

MOHAWK FINE PAPERS

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## Press Release

# Mohawk Fine Papers Launches World's Most Comprehensive Line of Environmental Papers for Responsible Design

[Cohoes, NY] – Today, Mohawk Fine Papers, a third-generation family-owned business, announced the launch of Mohawk Loop: the world's most comprehensive line of recycled and environmentally preferable papers. Made with renewable energy and post-consumer fiber — including the largest selection of 100% postconsumer waste (pcw) options — these papers offer an unquestionable environmental pedigree without sacrificing quality, variety or performance. The line also includes the new coated Mohawk Silk with 50% pcw. For details: [www.mohawkpaper.com/getintheloop](http://www.mohawkpaper.com/getintheloop).

With this introduction, Mohawk Loop makes it easier and simpler for businesses, as well as designers and printers, to do the right thing for the environment. Whether a company is producing a business card, an invitation, a brochure, a bag, a label, a package or a hangtag, Mohawk Loop offers the greatest array of environmental papers to help brands communicate effectively, strategically, responsibly and beautifully.

Loop helps minimize the environmental footprint for paper specification. The world's most robust environmentally preferable paper line includes:

- The largest selection of 100% postconsumer waste (pcw), recycled papers
- A rich color palette with 35 shades ranging from bright white to rich black, with fibered shades and fashion colors
- Eight finishes, including a remarkable "silk coated" finish with 50% pcw, among the highest pcw content coated papers available
- All the most popular weights, from writing papers to extra heavy covers and paperboard for packaging
- Envelopes stocked in commercial and announcement sizes

Mohawk Loop is entirely FSC-certified, manufactured with Green-e certified windpower, and made carbon neutral. Green Seal certification is pending. Mohawk Loop papers are packaged in Mohawk's new environmentally responsible packaging materials.

Mohawk Loop is one of at least a dozen paper-industry firsts from Mohawk. Mohawk Fine Papers was the first mill to make coated paper with post-consumer waste, the first mill to be certified by Green Seal, and the first to support windpower projects through the purchase of renewable energy credits. With Mohawk Loop, Mohawk continues to assume environmental leadership and responsibility in the broadest sense.

"As a family-owned business, our sustainability initiatives are comprehensive and completely woven into the fabric of our lives, culture and business practices, which is one

of the reasons we support The Living Principles [www.livingprinciples.org]," said Thomas O'Connor Jr., Chairman and Chief Executive Officer, Mohawk Fine Papers. "The development of Mohawk Loop has been a carefully considered endeavor, from the items offered and developed for this line to the name and positioning of the brand. This is the most unique, truly environmental paper line. It has everything every business needs every day to produce great work while adhering to corporate and sustainability goals," he added.

Mohawk Loop merges the best of Mohawk Synergy, Mohawk Genesis, Mohawk Passport, and Mohawk Proterra with brand new Mohawk Loop shades and finishes to create the ideal grade line for responsible design. Whether an identity system, annual report, brochure, or packaging system, Mohawk Loop has the paper you need to produce a beautiful project while adhering to sustainability initiatives.

To receive more Mohawk news, sign up for an RSS feed at <http://news.mohawkpaper.com/>.

For more information, visit [www.mohawkpaper.com](http://www.mohawkpaper.com) or call 1-800 the mill.

### **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 software as a service model; Felt and Wire Shop was launched in October and has quickly become a staple in the graphic design community; [mohawkpaperstore.com](http://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 a 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 Loop is the world's most comprehensive line of FSC-certified recycled papers. With the largest selection of 100% pcw papers, 35 shades, 8 finishes and envelopes in stock, Mohawk Loop is the ideal paper for responsible design.