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MOHAWK EXPANDS PORTFOLIO OF PANORAMIC PAPERS

COINCIDES WITH LAUNCH OF NEW EQUIPMENT TO AUTOMATE LAY-FLAT BOOKS

ENABLES DIGITAL PRINTERS TO START OR EXPAND THEIR PHOTOBOOK BUSINESS

[Cohoes, NY – May 3, 2012] Mohawk announces an expanded portfolio of Panoramic papers, the papers used by digital printers to create photo books and photo-rich marketing materials that lay completely flat – with no gutter, no concerns about cross-over color or matching artwork across a spread.

NEW proPHOTO PANORAMIC 'METALLIC' PAPERS

proPhoto Panoramic features two new shade/finish combinations for book pages that emulate the popular metallic appearance of the latest silver halide papers. proPhoto Panoramic papers are now available in Gloss Pearl and Lustre Pearl for the HP-Indigo press family. The additions to Mohawk's Panoramic portfolio now provide a complete range of Panoramic book block papers and endleaf papers. Mohawk's Panoramic line now boasts a total of six shades and finishes as well as printable endleaf paper.

DIGITAL PHOTOBOOKS NOW AUTOMATED

The Mohawk Panoramic line extension coincides with the introduction of the Sidewinder by OnDemand Machinery (ODM) the first and only completely automated finishing solution for photo books using the Panoramic format. Previously, printers relied on several separate pieces of hand-operated equipment to make book blocks, a much slower process.

(MEDIA: see related release from ODM + attached fact sheet)

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With ODM and Mohawk's Panoramic paper portfolio, HP-Indigo printers have the opportunity for an automated, end-to-end solution for the production of beautiful photo books, magazines, and brochures — at 20+ pages per minute finishing. This enables HP-Indigo digital printers to expand their presence in the rapidly growing photo book and related markets.

RISING DEMAND FOR CONSUMER PHOTO BOOKS

FutureSource Consulting predicts the US Photo book market will reach 29 million photo books in 2012, with an estimated 25% growth over 2011.

“In the past Panoramic could only be used cost-efficiently for relatively short runs or one of a kind books. “The Sidewinder launched in Washington, DC at DScoop to rave reviews. The availability of this equipment to HP-Indigo printers, opens up new opportunities for these printers to fully participate in the photo book market, one of the few categories that is experiencing double digit growth,” said Mohawk's Chris Harrold, VP, Business Development.

SMALL TO LARGE RUNS

For photographers, architects, and all types of creative professionals, Panoramic papers deliver visual impact for short runs of important presentations, proposals and studio portfolios. Artists, art galleries and museums can now produce catalogs to promote new work and upcoming shows. This format delivers high-impact, unique book spreads for the most demanding client projects.

Now that larger runs of lay-flat photobooks are possible, the applications expand exponentially, according to Harrold, “With ODM's automated solutions, there are few barriers for printers who want to take photo rich books to the next level for their customers.”

NEW TECHNOLOGY FOR A NEW GENERATION OF PRINTERS AND MAKERS

Mohawk paired its exclusive i-Tone digital surface treatment with Tru-Flat® cohesive from Convertible Solutions to papers that are easy to bind. Panoramic papers are printed, scored, folded, stacked and then put under pressure to create a finished book block.

The new proPhoto Panoramic finishes will be demonstrated on the Sidewinder, in ODM's space at the HP-Indigo photo demo space at DRUPA 2012, which opens today. You can also see Panoramic Paper printed samples and demos in the following locations:

Visit Mohawk at DRUPA: Hall 07.1/A47

Visit HP at DRUPA: Hall 04/D60-1 and Hall 04/D60-9

Visit ODM at DRUPA: Hall 15/A11-2

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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; MakeReady for digital printers; and Felt & Wire Shop, an online marketplace for social stationery, posters, and prints.

This fourth-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.

CONNECT WITH MOHAWK

Website: <http://www.mohawkconnects.com/>

Twitter: @mohawkpaper

Facebook for US: <https://www.facebook.com/mohawkfinepapers>

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LinkedIn: <http://www.linkedin.com/company/mohawk-fine-papers>

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Mohawk Panoramic papers allow beautifully printed images to flow seamlessly across the fold, giving digital printers of all sizes the ability to produce high-value, high-impact books and bound products without a gutter.

Photos/artwork available upon request.
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