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## **Mohawk Launches Beautiful Collection Swatchbook and Companion Inspiration Piece “Make a Memory”**

[Cohoes, NY — May 12, 2022] In October 2021, Mohawk Fine Papers, Inc., North America’s largest privately owned manufacturer of fine papers and envelopes, introduced Paper With a Plan: A new attribute-driven approach to specifying paper.

Mohawk refined and reorganized its paper portfolio into 5 distinct Collections that help make choosing paper by its properties and attributes easier. Mohawk’s paper grades are now grouped into the Beautiful, Sustainable, Expressive, Elevated, and Practical Collections.

Mohawk Collections eliminate the guesswork behind paper specification giving you a simpler, more straightforward way to think about paper.

The Beautiful Collection is comprised of papers that offer the highest quality materials, consistency, and uniformity. They inspire great design and printing with their superb formation, lush tactility, and timeless appeal.

And now, specifying Mohawk’s Beautiful papers is easier than ever with the release of the Beautiful Collection Swatchbook and “Make a Memory,” inspiration piece.

### **Mohawk Beautiful Collection Swatchbook**

The new Beautiful Collection Swatchbook features the entire Beautiful Collection of papers which includes Mohawk Superfine and Mohawk Options. Beautiful Collection papers are manufactured with FSC Certified pulps, using renewable energy credits (RECS) from Green-e® certified energy sources.

Every color, texture, and basis weight available within the Beautiful Collection is represented across three waterfalls of paper swatches. The new swatchbook also features stock listings, in-depth paper information including physical properties, technical notes, and specific printing resources.

The cover of the Beautiful Collection Swatchbook is printed on Mohawk Superfine, Smooth, White, 130 Double Thick Cover. Details pages are printed on Mohawk Options, Navajo Smooth, Brilliant White, 80 Text.

### **Mohawk Beautiful Collection: Make a Memory**

While the Collection Swatchbooks are tactical in nature, Mohawk will launch a new series of smaller-scale inspiration pieces to excite and educate the design community. The new design series is a nod to Mohawk's renowned Maker Quarterly's approach to storytelling centered around a singular idea or concept. In this instance, The Beautiful Collection celebrates "Make a Memory," which tells the story of [Lost Art Salon](#), a San Francisco-based gallery specializing in the rediscovery of historically significant artists who have been lost to time.

Lost Art Salon curates fine art-unique paintings, drawings, prints, photographs, and objects—from lesser-known artists who co-owners Gaetan Caron and Rob Delimiter find historically and aesthetically significant.

"Make a Memory" weaves the narrative of Lost Art Salon alongside a breakdown of the attributes that make the Beautiful Collection of papers, specifically Mohawk Superfine, the only suitable paper to tell this story due to its unique properties.

"We are excited to launch both of these tools as part of our Paper With A Plan campaign. Showcasing the Beautiful Collection along with the work of Lost Art Salon felt true to the legacy of the brands. We believe that the history of art can be rewritten and that beauty, however obscure, should always endure," shared Melissa Stevens, CRO for Mohawk.

"Make a Memory" is printed on Mohawk Superfine, Eggshell, Softwhite, 80 Cover and demonstrates metallic ink, dense blacks, and 4 color-process along with stunning artwork.

Mohawk's Beautiful Collection is filled with legendary reliable papers that enhance print fidelity for precise and impactful imagery. This collection of high-performance, superb formation papers bring out the best in photography, illustrations, and solid ink coverage, as evident in "Make a Memory."

The Beautiful Collection Swatchbook and Beautiful Collection Inspiration Piece "Make a Memory" were designed by [Hybrid Design](#) of San Francisco, CA.

The Beautiful Collection Swatchbook was printed by [Fey Printing](#) of Wisconsin Rapids, WI, and the Beautiful Collection Inspiration Piece "Make a Memory" was printed by [Kirkwood Printing Company](#) of Wilmington, MA.

*To order the Beautiful Collection Swatchbook or Beautiful Collection Inspiration Piece, contact your Mohawk Representative or if you do not have a Mohawk Representative, you can order these resources online through [mohawkconnects.com/beautiful](https://mohawkconnects.com/beautiful). The Beautiful 'Paper With a Plan' Collections Booklet is also available as a part of this suite of materials.*

For more information on Mohawk's Beautiful Collection visit [mohawkconnects.com/beautiful](https://mohawkconnects.com/beautiful). To learn more about all of the Paper With a Plan Collections visit [mohawkconnects.com/paperwithaplan](https://mohawkconnects.com/paperwithaplan) or go to [mohawkconnects.com/collections](https://mohawkconnects.com/collections) to find the right paper for you.

## ABOUT MOHAWK

At its core, Mohawk is a company of makers. A family-owned business since 1931, it serves the creative needs of designers, brand-owners, and printers in more than 60 countries with carefully crafted papers designed to make print more beautiful, effective, and memorable. It sources pulp responsibly, conserves the water its craft relies on, and harnesses wind power for its mills. Mohawk papers help print go from simply good to truly great.

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