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MOHAWK PRODUCES MARTHA STEWART AMERICAN MADE KEEPSAKE USING HP INDIGO DIGITAL PRESS

Fine Paper and Digital Print Utilized for High Impact Event Communication

[Cohoes, NY – October 28, 2013] [Mohawk](#), North America’s largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, has produced the Martha Stewart American Made Keepsake, the official program of the [2013 Martha Stewart American Made event](#), using an [HP Indigo Digital Press](#).

As Supporting Sponsor of American Made, held in Vanderbilt Hall at Grand Central Terminal in New York City, October 16-17, Mohawk worked closely with the *Martha Stewart Living* team to assist with the creation of the Keepsake. The Keepsake was designed, developed and written by the *Martha Stewart Living* editorial team, and printed on Mohawk Superfine Eggshell Digital with i-Tone Ultrawhite, 80 text (118gsm).

Mohawk fine papers, including Mohawk Superfine, were used exclusively for all 2013 American Made events and communications. Long celebrated for its quality, consistency and perfect printing surface, Mohawk Superfine is an iconic American product that is also known as the benchmark for digital printing.

“It’s wonderful to see how Mohawk Superfine is adapting to the times. It has such a rich history of quality—something that should never go out of style,” said Eric Pike, Editor in Chief, *Martha Stewart Living*.

No other premium paper works so well on today's leading digital printing presses, which makes Mohawk Superfine ideal for social stationery, wedding invitations, greeting cards, business cards, or any project where luxury and extraordinary results are a must.

“Mohawk Superfine inspires with perfect shades, elegant texture and timeless appeal, and with the American Made Keepsake, it continues its evolution as the new standard in digital print. Superfine offers a new level of product diversity to the HP Indigo print community with its ability to produce end products that blend HP Indigo print quality and luxurious paper,” said Chris Harrold, Vice President Business Development and Creative Director, Mohawk.

Martha Stewart's print production team worked closely with Mohawk and HP to print the stunning, oversized Keepsake on the [HP Indigo 10000 Digital Press](#) at [Sandy Alexander](#) in Clifton, NJ. The 29-inch format HP Indigo 10000 Digital Press was selected for its extremely high-quality output, customization capabilities, short run lengths and flexible sheet size.

“The fast turnaround times, short-runs and personalization made possible by digital printing are essential to entrepreneurs and small businesses working to build their brands,” said David Murphy, Director of Marketing, Americas Graphics Solutions Business, HP. “The HP Indigo 10000 Digital Press delivers quality and customization that makes a brand's impression unforgettable – as demonstrated with the American Made Keepsake.”

The Keepsake features profiles of the nine entrepreneurs from across the country selected as honorees of 2013 American Made:

- **Craft:** [Folk Fibers](#), Maura Grace Ambrose – Austin, TX
- **Community:** [Archi's Acres](#), Karen & Colin Archipley – Escondido, CA
- **Food:** [Woodberry Kitchen](#), Spike & Amy Gjerde – Baltimore, MD
- **Design:** [Lindsey Adelman Studio](#), Lindsey Adelman – New York, NY
- **Technology:** [Spoonflower](#), Stephen Fraser & Gart Davis – Durham, NC
- **Sustainability:** [Portland Meat Collective](#), Camas Davis – Portland, OR
- **Garden:** [Back to the Roots](#), Alejandro Velez & Nikhil Arora – Oakland, CA
- **Style:** [Pinnell Custom Leather](#), Charles Pinnell – Crozet, VA
- **Industry:** [Shinola](#), Heath Carr – Detroit, MI

The honorees were selected by editors of *Martha Stewart Living* from among thousands of nominations and were recognized during the American Made Awards Event at Grand Central Terminal on October 15, 2013, co-hosted by Martha Stewart and Andy Cohen, of BRAVO television.

In its second year, the American Made program celebrates artists, creative entrepreneurs and small business owners who are powering an economic resurgence in this country. This is the first year of Mohawk's sponsorship of American Made, which aligns closely with the brand's efforts to support an emerging maker movement.

Mohawk believes making is the most fundamental expression of the human spirit, and recently introduced three new publications which feature the stories of printers, designers, manufacturers, artists, artisans, musicians, and all those who make their living as makers. [*The Mohawk Declaration of Craft*](#), [*The Mohawk Craft Cooperative*](#), and [*The Mohawk Maker Quarterly*](#) publications are supported by a [video](#) promoting and underscoring the importance of craftsmanship and collaboration.

To learn more about American Made, visit marthastewart.com/americanmade. To learn more about the Mohawk Maker Campaign, visit mohawkconnects.com. To learn more about the unique benefits of HP digital printing, visit hp.com/go/discoverdigital.

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).

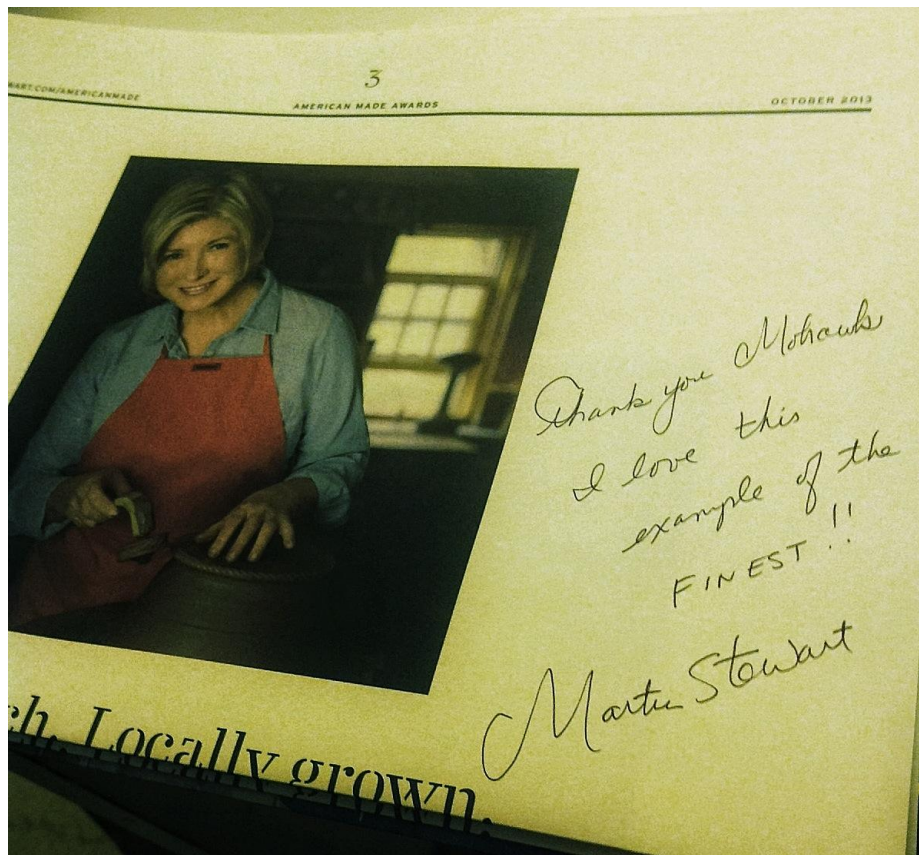
Mohawk is a fourth-generation, family-owned and operated business based in Cohoes, New York, with global sales and operations located throughout North America, Europe and Asia. For more information, please visit www.mohawkconnects.com.

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Inspecting the digital proofs of the Martha Stewart American Made Keepsake, printed on Mohawk Superfine, using the HP Indigo 10000 Digital Press at Sandy Alexander, in Clifton, NJ.



An autographed copy of the Martha Stewart American Made Keepsake, printed on Mohawk Superfine, using the HP Indigo 10000 Digital Press.