

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

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Manufacturer Contact

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

Co-op Administrator:

Phone: 877-634-9260
Fax:
E-mail:
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
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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
