



465 Saratoga Street  
Cohoes, NY 12047

800 THE MILL  
800 843 6455

Press Contact:  
Rebecca Gatto  
Mohawk  
518.930.8174  
[rebecca.gatto@mohawkpaper.com](mailto:rebecca.gatto@mohawkpaper.com)

## Mohawk's Renewal Portfolio Breaks New Ground in Alternative Fiber Papermaking

[Cohoes, NY — April 22, 2020] On the 50th anniversary of [Earth Day](#), [Mohawk Fine Papers, Inc.](#), North America's largest privately-owned manufacturer of fine papers, envelopes, and specialty materials for printing, is unveiling a paradigm-shifting portfolio of papers made with hemp, straw, and recycled cotton fiber.

Mohawk's world-class engineers have devised a process that allows the mill to continue to create the beautiful, high-performance sheets Mohawk is renowned for using rapidly renewable resources. The fibers Mohawk has chosen for its groundbreaking line are all annual crops, which regenerate in a year or less. By using scraps that would've otherwise been disposed of, we're reducing waste and pollution while creating something beautiful.

"The introduction of Mohawk Renewal represents a new chapter in our environmental story," said Chris Harrold, Senior Vice President of Marketing at Mohawk. "We see this as a journey of a thousand steps, and with each step, we make progress toward a more sustainable future."

Always an industry leader in responsible papermaking and energy use, Mohawk was among the first paper companies to experiment with post-consumer recycled fibers in the 1990's. In the 2000's, we embraced responsible virgin fiber sourcing, obtained Forest Stewardship Council (FSC) chain of custody certification and became first in our industry to use renewable wind power. Mohawk Renewal grew from a desire to redefine the contours of fiber sourcing by rediscovering legacy materials like hemp, straw, and cotton rag—in essence, looking to the papermaking methods of the past to chart a more sustainable future for the industry.

"Mohawk Renewal is an expression of our ongoing commitment to environmental leadership in our industry and our community," said Melissa Stevens, Chief Revenue Officer at Mohawk. "In developing this portfolio, we have embraced new technology, new supply chains, and new uses for raw materials. We're proud to take on the risks and challenges of being the first to bring truly sustainable fine paper to market."

The Mohawk Renewal portfolio includes:

### Hemp

Hemp fiber was an agricultural staple in Colonial America, used extensively in the manufacture of fabric, rope, and paper. Then it was outlawed in the 1930's.

Today, depression-era laws have been rolled back and the CBD and cannabis industries are growing rapidly—which means hemp farming is, too. But the infrastructure for its processing is still in its infancy. By driving demand for hemp fiber production, Mohawk is playing a leading role in helping this exceptional material take hold as an everyday resource once again. Our friends in the CBD and cannabis packaging industries have already demonstrated that they are ready to embrace hemp-based papers as a way to amplify their brand messaging and express a commitment to sustainability.

Mohawk Renewal Hemp papers are available in three shades, Clean White, Fiber White and Flower. Each shade contains 30 percent hemp fiber blended with post consumer paper waste and/or responsible virgin fibers. These fiber blends give each basis weight the ability to perform across printing processes and end-use applications.

Mohawk Renewal Hemp is available in:

- Two Whites: Clean White + Fiber White
- One Color: Flower, a natural green
- Three Weights: 80 Text, 120 Cover, and 140 Cover
- Smooth and Rough finishes
- Digital and Offset compatible
- Envelopes in A2 and A7 sizes

## **Straw**

Straw is a byproduct of wheat farming that is typically disposed of as waste. Every year, thousands of acres of this rapidly renewable fiber are either burned off or plowed under, contributing to CO2 emission and soil erosion.

Now, that impact is being mitigated by harvesting straw for paper pulp. Mohawk Renewal Straw is made using straw fiber harvested by [Columbia Pulp](#) in Eastern Washington, where they have built a new mill to process straw fibers into viable paper pulp. Blended with responsibly sourced wood fibers, Renewal Straw has been engineered to perform on every press platform Mohawk serves today, from letterpress to digital and offset.

Each sheet of Mohawk Renewal Straw tells an origin story. Both Harvest White and Wheat shades take their cue from the 30 percent straw fibers used in each sheet. With subtle fiber inclusions, these papers are unique in the market.

Mohawk Renewal Straw is available in:

- One White: Harvest White
- One Color: Wheat, a golden straw color
- Three Weights: 80 Text, 120 Cover, and 140 Cover
- Smooth and Rough finishes
- Digital and Offset compatible
- Envelopes in A2 and A7 sizes

## Recycled Cotton

Cotton textiles have been recycled to make paper for centuries—in fact, it was the primary paper technology before wood pulp took over. Strong yet soft, cotton fibers make beautiful paper. Mohawk Renewal Recycled Cotton uses two sources for its cotton fiber: white t-shirts and blue denim. By making the most of these waste materials as a new pulp source, Mohawk is taking pressure off landfills while making fine paper with a story.

Both shades of Mohawk Renewal Recycled Cotton are a direct reflection of their input materials. T-Shirt White is unbleached white and pure cotton textile waste, while Denim is made from 30 percent denim thread and 70 percent cotton t-shirt textile.

Mohawk Renewal Cotton is available in:

- One White: T-Shirt White
- One Color: Denim
- Three Weights: 80 Text, 60 Cover, and 120 Double Thick Cover
- Rough finish
- Digital and Offset compatible
- Envelopes in A2 and A7 sizes

To learn more about Mohawk Renewal, visit [mohawkconnects.com/mohawk-renewal](https://mohawkconnects.com/mohawk-renewal) or contact your local stocking merchant or Mohawk Sales Representative.

More announcements about Mohawk Renewal products and samples will be made throughout the year. You can sign up to receive Mohawk updates [here](#).

## ABOUT MOHAWK

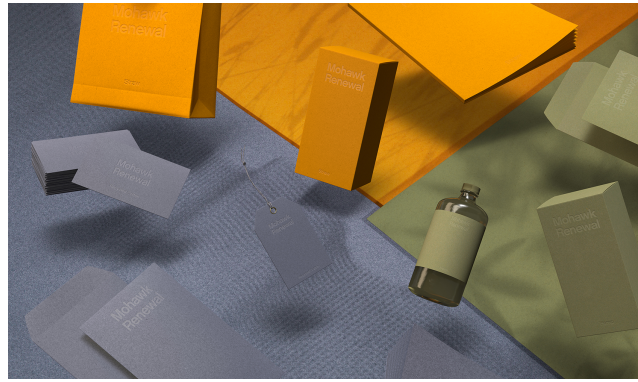
Mohawk is North America's largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, social stationery and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®. With a culture of innovation reaching back to its beginning in 1931, Mohawk is committed to providing materials that help make every printed project more beautiful, effective and memorable.

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. Many of Mohawk's recycled and virgin papers are 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 [mohawkconnects.com](https://mohawkconnects.com).

## CONNECT WITH MOHAWK

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*Renewal papers are an opportunity for brands to embrace richer storytelling about their commitments to sustainability. This concept art illustrates a few ideas, from packaging to stationery and beyond.*



*Each sheet of Renewal paper is designed to reflect its origin story, complete with fiber inclusions and organic texture.*



*From wet pulp to gorgeous rolls of the finest paper, Mohawk Renewal reflects the journey from waste product to fine paper, and from concept to engaging story.*

*More Press images are available here:*

<https://www.dropbox.com/sh/9fuy4g1kdpfjy2g/AABiYU0QDSdgC4HbxmWJivDga?dl=0>