



PawPrint™ Protection **Your Flooring's Best Friend**

We get it—life with furry friends is full of fun, love, and... the occasional mess. That's why DreamWeaver® carpets featuring PureColor® Technology come with PawPrint™ Protection, designed to stand up to real life—muddy paws, pet accidents, and all.

Our solution-dyed fibers lock in rich, fade-resistant color from the inside out, while SoilShield® technology helps block stains before they set. Whether your pet tracks in dirt or has a small accident, your carpet is built to stay clean, vibrant, and worry-free.



PawPrint Means:

- Lifetime Stain Resistance from pet urine, feces, and vomit
- Fade-Resistant Color that won't wear or wash away
- Built-In Protection in every fiber—not just sprayed on
- Easy Clean-Up with fast-acting stain resistance
- Peace of Mind—even the messiest pets are covered

No carpet is claw-proof— but with PawPrint™, you're protected where it matters most. If your pet's mess leaves a visible stain despite recommended cleaning, we've got you covered.

Exclusions:

PawPrint™ does not cover damage from digging, clawing, or neglect. Always trim nails and act quickly for best results.

Live freely. Snuggle often. Your carpet can handle it.

PawPrint™ Protection—because your pets deserve a beautiful home, too.

We understand that pets are family, and accidents happen. That's why PawPrint™ isn't just a surface treatment; it's a lifetime commitment. Our protection extends beyond simple stain resistance, offering unparalleled durability against pet-related wear and tear. While no carpet is completely indestructible, PawPrint™ significantly reduces the impact of daily pet activity, keeping your carpets looking newer, longer.

The PawPrint™ Promise

Lifetime Stain Resistance

Enjoy lasting protection against pet stains, guaranteed for life.

Easy Cleanup

From muddy paws to messy moments, cleanup is quick and stress-free. PureColor® is bleach-safe, so even harsh cleaners won't affect its vibrant, built-in color.

Fade Resistance

PureColor® fibers are solution-dyed all the way through—resisting fading from sunlight, wear, and even chemical exposure.

Enhanced Durability

Our advanced fiber technology adds a layer of protection against the wear and tear of active, pet-friendly living.

Embrace Pet-Friendly Living

Don't let the fear of pet stains limit your design freedom. With PawPrint™ Lifetime Pet Stain Protection, you can enjoy the comfort, color, and style of premium carpet—without worrying about the mess. Let your furry companions live freely, knowing your carpet is protected for the life of your home.

