

MOHAWK FINE PAPERS

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Press Release

Mohawk Loop Advances the Environmental Benefits of Digital Printing

[Cohoes, NY] – Mohawk Loop, the world's largest collection of environmentally preferable papers, with the largest 100% pcw offering available in one line, is now the go-to source for digital printers trying to help customers maintain sustainable initiatives," says Chris Harrold, Vice President of Market Development, Emerging Technologies.

Mohawk Loop includes a large offering of papers formulated for digital printing presses:

- The new Mohawk Loop Silk Coated is a 50% pcw coated sheet that performs beautifully on offset and digital presses.
- Mohawk Loop Inxwell with Mohawk's patented i-Tone® surface treatment formulated for digital printing is available in Super Smooth, Vellum and Vertical finishes. Shades include Eco White and Eco Cream 100% pcw.

With matching envelopes stocked in commercial and announcement sizes, 35 contemporary shades, 21 shades with 100% pcw content, eight finishes, weights from 24 lb. to 160 lb. double-thick cover, and new 18 pt. folding board, Mohawk Loop is a simple cross-platform solution for any project: identity systems, announcements, brochures, packaging, books and more.

About Mohawk

Recognized for its technical innovation and environmental focus, Mohawk Fine Papers Inc. is the largest manufacturer of premium printing, writing and digital paper in North America. Signature products include Strathmore®, Mohawk Superfine™, Mohawk Color Copy®, Mohawk Options, and proprietary i-Tone® technology.

In 2009, Mohawk began expanding its footprint beyond paper — embarking on a number of initiatives that are already showing results. The company's strategic investment in liveBooks allowed this leading supplier of portfolio websites to expand into a software as a service model; Felt and Wire Shop was launched in October and has quickly become a staple in the graphic design community and mohawkpaperstore.com has made it possible for businesses of all sizes to access its papers on the Web.

A third-generation family-owned business and certified Women-Owned Business Enterprise and leader in environmental stewardship, Mohawk is the first U.S. paper mill to match 100% of its electricity with windpower renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Also offered are recycled papers certified by Green Seal and papers certified to the Forest Stewardship Council's (FSC) standards by SmartWood, a program of the Rainforest Alliance. FSC certification ensures responsible use of forest resources.

Mohawk has launched Mohawk Loop, the world's largest collection of environmentally preferable papers, with the largest 100% pcw offering available in one line.

Digital photo available upon request.

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