



465 Saratoga Street  
Cohoes, NY 12047

800 THE MILL  
800 843 6455

**Press Contact:**  
Casey Fisk  
Mohawk  
518.233.6467  
casey.fisk@mohawkpaper.com

## **Mohawk Fine Papers Launches New Approach to Specifying Paper — Paper With a Plan**

[Cohoes, NY — October 20, 2021] Since 1931, Mohawk Fine Papers, Inc., has been carefully crafting papers for designers and printers around the globe. As North America's largest privately owned manufacturer of fine papers and envelopes, and in celebration of their 90th year of operation, Mohawk is turning the page on paper specification.

Making an informed paper selection is key to making print that stands out and creates impact. That is why Mohawk has refined and reorganized its paper portfolio into 5 distinct Collections that help make choosing paper by its properties and attributes easier. All the legendary grades that Mohawk produces still exist, but the new Mohawk Collections eliminate the guesswork behind paper specification giving you a simpler, more straightforward way to think about paper.

### **Introducing Paper With a Plan: A new attribute-driven approach to specifying paper.**

"It is Mohawk's belief that selecting paper should be simpler, not unlike other shopping experiences," said Mike Madura, Senior Vice President of Product at Mohawk. "While seasoned experts in the industry can easily navigate the detailed landscape of paper properties, new creators start the journey with little experience and even less knowledge of the world of paper and print. As the experts, Mohawk believes our new Paper With A Plan approach will help designers—or anyone working in print—make confident and project-appropriate choices."

All of the Mohawk paper grades that industry veterans are familiar with still exist—however grades are now grouped by attribute into a Collection:

**01 BEAUTIFUL COLLECTION:** 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. This Collection includes:

- Mohawk Options
- Mohawk Superfine

**02 SUSTAINABLE COLLECTION:** Papers with recycled or alternative fibers and a compelling sustainability story. Mohawk's Sustainable Collection provides a powerful opportunity to add substance to sustainable narratives. This Collection includes:

- Mohawk Loop
- Mohawk Options
- Mohawk Renewal
- Mohawk Via 100% PC Cool White
- Strathmore 100% PC White

**03 EXPRESSIVE COLLECTION:** Papers with distinctive tactile and colorful properties. Colored and Textured papers are a simple, but impactful way to let materials support design intent. This Collection includes:

- Mohawk Carnival
- Mohawk Loop
- Mohawk Skytone
- Mohawk Via
- Strathmore
- Arjowiggins Curious Collection
- Arjowiggins Keaykolour

**04 ELEVATED COLLECTION:** Papers made from cotton and premium fibers for artful, elevated stationery and letterpress. The Mohawk Elevated Collection brings together a group of iconic papers that provide subtle elegance and craftsmanship in equal measure. This Collection includes:

- Crane's Crest
- Crane's Lettra
- Mohawk Renewal Recycled Cotton
- Mohawk Via 25% Cotton
- Strathmore Pure Cotton
- Strathmore Writing

**05 PRACTICAL COLLECTION:** Economical, workhorse papers that bring Mohawk quality to any project. While limitations may sometimes take our first choice off the table, the Practical Collection has been created to ensure you can still maintain quality on a budget. This Collection includes:

- Mohawk Color Copy 98
- Mohawk Color Copy 100% Recycled
- Mohawk Everyday Digital
- Mohawk Via Bright White
- Mohawk Via Pure White

To showcase the new Collections, Mohawk created the Paper With a Plan Collections Kit. This 6x9" container is filled with 5 unbound booklets for each Collection. Each booklet contains printed demonstrations and samples including printed colors and textures that are approximate representations of all the papers that can be found from the full product offering in that Collection. These booklets are unbound, inviting a

sense of play and discovery as you open each flap to discover more information and inspiration. Pages can be taken apart and detailed chart information can be found on the back of the sheets for insight into what items in that Collection are available in Writing, Text and Cover weights, and Envelopes. These booklets strike the balance between style and substance, and are perfect to ignite creativity on your path to finding the right paper for your next project's plan.

The Paper With a Plan Collections Kit was designed by Hybrid Design of San Francisco, CA, produced by Tocci Made of New York, NY and skillfully printed by Kirkwood Printing Company of Wilmington, MA, DATAGRAPHIC of Commack, NY and Flash Reproductions of Etobicoke, ON. *To receive a kit, contact your Mohawk Representative or if you do not have a Mohawk Representative, you may request a kit using Mohawk's [Connect With Us](#) form.*

"Making an informed paper selection is key to making print that stands out and creates impact," Melissa Stevens, Chief Revenue Officer at Mohawk, shared. "Updating the way, we think and talk about paper ensures success. Paper With a Plan captures perfectly the vision and passion we believe exists for the future of fine papers and print. With a 90-year legacy of craftsmanship and innovation, Mohawk will continue to lead the way for our community of Makers to make print more beautiful, effective, and memorable."

For more information on Mohawk's Paper With a Plan Collections visit [mohawkconnects.com/paperwithaplan](http://mohawkconnects.com/paperwithaplan) or go to [mohawkconnects.com/collections](http://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.

#### **CONNECT WITH MOHAWK**

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Press images are available to download here:

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