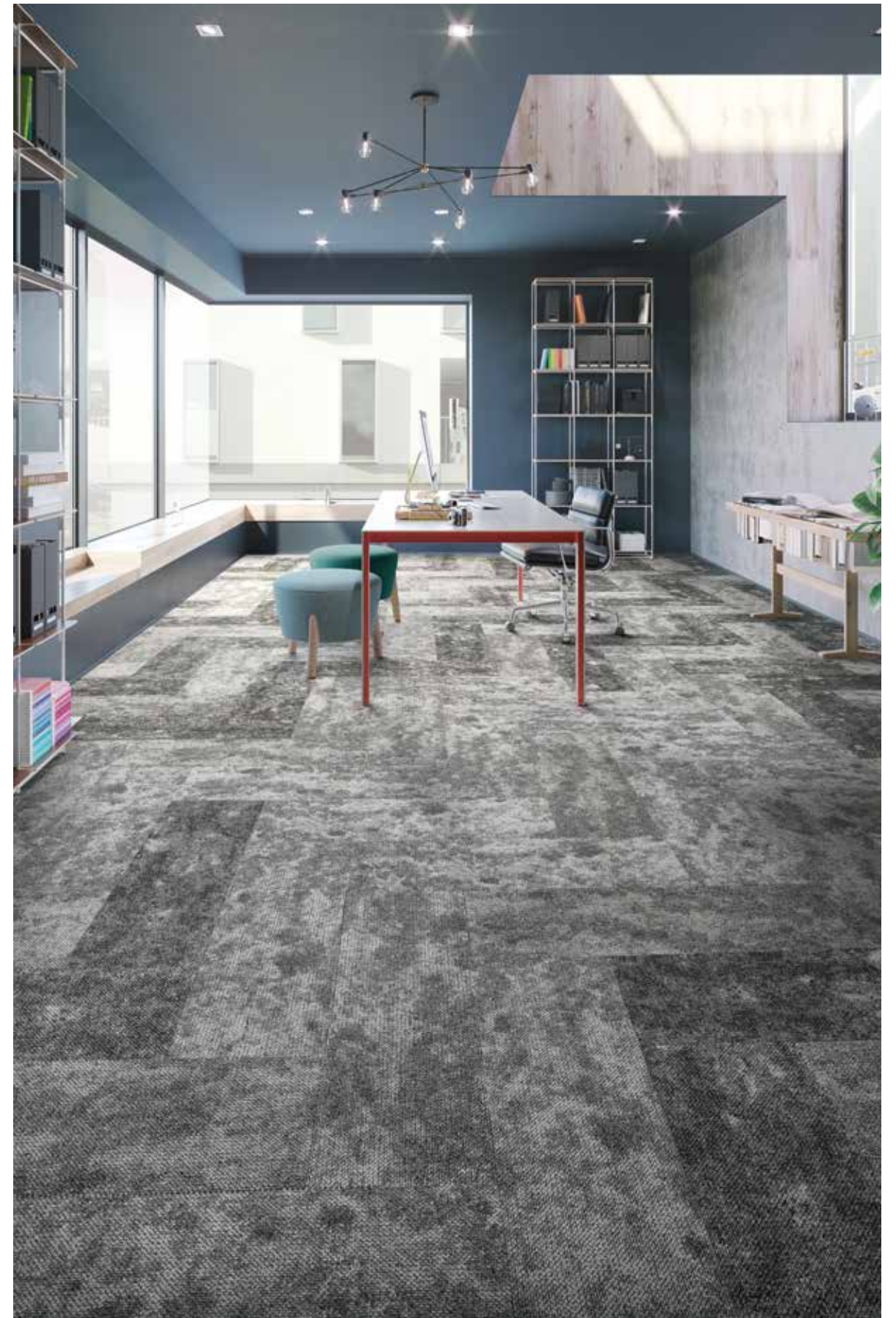
Educating the public about the ecological innovations and community partnerships behind Lichen.

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)



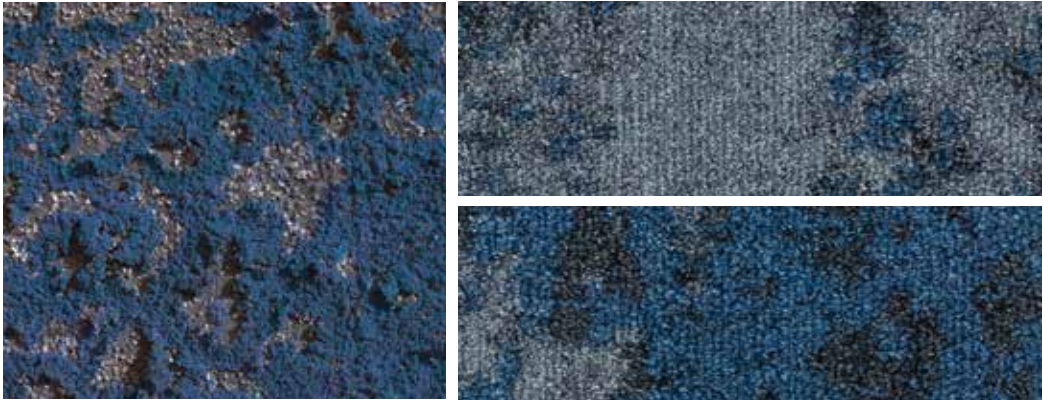
Lichen Micro Bloom & Macro Bloom | 937 Frosted Shield (Vertical Ashlar)



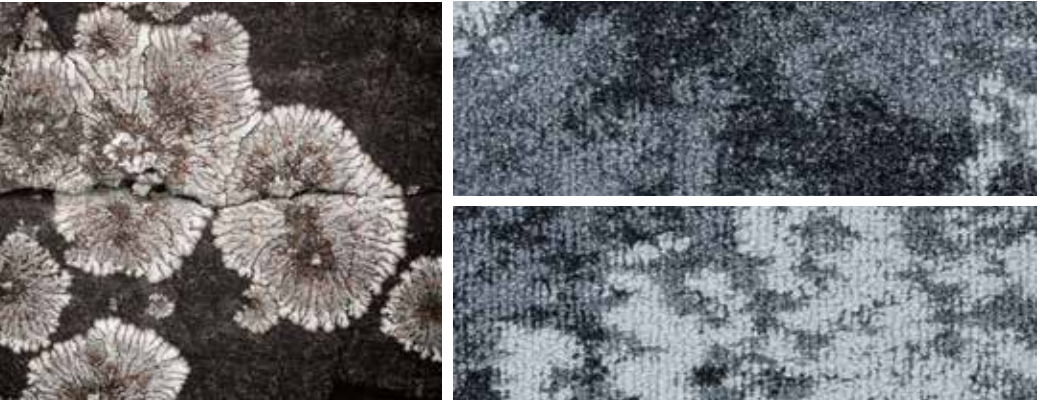
Lichen Macro Bloom and Micro Bloom | 956 Iced Moss (Vertical Ashlar)

Lichen Collection Colourway

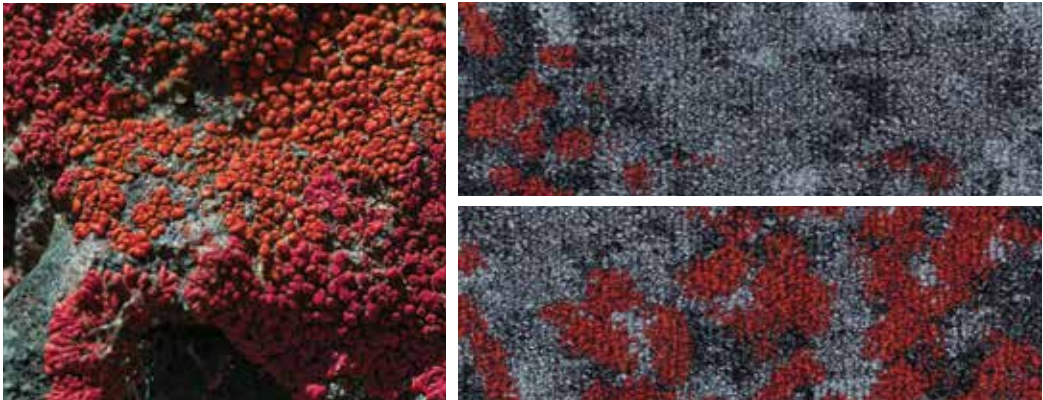
Lichen patterns are derived from different growth forms and the colour palette of their natural inspirations, found in thriving ecosystems throughout the world.



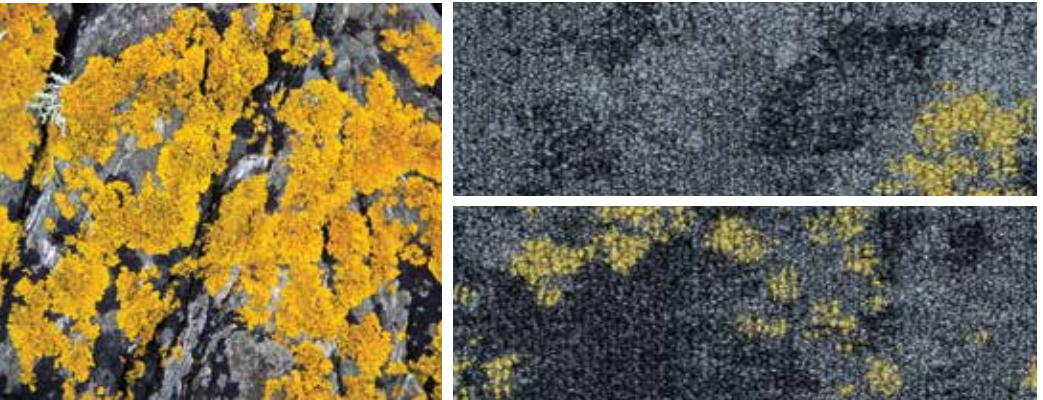
Lichen Micro Bloom & Macro Bloom | 975 Felt Finish



Lichen Micro Bloom & Macro Bloom | 937 Frosted Shield



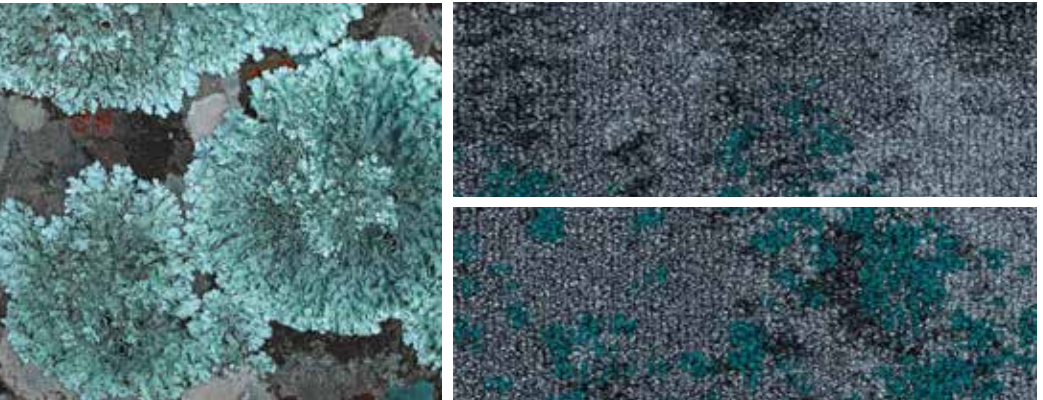
Lichen Micro Bloom & Macro Bloom | 963 Firedot



Lichen Micro Bloom & Macro Bloom | 941 Goldspeck

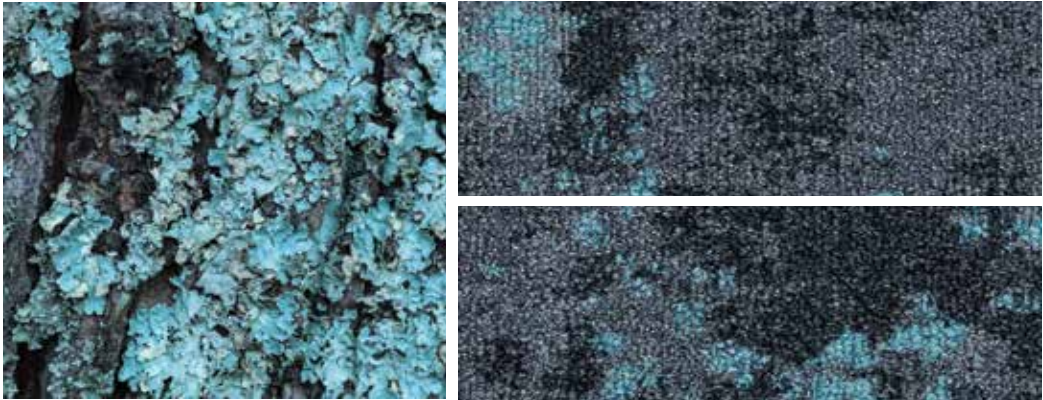


Lichen Micro Bloom & Macro Bloom | 952 Orange Sea

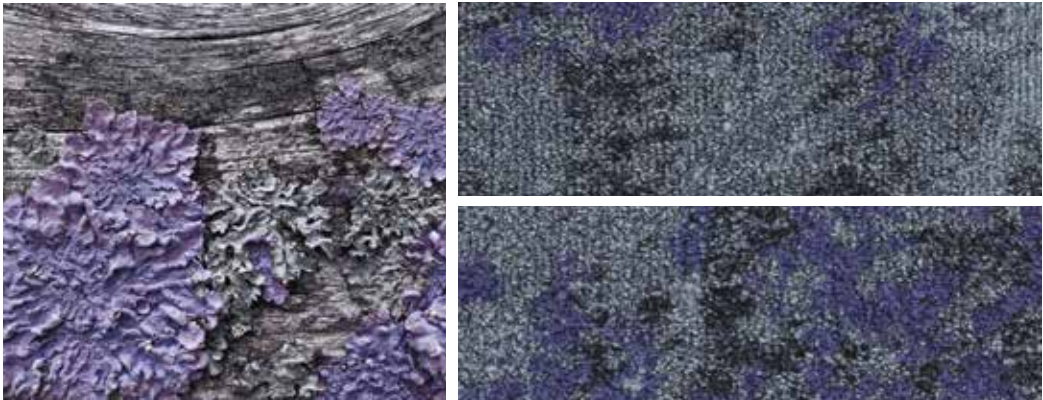


Lichen Micro Bloom & Macro Bloom | 976 Dust Cloud

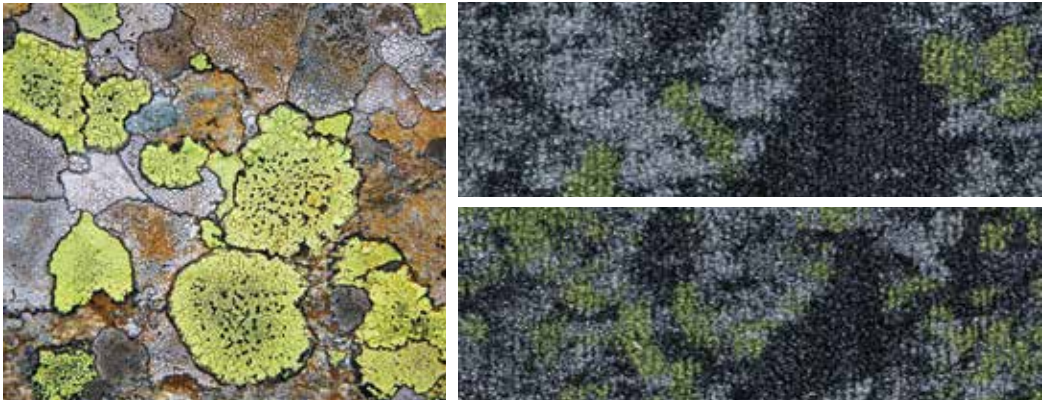
Lichen Collection Colourway (cont.)



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



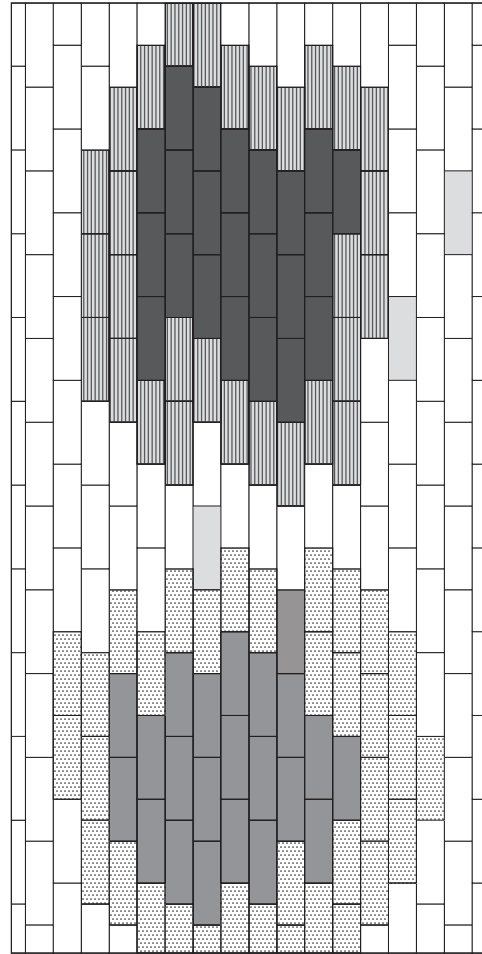
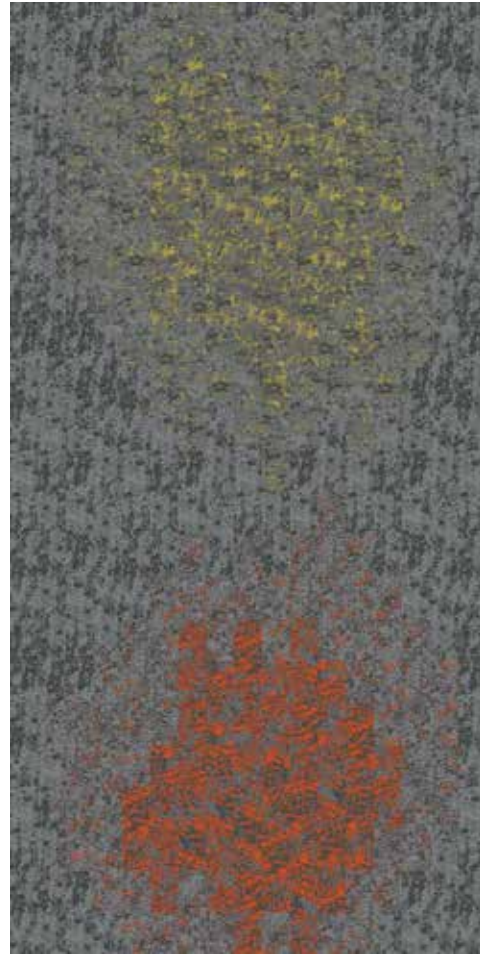
Lichen Field Overlay | 969 Substrate (top) and 939 Cortex (bottom)



Lichen Groundcover | 949 Rock Face

Installation Inspirations

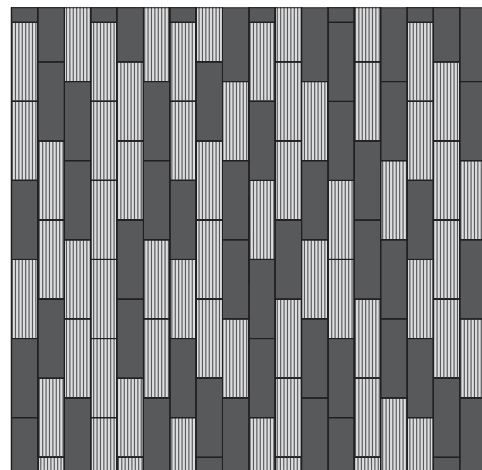
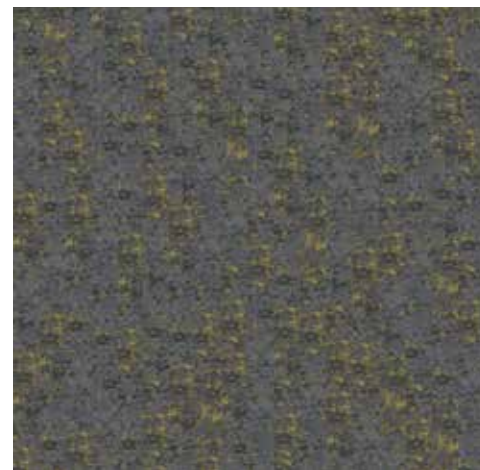
The installation ideas featured here are a small sampling of the infinite possibilities offered in the Lichen Collection.



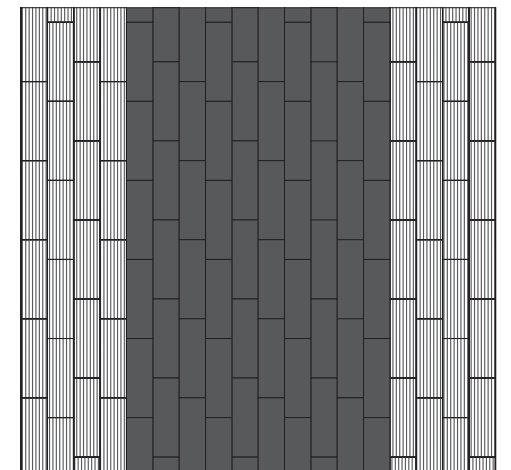
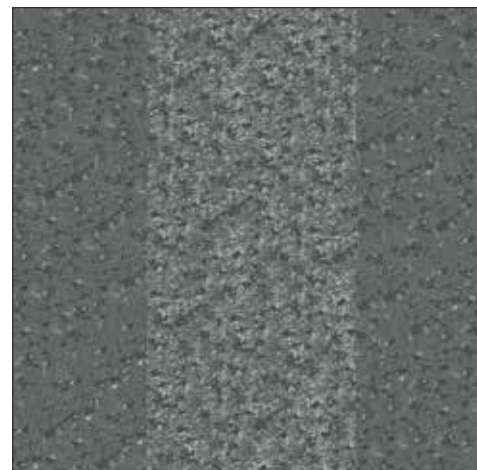
Lichen Micro Bloom & Macro Bloom | 952 Orange Sea, 941 Goldspeck;
Lichen Groundcover | 949 Rock Face (Vertical Ashlar)



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

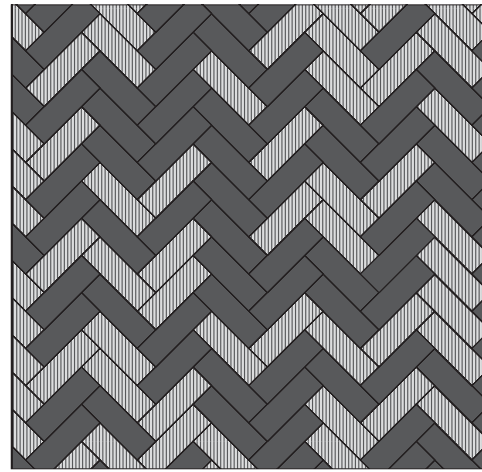
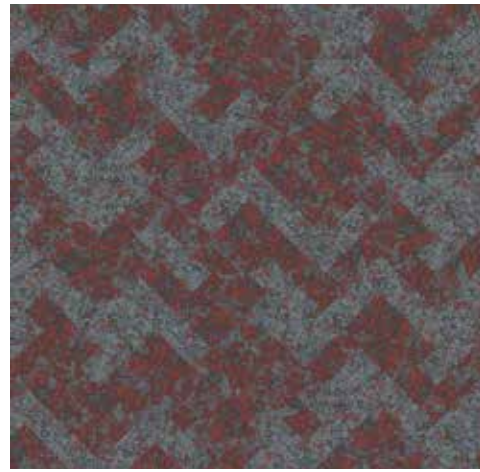


Lichen Micro Bloom & Macro Bloom | 941 Goldspeck (Vertical Ashlar)

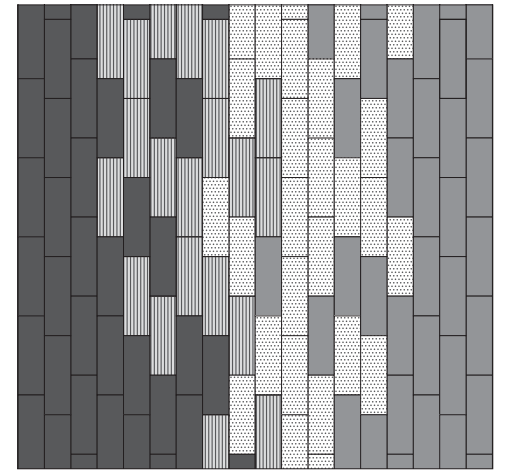
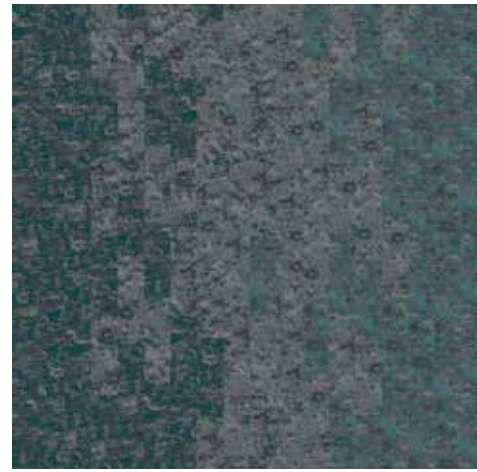


Lichen Micro Bloom & Macro Bloom | 937 Frosted Shield (Vertical Ashlar)

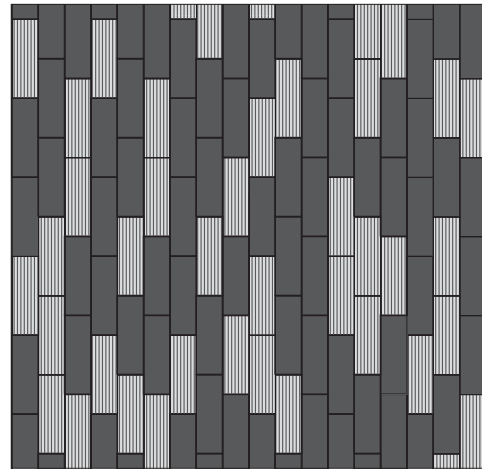
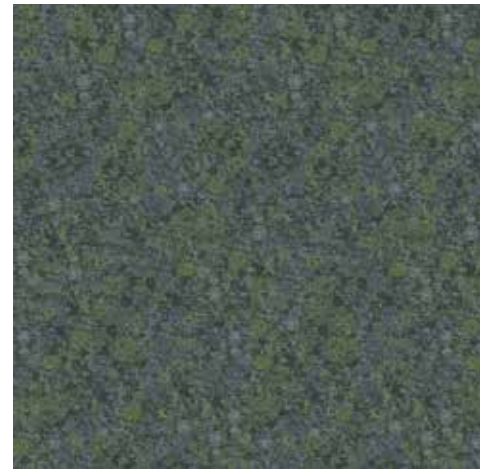
Installation Inspirations



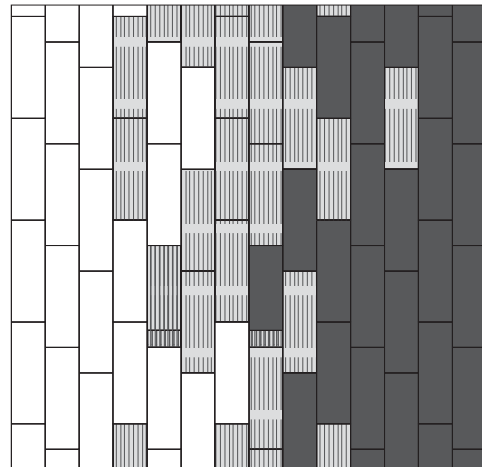
Lichen Micro Bloom & Macro Bloom | 963 Firedot (Herringbone)



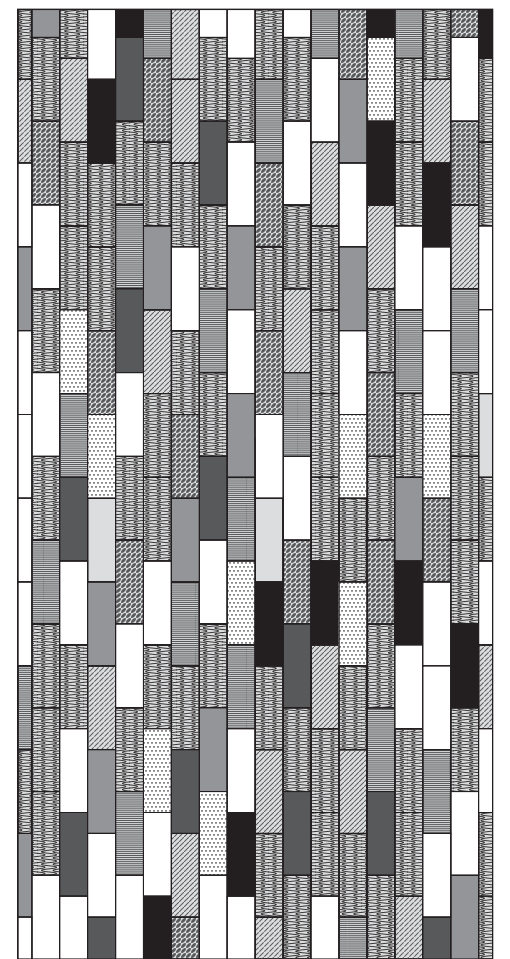
Lichen Micro Bloom & Macro Bloom | 976 Dust Cloud, 945 Silva; Lichen Groundcover | 949 Rock Face (Vertical Ashlar)



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:
Blacksburg, VA, USA

2/2	Place	Life Expectancy: 25 Years	Petal Certified Petal Met: Place, Water, Health & Happiness
1/1	Water	End of Life Options: Take Back Program (North America), Subcontractor/Reuse (50%), Landfill (5%)	
2/2	Health	Recycled Content: 40%	9/20
2/2	Materials	Bio-Based Material: 0%	
2/2	Beauty	Functional Unit: 1 Sq. Meter	

Carbon Impact	Water Impact
<ul style="list-style-type: none"> Manufacturing Transportation End of Life 	<ul style="list-style-type: none"> Manufacturing Transportation End of Life
10.52 Kg CO ₂ Eq	28.69 Kg H ₂ O

Energy Impact	Waste Impact
<ul style="list-style-type: none"> Manufacturing Transportation End of Life 	<ul style="list-style-type: none"> Manufacturing Transportation End of Life
187.37 MJ Eq	WASTE

Declare.

Ingredients: Nylon 6, Titanium Dioxide, Calcium Carbonate, Linoleum, Ethylene Propylene Copolymer, Butadiene Acrylic, Tackifier, Polypropylene Homopolymer, Ammonium Lauryl Sulfate, Carbon Black Anthracene, Sodium Polyacrylate Thickener, Dibutyl Tin Dilaurate, Calcium, Polyethylene Terephthalate, Polypropylene Homopolymer, Fiberglass Fibers, Modified Acrylic Copolymer

Declaration Status: Red List Free

HSK-LP001 EXP: 05/30/2019

INTERNATIONAL LIVING FUTURE CERTIFIED™ livingfuture.org/en

Lichen is the first floorcovering 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

The performance standard for every application, Duracolor® fibre is exceptionally stain resistant, sustainable and beautiful. Carpet is easy to maintain with inherent stain resistance and water-only stain removal.

STAIN RESISTANT

- Permanent built in protection
- Resists most common stains

SUSTAINABLE

- Made with 30% recycled content: 25% pre-consumer & 5% post-consumer
- No chemicals required: Most common stains clean with just water
- Declare Red List Free: Duracolor® fibre is Declare red list free in accordance with the Living Building Challenge

BEAUTIFUL

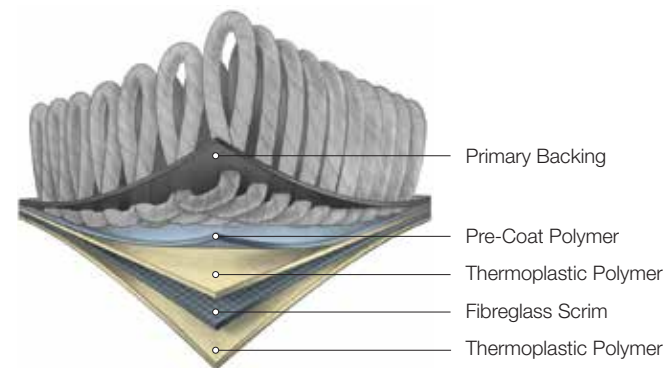
- Available in more than 300 colors
- Unsurpassed colourfastness to light and atmospheric contaminants so colours won't fade
- Unmatched design flexibility without compromising colour retention or stain resistance
- Proven track record of success over the past 20 years



Duracolor



Competitor
Solution Dyed /
Yarn Dyed Blend



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)
- Construction features superior tuft bind that is highly resistant to edge ravel

INSTALLATION

- Greatly reduces sub-floor moisture concerns and saves money on mitigation
- Worry free installation with no visible moisture present using our Flexlok® Tab System
- Superior construction offers reliability for the life of your installation

SUSTAINABILITY

- Contains no plasticisers
- 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
- EcoFlex™ NXT may contribute to or comply with LEED® credits MR 4.0, IEQ 4.3 and Innovation credit for NSF 140
- Declare Red List Free



Specifications

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



DESIGN

Size	12"x 36" (304.8mm x 914.4mm)
Tile Thickness	5/16" (8mm) +/- 1mm
Surface Appearance	Textured Patterned Loop
Fibre 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
	Half-Lap, Brick Ashlar, Vertical Ashlar, Basketweave, Random, Herringbone, Plank Half-Lap
Colours Available	
Groundcover	1
Field Overlay	2
Micro Bloom / Macro Bloom	9



PERFORMANCE

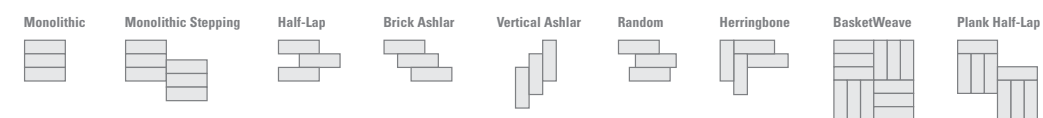
Construction	Tufted
Gauge	1/12" (47 rows per 10cm)
Stain/Soil Release Technology	Sentry Plus™ stain and soil protection
Backing Material	EcoFlex™ NXT
Flammability*	ASTM E 648 - Class 1 (Glue Down)
Smoke Value*	ASTM E 662 - Less than 450
Static Propensity	AATCC - 134 Under 3.5 KV



SUSTAINABILITY

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

Installation Instructions:



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.

*Test results and certificates are available on request.

Specifications and colourations are subject to manufacturing tolerances. As part of the manufacturer's continuous improvement program, the manufacturer reserves the right to change the specifications of or delete colours of this product without notice.

These carpet tiles must be installed in accordance with AS2455 (Parts 1 & 2) and the Godfrey Hirst Carpet Tile Installation Instructions.

While all care is taken, product images may vary in colour due to possible printing process variations. Images do not seek to duplicate the exact visual appearance, but serve merely as a guide or point of reference.

For current and complete specifications please visit mohawkgroup.com.au or mohawkgroup.co.nz



Australia

Godfrey Hirst Australia Pty Ltd
(ABN 58 000 849 758)
1300 444 778
mohawkgroup.com.au

New Zealand

Godfrey Hirst New Zealand Limited
0800 500 210
mohawkgroup.co.nz