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MOHAWK GROWS GLOBAL PRESENCE IN THE DIGITAL PRINT INDUSTRY; EXPANDS NORTH AMERICAN SALES FORCE

Company is Positioned as the Single Source for all Digital Printing Needs

[Cohoes, NY – February 18, 2013] – As North America's largest privately-owned manufacturer of fine papers and envelopes, [Mohawk](#) is growing its global presence in the digital print marketplace. The company is focused on building digital capabilities, enhancing and developing new product lines and growing its sales organization to support these efforts.

Through investments in R&D, resources and talent, Mohawk is now positioned as the single source for digital printing needs - servicing digital customers through a comprehensive portfolio of products and services. Products include fine digital papers, specialty substrates (synthetic, pressure sensitive, magnetic, embedded, custom, photo and dimensional products) and production papers. MohawkMakeReady.com is an additional resource and service designed for digital printers. The site provides hundreds of tools, tutorials, videos, presentations and templates which correspond with Mohawk's digital product lines, and are available for download.

To support the company's growth, Mohawk has named **John Parsons, Meri Ann Allen** and **Shannon Greer** as new Digital Specialists. In these new positions, Parsons, Allen, and Greer join an experienced, highly-qualified team of Mohawk Digital Specialists located throughout North America. The team will oversee market development and will grow sales of Mohawk's digital papers and specialty substrate lines in North America. Parsons, Allen and Greer will report to Thomas D. O'Connor III, Digital Sales Manager, Mohawk.

John Parsons will service the Southeast Region for Mohawk as Digital Specialist. A graduate of the University of Wisconsin at Oshkosh, Parsons has 25 years experience in digital print, most recently as Application Sales Executive at Xerox. Parsons will be based in Jacksonville, Florida.

As Mohawk's Western Region Digital Specialist, Meri Ann Allen will service Mohawk customers in Utah, Idaho and Montana. A graduate of Weber State University, Allen is based in Salt Lake City and has 14 years experience in the digital print industry, most recently with Xerox.

As Digital Specialist for the South Central Region, Shannon Greer will service Mohawk customers in Arkansas, Louisiana, Texas and Oklahoma. A graduate of Texas Christian University and the University of Central Florida, Greer has 12 years experience in digital sales with Xerox.

(more)

Mohawk's commitment to Digital Papers and Specialty Substrates is evident as the company continues to launch new digital products such as Mohawk Superfine MultiLoft™ and unveils an expanded Dimensional Portfolio, a line of pre-scored and perforated products designed for digital presses at [DSCOOP8](#) (Booth #413), February 21-23, 2013, in Nashville, TN.

“With the expansion of Mohawk's digital portfolio, we have more unique opportunities to serve our customers and provide strategic solutions to their unique business needs. John, Meri Ann, Shannon, and our entire team of digital specialists have extensive industry experience and they will be exceptional assets to Mohawk in the marketplace,” said Thomas D. O'Connor III, Digital Sales Manager, Mohawk.

Other Mohawk Digital Specialists include Jeff Donovan, South Central Region (Texas, Oklahoma, Kansas, Iowa, Minnesota); Ulises Grajales, West Region (California, Arizona, Nevada); Jim Huggins, West Region (Colorado, New Mexico, Oregon, Washington); Tom O'Connor III, New England Region (New Hampshire, Massachusetts, Vermont and New York) and Jeff Waldvogel, Midwest Region (Wisconsin, Michigan, Illinois, Indiana, Ohio).

For more information about Mohawk's Digital Portfolio, visit www.mohawkmakeready.com, www.mohawkconnects.com or call 1-800 the mill.

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).

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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