



465 Saratoga Street
Cohoes, NY 12047

800 THE MILL
800 843 6455

Press Contact:
Chris Harrold
Mohawk
518 233.6745
chris.harrold@mohawkpaper.com

Mohawk Announces Exciting New Additions to Curious Collection by Arjowiggins Creative Papers

[Cohoes, NY— October 24, 2018] [Mohawk Fine Papers, Inc.](#), North America’s largest privately-owned manufacturer of fine papers, envelopes and specialty materials for commercial and digital printing, announces the addition of 15 new colors to the Metallics line, and an innovative new metallic finish called Alchemy to the iconic Curious Collection by [Arjowiggins Creative Papers](#). Since December 2015, Mohawk has been the exclusive North American distributor for this incredibly beautiful line of fine papers for premium print and packaging. True to an unwavering dedication to materials, Mohawk, in partnership with Arjowiggins Creative Papers, introduces the most comprehensive portfolio of color and special finishes in the updated Curious Collection.

The refresh to the Curious Collection grade is the result of an extensive review of color palettes and finishes. The resulting updates to the portfolio include:

- Addition of 15 new colors to Curious Collection Metallics
- Launch of an innovative new line: Curious Collection Alchemy
- Discontinuation of Curious Collection Cosmic

“The work done by Arjowiggins Creative Papers to update the Curious Collection is thoughtful and carefully conceived,” says Mike Madura, VP, Product Development and Management at Mohawk. “Curious Metallics new color palette is both timeless, very in-the-moment and the new Alchemy is evidence that the team at Arjowiggins are leaders in sophisticated papermaking innovation.”

Curious Collection Metallics

The refreshed line of the well-established Curious Collection Metallics now offers a total of 31 design-friendly colors, including 15 brand new shades. Now more than ever, this portfolio of text and cover weight papers are the perfect choice for projects across the print

and packaging spectrum that benefit from an added metallic shimmer. This offering is now composed of the following colors:

- Ice Silver
- Ice Gold
- Cryogen White
- Poison Ivory
- Pink Quartz*
- White Gold
- Aloe*
- Aquamarine*
- Virtual Pearl
- Champagne*
- Nude
- Rose Gold*
- White Silver*
- Lustre
- Galvanised
- Iceberg*
- Eucalyptus*
- Chartreuse*
- Super Gold
- Gold Leaf
- Magma*
- Red Lacquer
- Violette
- Peacock*
- Abyss*
- Electric Blue*
- Ink
- Chestnut*
- Ionised
- Chocolate
- Night*

**New Colors added to the Curious Collection Metallics line.*

Curious Collection Alchemy

New to the market, Alchemy represents a true innovation in papermaking. Designed to deliver the effect of hammered, weathered metal in a tightly curated color palette, Alchemy is a unique offering in fine paper. Offered in five colors, in 80 text and 111 cover this dynamic new surface has been designed to capture the character and patina of work metal. The five new shades are:

- Silver (Ag)
- Titanium (Ti)
- Gold (Au)
- Copper (Cu)
- Platinum (Pt)

This exciting, updated range of colors and finishes can be seen in the brand new Mohawk Curious Collection swatchbook available early November 2018. Designed by [Hybrid Design](#) of San Francisco, CA, the new book incorporates additions as well as any discontinued items in the portfolio. The Curious Collection swatchbook was skillfully printed and

finished by [Fey Printing](#) of Wisconsin Rapids, WI and includes a comprehensive description of product details as well as printing techniques.

ABOUT MOHAWK

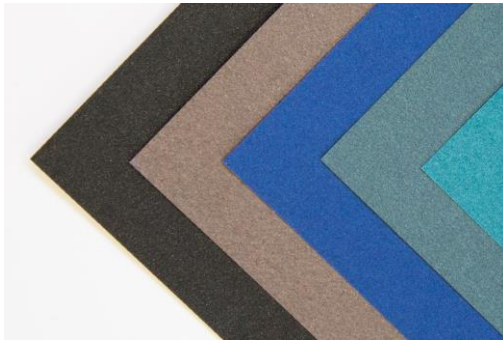
Mohawk is North America’s largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, photo specialties and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as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

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.

CONNECT WITH MOHAWK

[Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Instagram](#) | [Vimeo](#)





Press Images Available:

https://www.dropbox.com/sh/3gzwwu9jq2rdl7v/AABpo2fvJzwZ7_TODNUhYugFa?dl=0

###