

Private Watermark

A genuine private watermark is your custom design embedded into the paper during the early stages of the papermaking process when a dandy roll presses your mark design into the wet paper web. The paper at the point of watermarking is about 85% water; therefore, fibers can be shifted and relocated without changing the character of the sheet or weakening it. As the sheet goes through the drying process, your unique mark design becomes a permanent part of the paper, adding security and personality to your letterhead paper.

Details

BENEFITS OF A PRIVATE WATERMARK FROM MOHAWK

- Provides document security and authenticity since the watermark is a permanent and unalterable part of the paper.
- Enhances your corporate image and elevates your brand identity.
- Lends importance and authority to your written communications.
- Opportunity for additional level of security. See watermark as a security feature.

TYPES OF WATERMARKS

Wire: A mark that is lighter and transparent compared to the surrounding paper. Used for achieving thin lines and detailed artwork. Used most often for marks which consist mostly of lettering. A wire mark is created by a raised wire image soldered onto the surface of the dandy roll.

Shaded: A mark that is more opaque and darker than the surrounding paper. Used for achieving heavier lines and filling larger areas. Used most often for marks which consist of bold design or bold-faced lettering. A shaded mark is created by a design recessed into the surface of the dandy roll.

Combination: Combines elements of both wire and shaded marks. Used for achieving larger areas of darker-than-paper fill with lighter-than-paper details. Used most often for marks which consist of a graphic and lettering combination.



Wire



Shaded



Combination

WATERMARK AS A SECURITY FEATURE

- Mohawk has experience providing watermarks as a security feature.
- You will have a written agreement with the mill.
- Your dandy roll is held in a secure, locked and surveilled location for future orders.
- Security tags on shipping skids are available.
- Further tangible and covert security features specific to the paper are available such as fiber inclusions, UV dead or detectable fibers, as well as dye stain reactive surfaces.
- Contact watermarks@mohawkpaper.com for more information.

WATERMARK PLACEMENT

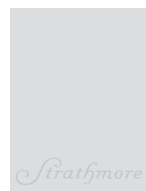
There are various ways the watermark can be positioned on an individual sheet of stationery.

Random/Non-Localized: Each sheet will contain a complete watermark, but the position will not be consistent. In some sheets, the mark may even be cut off.

Localized: Mark always appears in the specified position on the sheet of stationery. Traditionally, these marks are centered within the lower 2/3 of the stationery sheet to make sure they will not be covered by the printed letterhead. Tolerances for localized marks are +/- .5" (13mm) top to bottom and left to right of the specified location.

Centralized: Each sheet of stationery will contain one full watermark with the possibility that the mark will be cut at the top and bottom of a sheet. Tolerances for centralized marks are +/- .5" (13mm) left to right, but the mark will move top to bottom vertically in the sheet.

Repeating/Multiple: Two or more marks appear on each sheet. Dandy rolls built for multiple marks are typically more expensive than single mark dandy rolls.



Random



Localized



Centralized



Repeating

Private Watermark

Details Continued

ARTWORK GUIDELINES

Watermarking is a different medium than printing. Several design considerations should be followed to ensure the creation of a clear, runnable watermark.

Electronic submission of Acrobat files (PDFs) with a minimum resolution of 300 pixels per inch (ppi) is recommended. Alternate file formats may be accepted but require additional processing time.

Line Spacing: For wire watermarks the line spacing should be at least 7 points; for shaded watermarks the line spacing should be 9 points.

Typography: When using small type sizes sans serif type has the best results; for larger type serif type is best. For severely condensed types the letters a, e, m and o should be avoided.

Wire Marks: All letters should be a minimum of 14 points high with 2 points of space between individual letters and lines of copy. Optimum line weight is 1 point. For type with outlines or double lined accents the spacing between the letter and the outside should be at least 2 points.

Shaded Marks: All letters must be a minimum of 18 points high, with 4 points of space between letters and outlines. The minimum weight of thickness of lines must be 2 points.

Design Intricacies: Corners and points will end up rounded slightly and very intricate designs will not reproduce as well as simple shapes. If a registered mark is used the diameter of the circle enclosing the "R" should be 18 points. If "TM" is used, the letter should be 9 points high (18 points for a shaded mark).

Paper Specifics: Lighter shades and weights yield clearer marks. Textured finishes such as laid finish can compete with a watermark. Most watermarks are run with wove or smooth finish papers.

GRADE AVAILABILITY

Strathmore Smooth:

- Ultimate White, 8.5x11in, 24lb.
- 100% PC White, 8.5x11in, 24lb.

Strathmore Writing 25% Cotton Wove:

- Ultimate White, 8.5x11in, 24lb.
- Bright White, 8.5x11in, 24lb.
- Natural White, 8.5x11in, 24lb.
- Soft White, 8.5x11in, 24lb.

Strathmore Pure Cotton Wove:

- Ultimate White, 8.5x11in, 24lb.

Mohawk Superfine Smooth:

- Ultrawhite, 8.5x11in, 24lb.
- White, 8.5x11in, 24lb.
- Softwhite, 8.5x11in, 24lb.

Mohawk Via 25% Cotton Smooth:

- Bright White, 8.5x11in, 24lb.

ORDER MINIMUMS

A 20,000lb./9,072kg initial order is required. Subsequent orders of same private watermark require a 5,000lb./2,268kg minimum order.

20,000lb. is about eight skids of paper.

ORDER PROCESS

- All orders must be placed by a merchant:
 - To locate a merchant in your area, please go to mohawkconnects.com/make/find-a-merchant.
 - Artwork cannot be received and proofs cannot be generated without completed order form and merchant purchase order number.
 - Please contact your merchant for pricing. Please note that laid and pinstripe finish dandy rolls will carry a higher cost than wove or smooth finishes. Other variables such as multiple marks or large mark sizes may also carry upcharges.
- Merchant sends completed order form with merchant purchase order number to Mohawk at watermarks@mohawkpaper.com. Please allow 24 hours for Mohawk to review and process your order.
- Merchant emails artwork in PDF format to Mohawk at watermarks@mohawkpaper.com. Mohawk will produce an electronic PDF proof of your artwork directly from this file. Artwork must be sized and placed exactly as it should appear in its final produced form. Please allow 24 hours for Mohawk to review and process your order.
- If requested, we can provide you with a patch test of your watermark at an additional charge. Please consult Mohawk Customer Support or your Mohawk paper merchant for costs. While we will attempt to run the proof on the shade and desired grade, we cannot guarantee this due to machine schedules. Please allow three to four weeks on average for your in-paper proof. If a patch test is required, please add four weeks for lead time. Please email watermarks@mohawkpaper.com for an estimate.
- Watermark approval proofs are supplied to merchant within one week from receipt of artwork and order. Upon artwork and dandy roll layout approval, allow approximately eight to ten weeks for shipment of your watermark order.
- Merchant returns approved proof and approval to Mohawk.
- Mohawk sends PDF of dandy roll layout indicating trim and sheet spacing to merchant for approval.
- Merchant returns dandy roll layout approval to Mohawk.
- Private watermark orders ship within 8-10 weeks after artwork and dandy roll layout are approved.

For more information
visit mohawkconnects.com

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June 2021