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DODOcase Partners with Mohawk to Launch DODOnotes: The First iPhone Compatible Paper Notebook

Mohawk and DODOcase Join Forces and Re-envision the Relationship between Paper and Pixels.

SAN FRANCISCO – May 16, 2013 – [DODOcase](#) today announced the launch of DODOnotes, an entirely new product category that for the first time re-envision the notebook to include the iPhone. In partnership with [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, DODOcase continues to take a unique approach to its product offerings by blending modern technology with traditional craftsmanship to meet practical modern needs.

DODOnotes offers the classic DODOcase book-like exterior style and features a custom die-cut 'nest' on the cover with a colorful elastic strap to hold an iPhone in place. Inside, the DODOnotes interior notebook features 30 tear-out pages of Mohawk Superfine paper, the finest paper made today, with unmatched quality, consistency and uniformity. Superfine has inspired writers, artists and designers for decades with its superb formation, lush tactility and archival, timeless appeal. Superfine is manufactured with the highest quality pulps and is soft to the touch, clean, and ideal as a smooth writing surface. Completely made in the USA, the paper in DODOnotes interior notebook is manufactured in Mohawk's New York state paper mills, where generations of papermakers have honed their craft since 1931, with the book-bound exterior and all assembly taking place in DODOcase's San Francisco bookbindery using traditional craft techniques. A true collaboration, DODOnotes innovative design introduces an entirely new type of paper notebook.

"By partnering with Mohawk we are re-envisioning the relationship between tradition and technology," said Patrick Buckley, CEO, Creator, and Co Founder of DODOcase. "With DODOnotes we combine the best of both the digital and analog worlds into one object: the first paper notebook designed to work specifically with your iPhone."

DODOnotes exemplifies the evolution of accessories to meet today's modern needs - with fine paper and technology working as complements to serve as the go-to phone accessory for meetings, travel, shopping lists, quick reminder noting, and more.

"DODOnotes is proof that technology and fine paper can not only co-exist, but work together to make life easier," said Bart Robinson, VP Marketing, Mohawk. "Mohawk believes that the future of communication is not just about pixels or paper, but how they can complement each other. Our collaboration with DODOcase on the launch of DODOnotes is an example of the marriage of tradition and technology."

DODOnotes is available in flare red bookcloth exterior with yellow elastic, cobalt blue bookcloth exterior with red elastic, or classic black Moroccan bookcloth with black elastic for the iPhone 4 and iPhone 5, and coming

soon for Samsung Galaxy S3 as well as other popular devices. Sold individually for \$13.95, DODOnotes is available for purchase at www.dodocase.com and will be revealed to the public for the first time at the National Stationery Show (Booth #2866), May 19-22, 2013, in New York City.

[Watch the DODOnotes Launch Video](#)

About DODOcase

The DODOcase philosophy is simple, manufacture things locally and help keep the art of bookbinding alive and off the extinction list where the namesake Dodo bird resides, by adapting it to a world of e-readers and tablets. With their signature book bound case aesthetic, DODOcase quickly rose to popularity following their launch alongside the iPad in April 2010. Overwhelming consumer response led to notable critical acclaim and the eventual expansion of their San Francisco operation to include an in house print shop, bookbindery and woodshop. DODOcase has steadily expanded their product portfolio to include a case for iPad mini, iPhone 4/5, MacBook Air 11/13, Google Nexus 7/10, and Kindle and introduced new products including the DODOcase HARDcover and DODOcase Durables.

DODOcase has created special collaborative cases with local San Francisco artist Rex Ray, Jenny Beorkrem of Ork Posters notoriety, charity:water, and Curtis Kulig, noted NY artist. DODOcase also has an ongoing collaboration in partnership with J.Crew and - in addition to being sold at www.dodocase.com - is sold in over 150 countries worldwide. With every case hand crafted in San Francisco using traditional bookbinding techniques, DODOcase has succeeded in creating a case unparalleled in style and quality. Follow us on twitter @DODOsays, or on Facebook, and for more information please visit www.dodocase.com.

About MOHAWK

Mohawk is North America's largest privately-owned manufacturer of fine papers, envelopes, and substrates 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.



High res photos available upon request.