



465 Saratoga Street  
Cohoes, NY 12047  
800 THE MILL  
800 843 6455

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Client contact:  
Jane Monast  
Mohawk  
518.233.6732  
monastj@mohawkpaper.com

Agency contact:  
Kim Rogala  
Williams and House  
860.559.6112 mobile  
krogala@williamsandhouse.com

## **MOHAWK PAPERS AND SPECIALTY PRODUCTS TO BE SHOWCASED AT GRAPH EXPO 2012 LEADING EQUIPMENT MANUFACTURERS SHOWCASE CAPABILITIES USING MOHAWK PRODUCTS**

[Cohoes, NY – October 7, 2012] Over 200,000 sheets of Mohawk products will be starring at Graph Expo 2012 — either running live in the booths of Mohawk’s partners, or featured in numerous pre-printed samples. Over 20 different products from Mohawk’s comprehensive digital portfolio will be showcased by leading manufacturers, including Canon and Océ, Duplo, HP, Kodak, Konica Minolta, MGI, On Demand Machinery, and Xerox.

“Mohawk’s OEM (original equipment manufacturer) partners choose to feature Mohawk at an event as important as Graph Expo because they know they can expect reliable performance. They are here to showcase their equipment, and Mohawk digital products help show just how amazing the results can be when great materials are used on great equipment,” said Chris Harrold, Vice President, Business Development, Digital Technologies, Mohawk.

### **MOHAWK PRODUCTS TO BE FEATURED AT GRAPH EXPO 2012:**

#### **Canon and Océ (Booth 400)**

Canon will feature two printed sample photobooks, one printed on the Canon imagePRESS C7010VP featuring **Mohawk Everyday Digital**, and the other is a high-impact photobook featuring Mohawk’s layflat **Panoramic** paper. Canon will also feature two Chicago-specific printed samples; the Chicago Where Magazine will be printed and saddle-stitched inline using **Mohawk Color Copy 98**, and Chicago-centric postcards will be printed and UV-coated on **Mohawk Everyday Digital Silk Coated**.

**Mohawk Color Copy 98** will make a second appearance running as calendars on the new, Canon and Océ, jointly-developed, Océ VarioPrint DP 135 Monochrome Digital Press. Also look for personalized letters printed on **Mohawk Via Laid** to be coming off this press.

#### **Duplo (Booth 2221)**

Duplo will debut its new automated bindery system for books created with **Mohawk Panoramic** papers. Demonstrations of both hard cover and soft cover books will run on the new UBS-305

Panoramic Book System. Duplo will also showcase **Mohawk Everyday Digital Silk Coated and Smooth** with samples of marketing collateral and postcards printed on a Ricoh Pro C901 and trimmed and finished on Duplo equipment.

#### **HP (Booth 1227)**

Mohawk is the only North American mill being represented on each level of the HP Indigo product line, including the HP Indigo 5600, 7600, and the North American debut of the new HP Indigo 10,000. HP will feature **Mohawk Superfine Eggshell Digital with i-Tone** on the new B2 format press. HP will be showcasing their HP Electro Ink White technology on **Mohawk Carnival Vellum Digital with i-Tone**, New Black, a sheet from Mohawk's Studio Collection of colored papers designed for white ink. Other showcased papers will include **Mohawk Everyday Digital Gloss** and the new HP Indigo Selector guide, which features **25 Mohawk digital products**.

#### **Kodak (Booth 1221)**

Mohawk will be featured in Kodak's partner zone presentation as a partner providing digital products that complete Kodak offerings in different market segments. To show off the special effects of their NexPress Fifth Imaging Unit, Kodak will create a print sample featuring impressive print samples on **Mohawk Everyday Digital Gloss** and **Mohawk Color Copy 98** demonstrating in-line special effects such as spot varnish, dimensional clear dry ink, new Pearlescent Dry Ink and Must See 'Em Award Winner, Gold Dry ink. These effects add marketing impact, sparkle, and value to digital prints. These sample folders will be available in the Kodak and Mohawk booths.

#### **Konica Minolta (Booth 421)**

Konica Minolta will be showcasing an extensive range of Mohawk's digital fine papers, digital production papers, and specialty digital substrates. **Mohawk Everyday Digital Gloss**'s cross-platform abilities will be showcased in a color-match demonstration using a Komori offset sheetfed press and a Konica Minolta Bizhub PRESS. **Mohawk Synthetic Polyester, Mohawk Pressure Sensitive Frosty Clear Vinyl**, and **Mohawk Embedded Magnet 1-up** materials all printed on the Konica Minolta Bizhub PRESS C8000 will be showcased in the form of real-world applications including luggage tags, direct mailers, and temporary window signage. **Mohawk Everyday Digital Smooth** and **Mohawk Color Copy 98** will be used on site to print all of Konica Minolta's marketing materials and additional print demonstrations.

#### **MGI (Booth 3623)**

In a tradeshow first for Mohawk, MGI will run **Strathmore Writing Wove #10 envelopes** on the MGI Meteor DP 8700 XL. MGI will also print letterhead on the same stock to showcase matching capabilities. This digital press will also run Mohawk Polyester and Mohawk PS products. MGI will unveil their new North American swatchbook, which includes **Mohawk Via Felt Digital with i-Tone, Strathmore Writing Wove, Mohawk Everyday Digital Silk Coated, Mohawk Synthetic Polyester**, and **Mohawk Pressure-Sensitive Vinyl with Ultra Removable Adhesive**.

#### **On Demand Machinery (Booth 421)**

ODM will conduct live demonstrations of automated binding of layflat Panoramic books on the ODM Sidewinder in the Konica Minolta booth. The samples will be printed on the Konica Minolta Bizhub PRESS C70hc using **Mohawk Panoramic Papers**. The ODM Sidewinder is the first automated bindery for books created with Mohawk's Panoramic Papers.

#### **Xerox (Booth 1200)**

The new 14.33 x 26 **Mohawk Superfine Eggshell Digital** with i-Tone sheet will be used to showcase the expanded size capability of the Xerox iGen4 EXP with Matte Dry Ink. The Xerox Color 800/1000 Presses will be used to demonstrate the impact of **Mohawk Embedded 4-up Magnet postcards**. Xerox will be featuring a piece of variable data collateral using XMPie and printed on **Mohawk Everyday Digital**, on the Xerox Color 800/1000 Presses. Xerox 770i will be running a real estate brochure using **Mohawk Panoramic Papers**.

For more information, visit us at Graph Expo booth #240, online at [www.mohawkconnects.com](http://www.mohawkconnects.com) or call 1-800 the mill.

#### **ABOUT MOHAWK**

Mohawk is North America's largest privately owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing. Signature brands include Mohawk Superfine<sup>®</sup>, Strathmore<sup>®</sup>, Inxwell<sup>®</sup>, and proprietary i-Tone<sup>®</sup> 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](http://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.

#### **CONNECT WITH MOHAWK**

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