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Mohawk Debuts New Campaign Supporting 'Makers' and Celebrating the 'Culture of Craft'

Paper manufacturer introduces three new publications enhanced with augmented reality technology

[Cohoes, NY – July 16, 2013] [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, announces a new campaign designed to support an emerging maker culture and three new supporting publications enhanced with additional content made possible through *Mohawk Live*, Mohawk's new augmented reality mobile app.

In a technological era punctuated with e-mail, smart phones, tablets and texts, Mohawk believes that a new maker culture is emerging. Mohawk is supporting this community of like-minded makers with the introduction of three new publications: *The Mohawk Declaration of Craft*, *Mohawk Craft Cooperative* and *Mohawk Maker Quarterly*. The publications feature the stories of printers, designers, manufacturers, artists, artisans, musicians, and all those who make their living as makers.

Mohawk believes making is the most fundamental expression of the human spirit. The new "*Mohawk Maker*" and ongoing "*What Will You Make Today?*" campaigns speak directly to the heart of this maker community – and their need to create.

What exactly is a 'maker'?

"All you have to do is visit your local farmers' market, an entrepreneurial start-up business, or an experienced fine artisan to witness the maker movement – it's a community of individuals who want a more balanced approach to their lives. They want to be inspired, empowered, and connected to their communities in a more meaningful way," said Bart Robinson, Vice President Marketing, Mohawk.

"Mohawk has taken pride in the art of papermaking for nearly a century. Generations of fine papermakers have honed their craft in our mills in upstate New York, so we are endlessly inspired by the artistry of others and we're proud to support and be a part of this growing movement." said Chris Harrold, Vice President, Business Development and Creative, Mohawk.

The Mohawk Declaration of Craft

[The Mohawk Declaration of Craft](#), and its accompanying [video](#), communicate Mohawk's longstanding dedication to manufacturing excellence and entrepreneurial spirit. The publication speaks to Mohawk's heritage and serves as a manifesto of the brand's beliefs: heritage & innovation, mastery of materials, pride in the details and respect for a community of makers.

The *Mohawk Declaration of Craft* was designed by [Hybrid Design](#), San Francisco, CA, and printed on Mohawk Superfine Eggshell Ultrawhite 80 cover/216 gsm and 24 writing/90 gsm at [O'Neil Printing](#) in Phoenix, AZ.

The artfully produced publication features a foil stamped and blind embossed cover, partially printed with ProMetal silver type, and smoke grey foil stamp. Cover finishing and binding were completed by [Roswell Bookbinding](#) in Phoenix, AZ.

Interior pages showcase the timeless beauty of Mohawk Superfine, with full page images featuring duotones and half pages designed to call out Mohawk's corporate beliefs, standards and values. Half pages are printed in vibrant colors including yellow, light blue, teal, green, orange, pink and black, mirroring the variety of colors which make up the Mohawk brand logo.

The Mohawk Craft Cooperative

[The Mohawk Craft Cooperative](#) is a quarterly publication designed to appeal to printers by restoring printers' belief in the power of craftsmanship in the midst of a digital world. The publication features strategies on growing business through craftsmanship, selling print in a digital world, tips on working with the mill, and thoughts from industry leaders.

An eight-page, tabloid-style, fold out brochure, *The Mohawk Craft Cooperative* features a beautifully designed 27" x 19" poster with a powerful message, "Craft is remembering that art is seen, heard & felt as well as understood, knowing that not all ideas start with words, thinking with hands as well as head."

- Mark Jones, Director, [Victoria & Albert Museum](#)

Designed by [Hybrid Design](#), San Francisco, CA; *The Mohawk Craft Cooperative* is printed on Mohawk Superfine, Eggshell Ultrawhite 65 cover/176gsm; and was printed with eight color UV inks. Letterpress scored and folded by [Shapco Printing](#), Minneapolis, MN.

The Mohawk Maker Quarterly

Mohawk believes that partnership is essential to furthering the interests of makers, and the [Mohawk Maker Quarterly](#) is a vehicle to support this community of like-minded individuals. Content focuses on stories of small manufacturers, artisans, printers, designers and artists who are making their way in the midst of the digital revolution.

The inaugural issue of the *Mohawk Maker Quarterly* focuses on 'Heritage & Innovation' and features the following makers:

- [Leslie Williamson](#), A photographer bringing craft culture to life, San Francisco, CA
- [Shogu Tokumaru](#), A singer, songwriter, multi-instrumentalist, Tokyo, Japan
- [Union Made](#), Purveyors of well-made classic goods, San Francisco and Santa Monica, CA
- [Tugboat Print Shop](#), Hand-carved woodblock printing, Pittsburgh, PA
- [Taylor Stitch](#), Makers of fine craft tailored clothing, San Francisco, CA
- [Alabambo](#), Makers of the Bamboo bike frame, Greensboro, AL
- [Eatwell CSA](#), Organic farmers and CSA box providers, Dixon, CA
- [Andante Dairy](#), Biochemist turned craft cheese maker, Petaluma, CA
- [Colossal Media](#), The people behind the hand-painted billboard, New York and Greater USA
- [Tim Kerr](#), The musician's musician and an artist's artist, Austin, TX
- [Stephen Shore](#), Photographer, bookmaker and professor, Annandale-on-Hudson, NY
- [Best Made Co.](#), Makers of tools and other goods, New York, NY
- [Moo.com](#), an online printing company creating beautiful products from your own photos or designs, London, England

The publications are also supported by a [video](#) promoting Mohawk Superfine's history, heritage and attributes, while underscoring the importance of craftsmanship and collaboration with the maker community. [Watch the video.](#)

The *Mohawk Maker Quarterly* was created to serve as a co-branded publication by printers who are interested in using the content as a sales and promotional tool for their business.

The *Mohawk Maker Quarterly* was designed by [Hybrid Design](#), San Francisco, CA; printed on Mohawk Superfine, Eggshell Ultrawhite 80 Text/118 gsm. The publication was printed by [Shapco Printing](#), Minneapolis, MN, with seven color UV inks and features a black satin foil stamp, completed by [McIntosh Embossing](#) of Minneapolis, MN.

Mohawk Live

All three publications are enhanced with additional content made possible through Mohawk's new augmented reality mobile app, *Mohawk Live*, which generates interactive experiences via print, making print more relevant than ever.

By scanning photos containing the [Mohawk Live](#) icon found throughout each publication, readers can enjoy a multidimensional experience with bonus content including videos and animation. *Mohawk Live* is free and easy to download in the [App Store](#) or [Google Play](#).

The Story of Superfine

The *Mohawk Declaration of Craft*, *Mohawk Craft Cooperative* and *Mohawk Maker Quarterly* publications are all printed on Mohawk Superfine, which has long been celebrated for its quality, consistency and perfect printing surface.

Developed in 1945, Mohawk's iconic, flagship paper grade has become known as the finest uncoated text and cover paper for offset printing, and as the benchmark in fine paper for digital printing. For seven decades, Superfine has endured, inspiring designers, printers, and craftsmen and women with its archival quality and timeless appeal.

No other premium paper works so well on today's leading digital printing presses, which makes Mohawk Superfine ideal for social stationery, wedding invitations, greeting cards, business cards, annual reports, real estate collateral, beautiful coffee table books and other high quality photo products, or digital print projects in which luxurious results are essential.

To view the publications online or to sign up to receive Mohawk's new Culture of Craft publications, visit www.mohawkconnects.com/cultureofcraft.

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.

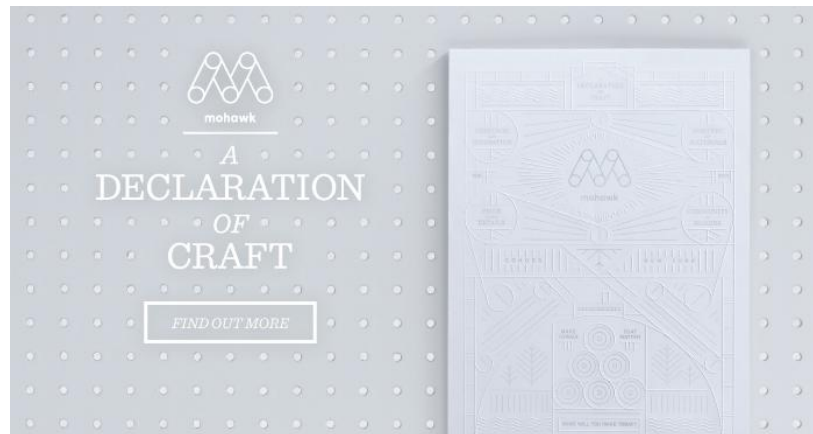
As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Mohawk's 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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To receive photos and copies of *The Mohawk Declaration of Craft*, *Mohawk Maker Quarterly* or *Mohawk Craft Cooperative*, please contact diane.oconnor@mohawkpaper.com



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