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DURKAN TAKES DESIGN TO A NEW LEVEL WITH SPECTRONICS 25X HIGH DEFINITION DIGITAL PRINTING TECHNOLOGY

FIRST IN THE HOSPITALITY INDUSTRY TO OFFER THIS INNOVATION

MARIETTA, Ga., Feb. 13, 2012— Durkan, the hospitality brand of The Mohawk Group, is pleased to offer customers the most innovative and advanced method of printing with its new Spectronics 25X digital printing technology. The company is the first in the hospitality industry to employ the state-of-the-art 25 dpi system, which uses computer controlled, high-speed valves to achieve deep color penetration and elaborate design precision.

“Durkan has continued to invest in the very latest technologies, even during difficult economic conditions,” said Lee Blair, SVP, Global Head of Hospitality, Mohawk Industries. “Our ability and commitment to making these cutting-edge capital investments is what separates us from the competition, and it further strengthens Durkan’s position as the hospitality market leader.”

The new Spectronics 25X system offers a 56 percent higher resolution than what was available on previous machines. The innovation also delivers 625 pixels, which is a significant increase over the old system’s 256 pixels. It can utilize up to 12 colors, and each color has a 1,280 jet capacity.

“We understand that color, styling and design determine the entire look and feel of a space,” explained Blair. “Because of its superior resolution, the Spectronics 25X system is capable of reproducing incredibly sophisticated patterns with unmatched clarity. This allows us to offer our customers new levels in design. Truly, it can’t be beat.”

Blair says the Spectronics 25X system has been in place since late 2011, and Durkan has already produced several new collections that take full advantage of this innovative technology. The Spectronics 25X machines are also faster, resulting in greater efficiency and less waste.

To learn more about Durkan's Spectronics 25X system, visit www.durkan.com.

About Durkan

From the hotel lobby and corridors to guest rooms and ballrooms, casinos, and areas of assisted living facilities, [Durkan](http://www.durkan.com) is world-renowned as an industry leader in innovative design solutions and high style, high-performance hospitality carpeting. With state-of-the-art spectronic printing, Computer Yarn Placement (CYP) tufting technology and forward-thinking pattern and texture technologies, Durkan's comprehensive line of patterned and custom carpet products provide the inspired design, advanced engineering and expressive style needed to set the right tone for every installation. Durkan is the hospitality brand of [The Mohawk Group](http://www.themohawkgroup.com), a leading commercial carpet manufacturer and a pioneer in the design of sustainable carpeting. For additional information, visit www.durkan.com or www.themohawkgroup.com or call 800-241-4580. Connect with Durkan on [Facebook](https://www.facebook.com/durkan) and [Twitter](https://twitter.com/durkan).

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