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Mohawk Announces Partnership with M-real for Cast Coated Products

Continued sales support for Kromekote to continue during transition

[Cohoes, NY] – Mohawk Fine Papers, Inc. announces the transition for its sourcing of cast coated products from the Kromekote brand to Chromolux, manufactured by M-real. Mohawk expects to begin accepting orders in August. During the transition period, Mohawk will continue to support sales of Kromekote until current inventories are depleted.

Mohawk will offer Chromolux for traditional commercial printing, and will launch new Chromolux digital papers to complement its industry leading product and service offering in the rapidly growing digital printing market. "Cast coated papers play a key role in our product offering and we intend to create a world-class line up for every leading print platform," said Thomas D. O'Connor, Jr., Chairman and Chief Executive Officer, Mohawk Fine Papers. "We are happy to announce this partnership with a globally recognized brand and to be working with the M-real organization. This partnership is strategic to our growth plan."

The broad portfolio of papers and boards for label, packaging and graphic applications available from Chromolux combined with Mohawk's know-how and extensive distribution network will realize a much deeper resource for the industry in the coated paper segment, and is expected to create new opportunities for both partners.

"We couldn't be more pleased than to be partnering with a company the caliber of Mohawk Fine Papers who are clearly the leader in premium and fine printing papers in North America," said Scott Forsberg, Sales Director, M-real USA.

This is the second partnership Mohawk has formally announced this year. In January, Mohawk revealed a partnership with MOO.com to create a custom paper application for Luxe business cards.

Mohawk news RSS feed: <http://news.mohawkpaper.com/>.

For more information, visit www.mohawkpaper.com.

About Mohawk

Mohawk is North America's largest privately owned manufacturer of fine papers and envelopes for commercial and digital printing. Signature brands include Mohawk Superfine[®], Strathmore[®], Inxwell[®], and proprietary i-Tone[®] for digital presses. Mohawk papers are chosen for commercial printing, photo specialties and high-end direct mail. Products and samples are available through leading paper distributors and at mohawkconnects.com.

The company is leveraging connections in the digital, design and photo space to develop new web-based offerings: Pinhole Pro, a solution for professional photographers to create beautiful press products; Pinhole Press, a lifestyle brand for beautifully simple photo gifts; and Felt & Wire Shop, an online marketplace for social stationery, posters and prints.

This third-generation, family-owned business is constantly renewing its commitment to environmental stewardship. As the first U.S. manufacturer of commercial printing papers 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, its portfolio of recycled papers certified by Green Seal and the Forest Stewardship Council's (FSC) standards, continues to grow along with the rest of the company.

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