

465 Saratoga Street  
Cohoes, NY 12047

800 THE MILL  
800 843 6455



Press contact:  
Diane O'Connor  
Mohawk  
518.233.6397  
[diane.oconnor@mohawkpaper.com](mailto:diane.oconnor@mohawkpaper.com)

## **MOHAWK SALUTES 2013 AMERICAN MADE HONOREES & CAPITAL REGION-BASED NOMINEES**

### **Cohoes-based Fine Paper Manufacturer is Supporting Sponsor of 2013 *Martha Stewart's American Made***

[Cohoes, NY – October 9, 2013] As Martha Stewart Living Omnimedia (NYSE: MSO) announces the official list of this year's American Made Honorees, Mohawk salutes the twelve Capital Region-based businesses that were nominated in the American Made Audience Choice category.

This is the second year of Martha Stewart's American Made program, which celebrates artists, creative entrepreneurs and small business owners who are powering an economic resurgence in this country. Cohoes-based Mohawk is a Supporting Sponsor of American Made, and strongly supports those who make a living through making.

Martha Stewart Living Omnimedia has officially announced a group of nine entrepreneurs from across the country recognized for their contributions to America's small business and manufacturing.

#### **The 2013 American Made Honorees**

- **Craft:** [Folk Fibers](#), Maura Grace Ambrose – Austin, Texas
- **Community:** [Archi's Acres](#), Karen & Colin Archipley – Escondido, California
- **Food:** [Woodberry Kitchen](#), Spike & Amy Gjerde – Baltimore, Maryland
- **Design:** [Lindsey Adelman Studio](#), Lindsey Adelman – New York, New York
- **Technology:** [Spoonflower](#), Stephen Fraser & Gart Davis – Durham, North Carolina
- **Sustainability:** [Portland Meat Collective](#), Camas Davis – Portland, Oregon
- **Garden:** [Back to the Roots](#), Alejandro Velez & Nikhil Arora – Oakland, California
- **Style:** [Pinnell Custom Leather](#), Charles Pinnell – Crozet, Virginia
- **Industry:** [Shinola](#), Heath Carr – Detroit, Michigan

The honorees were selected by editors of *Martha Stewart Living* from among thousands of nominations, and will be recognized during the American Made Awards Event at Grand Central Terminal on October 15, 2013, co-hosted by Martha Stewart and BRAVO's Andy Cohen.

Additionally, more than one million votes were cast for the 2013 Audience Choice Awards, and the field was narrowed to six finalists before [SVG Cuts](#), of St. Charles, Illinois, was announced as Audience Choice Grand Prize Winner.

As Supporting Sponsor of American Made, Mohawk is pleased to support the honorees, and to recognize Capital Region-based makers and entrepreneurs who entered the contest.

“Mohawk has taken pride in the art of papermaking for nearly a century. Generations of fine papermakers have honed their craft in our Cohoes and Waterford paper mills, and we are endlessly inspired by the artistry of makers in the Capital Region and beyond. We're very pleased to be a part of American Made, to celebrate the 2013 Honorees, and to support the talented makers and nominees who practice their craft here in upstate New York,” said Bart Robinson, Vice President of Marketing at Mohawk.

**Mohawk salutes the 2013 American Made nominees from the Capital Region:**

- Design nominee: [Manchester Wood: American Made Furniture](#), Ed & Priscilla Eriksen - Granville
- Design nominee: [Comfortcloth Weaving](#), Tegan Frisino - Glens Falls
- Design nominee: [Sculptural Tiles](#), Mark & Sara Boylen - Troy
- Design nominee: [Your Toy Portrait](#), Jennifer Maher - Ballston Spa
- Food nominee: [Bilinski's Sausage](#), Stacie Schonwetter-Waters & Steve Schonwetter - Cohoes
- Food nominee: [La Bella Cucina, Meesh's Marinara](#), Michelle Moricone - Albany
- Food nominee: [Berrylicious Bouquets](#), Shannon Allitt - Middle Grove
- Food nominee: [Leslie's Humble Pie](#), Leslie Davidson - Valatie
- Craft nominee: [Beltane Pottery and Art Studio](#), Cathryn Hunt - Galway
- Craft nominee: [The Story Tree](#), Tammy Liu-Haller - South Westerlo
- Craft nominee: [Tandj Soap](#), Theresa Van Duyne - Troy
- Style nominee: [Name Bubbles](#), Michelle Brandriss - Clifton Park

The Capital Region will be represented at the American Made events in NYC next week, as Mohawk fine papers have been hand-selected by Martha Stewart and are being used exclusively for all American Made communications and events, including formal invitations to the red-carpet awards ceremony, official event programs, event brochures, and event signage.

The red carpet awards invitation was printed on Mohawk Superfine Eggshell Ultrawhite (130 double thick cover). Mohawk produced and converted the matching custom envelopes (A7 Superfine Eggshell Ultrawhite 100 text) and diecut the apple green tissue liners. The invitation and matching envelope feature impeccable design details including laser diecut lettering and crisp apple green letterpress logo and printing. (Photo attached)

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October 16, the American Made Workshop will feature a full day of hands-on classes led by *Martha Stewart Living* editors, expert panels and discussions, shopping, and a tasting room. It's an opportunity to learn from Martha Stewart, and interact with editors, celebrities, innovators and creative entrepreneurs from across the country.

During the workshop Mohawk will present a demonstration called The Art of Making Paste Papers. The time-honored art dates back to the 18<sup>th</sup> century when bookbinders used the colorful designs to decorate book covers and endleaves. The craft is still alive today thanks to artisans, boutique publishers, and a thriving DIY culture. Experts from Mohawk will demonstrate how to create their own beautiful handmade paste papers using Mohawk Superfine paper and a few simple ingredients.

As part of the sponsorship, Mohawk will also be featured in a full page ad in the November issue of *Martha Stewart Living Magazine*.

Mohawk's support of American Made aligns closely with the brand's efforts to support an emerging maker movement. Mohawk believes making is the most fundamental expression of the human spirit, and recently introduced three new publications which feature the stories of those who make their living as makers. [\*The Mohawk Declaration of Craft\*](#), [\*The Mohawk Craft Cooperative\*](#), and [\*The Mohawk Maker Quarterly\*](#) publications are supported by a [video](#) promoting and underscoring the importance of craftsmanship and collaboration.

To learn more about *Martha Stewart Living* American Made, visit [marthastewart.com/americanmade](http://marthastewart.com/americanmade). To learn more about the Mohawk Maker Campaign, visit [mohawkconnects.com](http://mohawkconnects.com).

## **ABOUT MOHAWK**

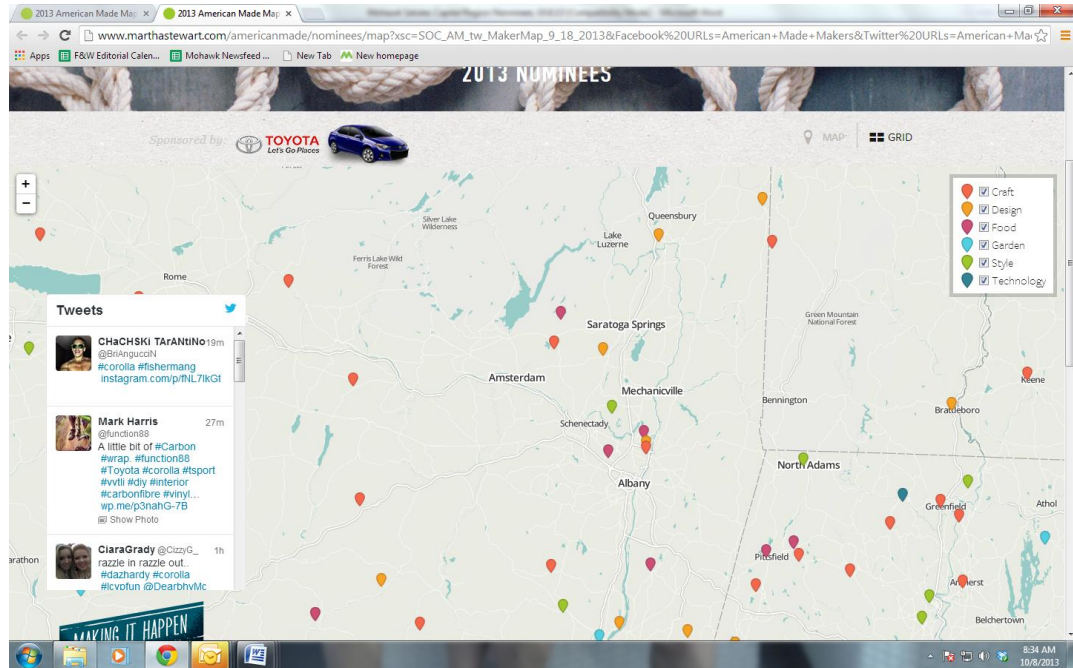
Mohawk is North America's largest privately-owned manufacturer of fine papers and envelopes which are preferred for commercial and digital printing, photo specialties and high-end direct mail. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as 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](http://www.mohawkconnects.com).

## CONNECT WITH MOHAWK

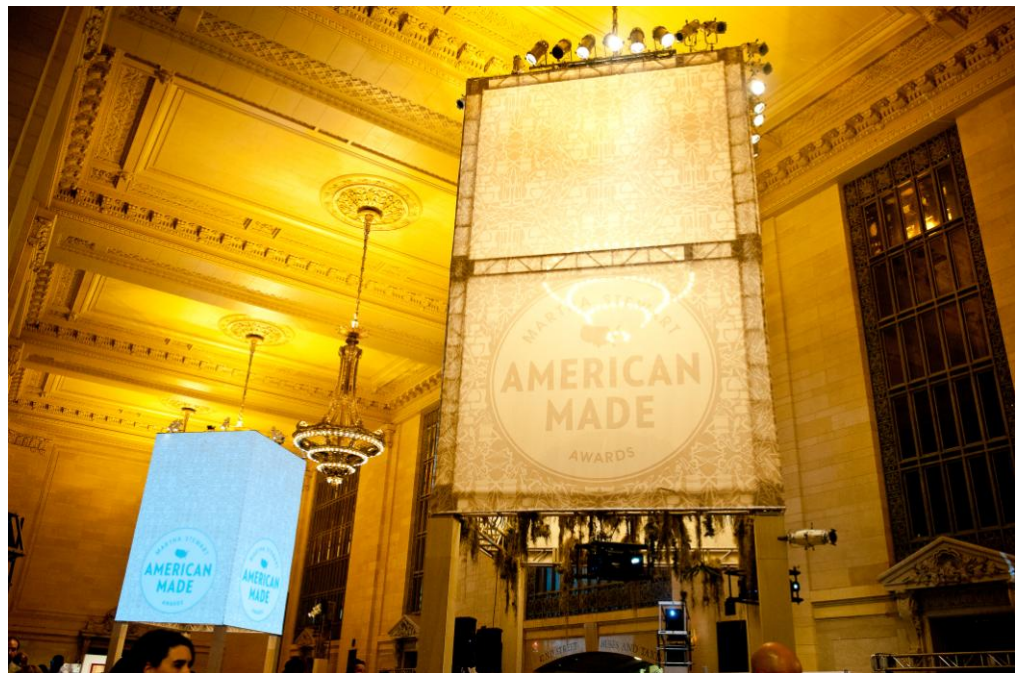
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A screen shot of a map showing locations of Capital Region-based *Martha Stewart Living* 2013 American Made nominees, available at <http://www.marthastewart.com/americanmade/nominees/map>



The invitation and matching envelope created for the 2013 *Martha Stewart Living* American Made red carpet awards ceremony - made with Cohoes-based Mohawk Superfine Eggshell Ultrawhite fine paper.



New York's Grand Central Terminal, site of the 2013 *Martha Stewart Living* American Made awards on October 15. Cohoes-based Mohawk is a Supporting Sponsor, and the company's fine papers are being used exclusively for all American Made communications and events.