



465 Saratoga Street
Cohoes, NY 12047

800 THE MILL
800 843 6455

Press contact:
Diane O'Connor
Mohawk
518.233.6397
diane.oconnor@mohawkpaper.com

Introducing the Story of *Enve & Lope*

Mohawk unveils creative promotional campaign designed to showcase fine envelope offerings and converting services

[Cohoes, NY – June 12, 2013] – [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, unveils a new promotion designed to showcase the depth and breadth of Mohawk's envelope offerings and in-house envelope converting services.

The promotion, called *The Story of Enve & Lope, How the Envelope Came to Be*, was designed to communicate Mohawk's leadership position in the envelope industry, and showcase Mohawk's capabilities as the *only* fine paper manufacturer with in-house envelope converting operations.

The Story of Enve & Lope is told through beautifully crafted envelopes and exquisitely designed and illustrated inserts. *The Story of Enve & Lope* also communicates the benefits and availability of premium envelope options. Mohawk is proud to carry the world's largest collection of premium envelopes—over 95 million—stocked and ready for immediate shipment.

The story goes like this: Young Enve and Lope meet as friends in class, exchanging doodles and notes of affection. The relationship grows through time and is strengthened by a shared love of poetry, music, design, European travel, and, of course, love notes. The culmination of the story – marriage.

The promotion highlights eight styles of Mohawk envelopes, including styles ranging from square, A2, A6, A7, A9, A10, Monarch and Baronial. Some designs feature windows, others feature unique flaps, such as Mohawk's hot new Euroflap design. Fourteen stocks of Mohawk fine papers were used to create the inserts and envelopes for this promotion, and envelope conversion was completed in Mohawk's one million square-foot, state-of-the-art converting center in Saybrook, Ohio.

"A beautifully designed, high quality envelope made with premium Mohawk paper will get noticed and will stand out in the mail box, or in a stack of mail on a desk. For a designer or stationer, a well thought out envelope is very much like the elegant wrapping paper on a gift of beautiful design," said Vincent Giannetti, Director, Envelope Operations, Mohawk. "We hope to encourage more people to begin to think of envelopes as an integral component of design, and as a way to complement and truly elevate their design projects."

The promotional concept and design was developed by [Katie Barcelona](#), of [Room 207 Design](#), and illustrated by [Erik Marinovich](#), a letterist and designer based in San Francisco.

Printing was completed by [Oliver Printing](#), in Twinsburg, Ohio. Both conventional and UV inks were used in the printing process. Envelopes were converted by Mohawk.

Later this summer, Mohawk will roll out another new promotion highlighting Superfine Euroflap envelopes. The Euroflap promotion will be a continuation of the Enve & Lope story, and will highlight the fictional couple's wedding announcement and stationery.

To download [Mohawk's envelope guide](#), or to order the new envelope promotion, visit www.mohawkconnects.com.

ABOUT MOHAWK

Mohawk is North America's largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, photo specialties and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®.

With a culture of innovation, Mohawk's business model now extends beyond paper manufacturing into new areas of growth, including digital substrates and web-based software platforms, which connect designers and printers to new markets.

As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Mohawk's portfolio of recycled papers is certified by Green Seal and the Forest Stewardship Council (FSC).

Mohawk is a fourth-generation, family-owned and operated business based in Cohoes, New York, with global sales and operations located throughout North America, Europe and Asia. For more information, please visit www.mohawkconnects.com.

CONNECT WITH MOHAWK

[Twitter](#) (@Mohawkpaper)

[Facebook](#)

[LinkedIn](#)

[YouTube](#)

[Instagram](#)

[Pinterest](#)

###

