



FOR IMMEDIATE RELEASE APRIL 10, 2012  
MHK News - 901

**Client Contact:**

Jane Monast  
Mohawk Fine Papers  
518.233.6732  
[monastj@mohawkpaper.com](mailto:monastj@mohawkpaper.com)

Mohawk Fine Papers Inc.  
P.O. Box 497  
465 Saratoga Street  
Cohoes, New York 12047  
1 800 the mill  
[www.mohawkpaper.com](http://www.mohawkpaper.com)

**Agency Contact:**

Pam Williams  
Williams and House  
860.675.4140 office  
860.559.6112 mobile  
[pwilliams@williamsandhouse.com](mailto:pwilliams@williamsandhouse.com)

## **MOHAWK REINVENTION PLANS UNVEILED AT LAUNCH EVENTS IN NEW YORK**

**Chairman & CEO Thomas D. O'Connor, Jr. Outlines Vision For Fourth-Generation, Family-Owned Paper Company**

**Announces New Strategic Focus: Bold Moves in Product Lines, Manufacturing, Operations**

**Unveils New Name, Brand Identity, Website**

**Major Initiatives Begin April 16**

[Cohoes, NY – April 10, 2012] At launch events held in New York over the last three weeks for customers and employees, Mohawk Fine Papers revealed its blueprint to transform its premium paper business to thrive in today's digital world. In his presentations, Thomas D. O'Connor, Jr., the Chairman & CEO of Mohawk, the largest premium paper company in North America, outlined his vision for the future.

"Everywhere you read that print is declining, but the opportunities with the new digital technologies, or with what I would call 'the new generation of print', are great," O'Connor said. "Technology disrupts, recessions clarify, and successful companies reinvent. That's what we're doing right now."

### **THE NEW MOHAWK: A VISION FOR THE FUTURE**

O'Connor outlined Mohawk's framework:

**Mohawk will focus its manufacturing exclusively on high-margin papers and products** that will bring distinct value to the new generation of print customers, a unique positioning in an industry historically driven by volume and capacity.

**Mohawk will develop strategic acquisitions and partnerships** that successfully leverage Mohawk's expertise and operational excellence.

**Mohawk will continue to move closer to the end-customer** across all business segments.

O'Connor discussed Mohawk's progress over the last 24 months:

- He cited Mohawk's **acquisition of Bravo** in 2011. The digital specialty substrates business, he reported, offers significant worldwide potential.
- Last year, Mohawk created and **launched a B2B and B2C envelope business**. In the past, O'Connor said, Mohawk relied exclusively on converters to produce envelopes made with its papers. "Now, we're making envelopes at the rate of 30 million per month," he said. O'Connor explained that Mohawk is now better able to service its customers, fill an unmet need in the marketplace, and achieve substantially higher operating margins. "We're taking the future into our own hands," he said.
- In the **consumer marketplace**, O'Connor pointed to Pinhole Press, Mohawk's site for simple, beautiful photo products launched in 2010 [<http://www.pinholepress.com>]. Pinhole products have been featured in consumer outlets like *Real Simple* and *Martha Stewart Living*. This business, he noted, took seven thousand orders the last six weeks of 2012. Pinhole Pro, a related offering to the professional photography community, was launched last month.
- O'Connor said Mohawk will continue to seek **strategic partnerships** with companies like business card company Moo.com, that differentiate their products with unique substrates like proprietary Moo Luxe [<http://us.moo.com/products/luxe/business-cards.html>]. He shared the example of Blurb.com [<http://www.blurb.com>], which now offers a high-end product line requested by its customers and advertises the use of Mohawk's legendary Superfine and ProPhoto papers to help sell its products.
- Mohawk fully expects to **leverage its industry expertise and operational excellence** as an incremental revenue stream. "Last year, we earned over \$1 million consulting with other paper companies," he said. O'Connor predicted MakeReady [<http://www.mohawkpaper.com/makeready/>] the service platform for digital printers launched by Mohawk last year, will become a consulting business.

"At our core, we are a paper company," said O'Connor. "But we are rapidly becoming much, much more." O'Connor indicated that customers would soon see substantive changes in the marketplace.

## ON APRIL 16, MOHAWK WILL RADICALLY TRANSFORM ITS FACE TO THE WORLD

- Mohawk will **launch Project Streamline**. This is a strategic consolidation of Mohawk's core paper lines, taking 22 paper grades (brands) down to six. For customers, Streamline is a simpler, clearer presentation of Mohawk brands and products, resulting in the elimination of more than 50% of its SKUs.
- A new technology/operations initiative, **Unified Service Delivery Platform**, will create a seamless purchasing experience for all customers from merchants to printers or small businesses. Customers will be able to choose how and when they want to do business with Mohawk.
- **A new website**, will integrate e-commerce into all dimensions of Mohawk's online activities. The site provides a frictionless path for purchasing paper in small orders or large quantities.
- The **new name** of the company will simply be Mohawk. Mohawk will also unveil a **new brand identity**. O'Connor noted that the "energetic" new logo suggests paper rolls, circuit boards, and connectivity. O'Connor described the color palette with words like "fresh," "optimistic," and "youthful." He remarked

that the new brand speaks directly to Mohawk's transformation, — “an expression of who we are and what we are becoming.”

- **A new campaign, “What will you make today?”,** will also launch April 16. “This simple question goes to the passions of customers who use our papers to make things, or to make a difference in their business,” said O’Connor.

“You know ...” he said. “This is also a question I ask myself every day, ‘How can I make a more sustainable business?’” O’Connor said he wanted to build a business “that can sustain any changes in technology or in the business environment out there.”

“The last five or six years have been nothing like I’ve ever seen ... and we are transforming our organization so it can sustain itself—and thrive—in today’s new environment.”

#### **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 [mohawkpaperstore.com](http://mohawkpaperstore.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 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.

###



Mohawk's Chairman and CEO, Thomas D. O'Connor, Jr., outlines his vision for the fourth-generation, family-owned paper company at one of the recent events in New York.

Photos available upon request.

Please contact:

Marylou Domian

Williams and House

860.675.4140

[mdomian@williamsandhouse.com](mailto:mdomian@williamsandhouse.com)