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MOHAWK HIGHLIGHTS NEW DIMENSIONAL PORTFOLIO AND UNVEILS NEW DIGITAL SWATCHBOOK AT DSCOOP8

Select Mohawk Products will Run Live on HP Indigo 10000 and HP Indigo 5600 Digital Presses

[Cohoes, NY – February 21, 2013] Mohawk will showcase its new Dimensional Portfolio, a new line of pre-scored and perforated products designed for digital presses, and will unveil its new Digital Swatchbook at [DSCOOP8](#) (Booth #413), February 21-23, 2013, in Nashville, TN.

The Mohawk [Dimensional Portfolio](#) is a new line of pre-scored and perforated products designed to run on digital presses and dry toner equipment. Product demonstrations at DSCOOP8 will feature a beautifully designed wine bottle box on Mohawk Superfine Eggshell 120 cover stock running on the [HP Indigo](#) 10000 Digital Press.

The Mohawk Dimensional Portfolio includes sheets of pre-scored and perforated shapes and formats. Templates include a cube box, gift box, table tent card, pocket folder, golf ball sleeve, wine bottle box, greeting card and door hanger, with plans to expand the line later this year to include additional designs and templates. These innovative products are available on Mohawk Superfine Eggshell i-Tone, Mohawk Via Linen i-Tone and Mohawk Color Copy Ultra Gloss.

Mohawk's dimensional products are a fast, high-value solution for the brand strategy and marketing needs of vertical markets such as colleges, medical, hospitality, small businesses and more. Due to our proprietary microperf, clean edge technology, they quickly and easily pop out, fold and assemble, and they eliminate finishing operations from budget and production schedules.

To add ease and simplicity to the new offering, Mohawk created templates for each shape and made the templates available on [MohawkMakeReady.com](#). The dimensional pieces are designed to run on digital presses, so they can be personalized with variable data. Mohawk offers packs of 50 or 250 sheets, specially designed for short runs.

WHY MOHAWK?

A proud HP Indigo Preferred Partner, [Mohawk has over 200 substrates which have been engineered to run on HP Indigo Digital Presses](#), including the HP Indigo 10000 Digital Press. From Mohawk's legendary fine papers, to a suite of production papers designed for everyday use, to specialty substrates including synthetics, pressure sensitive, magnets, embedded forms, dimensional products and photo products, Mohawk has a solution for virtually any job requirement.

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Mohawk has dedicated and knowledgeable regional digital sales specialists and customer service reps available to answer questions related to all Mohawk digital products. Printer sample kits and vertical market kits are also available. Mohawk can also provide custom orders for all substrates.

Samples of Mohawk Dimensional Products will be available at the Mohawk Booth #413 at DSCOOP8 and are also available at MohawkConnects.com. Dimensional product templates are available for download at MohawkMakeReady.com.

MOHAWK STUDIO COLLECTION COLORS + HP INDIGO ELECTROINK WHITE

Two colored papers from Mohawk's Studio Collection, a range of colored papers designed for use on digital presses, will be demonstrated with HP Indigo ElectroInk White on the HP Indigo 5600 Digital Press.

Mohawk Carnival Vellum Digital with i-Tone, Red, 80 cover, and Mohawk Carnival Vellum Digital with i-Tone, New Black, 80 cover have been selected as a demonstration to highlight the benefits and use of white ink on colored paper. The deep rich shades and textures of the Mohawk Studio Collection were specially developed for white ink applications and are engineered for optimum HP ElectroInk adhesion and runnability, resulting in brilliant full-color images on colored stocks.

Additionally, Mohawk Everyday Digital Gloss Coated 80 text and 120 cover will be running on the HP Indigo 5600 Digital Press at DSCOOP8.

NEW MOHAWK DIGITAL SWATCHBOOK

Mohawk has the largest offering of papers and substrates for digital printing in the industry—over 450 skus— and each product is listed in the new Mohawk Digital Swatchbook. The new swatchbook is a 3" x 9" screw-posted sample deck that serves as a one-stop shop for Mohawk digital papers and substrates. Dscoop8 attendees will be able to preorder a book at the conference for shipment as soon as it is available.

The new Mohawk Digital Swatchbook puts the depth and breadth of Mohawk's digital portfolio at the fingertips of printers and designers working on digital print projects from the routine to the unusual. A wide selection of fine papers, production papers and specialty digital substrates are sampled in this handy reference along with complete stock charts including the new HP Indigo 10000 Digital Press sheet sizes 28 x 20 (text) and 20 x 28 (cover) and Mohawk's new Dimensional Portfolio. It's also important to note that Mohawk's Digital Portfolio offers matching envelopes for all papers within the portfolio.

Designed to complement Mohawk's master chip chart and individual grade swatchbooks, the new Digital Swatchbook will be available from Mohawk sales reps or online at Mohawkconnects.com this spring.

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, 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).

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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.

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Photo available upon request. Please contact:
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