

# Mohawk Industries - SmartStrand/Wear-Dated Fiber

YP

Plan ID #026087 -- Plan Type: Active Plan



## Manufacturer & Manufacturer Brand Links

Mohawk Industries -  
SmartStrand/Wear-Dated Fiber

[Mfr Web Site](#) [Dealer Locator](#) [Mfr Ad Planner](#)

[All Artwork](#)  
[Ads](#)  
[Logos](#)  
[Scripts](#)

## Manufacturer Contact Information

### Manufacturer Address

Mohawk Industries -  
SmartStrand/Wear-Dated Fiber  
508 East Morris St  
Dalton, GA 30721

### Claim Address

,

### Manufacturer Contact

Cristy Ponder  
Phone: (800) 241-4900  
Fax: (706) 272-1600  
800#: (800) 241-4900  
E-mail: [advertising@mohawkind.com](mailto:advertising@mohawkind.com)

### Co-op Administrator:

Phone: 877-634-9260  
Fax:  
E-mail:  
[customerservice@sproutloud.com](mailto:customerservice@sproutloud.com)

## Trade Promotion Structure

Qualifying Products	Accrual %	Accrual Comment	Participation %
Soft Surface Products & Wear Dated Carpet Fiber	2%		50%
SmartStrand Silk & Ultra w/Dupont Sorona	2%		50%
SmartStrand w/Dupont Sorona	2%		50%

Product Category: **Flooring, Carpets & Ceilings**

### Accrual Info

Accrual Period:  
-  
12 Month rolling  
  
Accrual \$s located by third party:  
No  
  
Authorization Paperwork: Standard  
Authorization Required

### Performance Info

Performance Period:  
-  
12 Month rolling  
  
Availability:  
Authorized Mohawk Dealer

### Claim Info

Claim Period:  
  
Form of Reimbursement:  
Credit memo

## Plan Comments

Prior approval is required for all advertising. The maximum funding when advertising Mohawk Smart Strand & Wear-Dated

in the same ad is 50%\* of the total cost of the ad. Joint advertising is permitted & will be prorated. Drops, Off-goods, discontinued items or remnants do not qualify for co-op. For further information contact your Mohawk Territory Manager, Log into your account Mohawktoday.com, email customerservice@sproutloud.com or call 877-634-9260

[\(Hide/Show Plan Comments\)](#)

---

Print	Radio	TV	Cable TV	Outdoor	Digital	Yellow Pages	All
-------	-------	----	----------	---------	---------	--------------	-----

---

**Eligible Media (TV)**

Television;

**Media Approval Required**

**Advertising Specs**

Prior approval for all TV advertising; Consider using pre-produced advertisements; Must include at least one audible mention of Mohawk & the SmartStrand with DuPont Sorona, Wear-Dated Carpet or Scotchgard Protector Advanced Repel Technology; At least one visual reference to Mohawk and the SmartStrand with DuPont Sorona, any Wear-Dated carpet, or Scotchgard Protector Advanced Repel Technology must also occur; Brand should be featured as a visual super for at least 3 seconds during a 15 sec spot, 4 seconds during a 30 sec spot & 8 seconds during a 60 sec spot; At least one copy point

**Claim Requirements**

Mfr claim form; Copy of script as aired; Storyboard; Media invoice; Notarized affidavit of performance

---