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MOHAWK ANNOUNCES NEW PARTNERSHIP WITH MARTHA STEWART LIVING OMNIMEDIA, INC.

Paper manufacturer named Supporting Sponsor of *American Made*

[Cohoes, NY – September 11, 2013] [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, is pleased to announce a new partnership with Martha Stewart Living Omnimedia Inc., as Supporting Sponsor of the 2013 Martha Stewart American Made program.

This is the first year of Mohawk's sponsorship and the second year of the American Made program, which celebrates artists, creative entrepreneurs and small business owners who are powering an economic resurgence in this country. Mohawk's support of American Made aligns closely with the brand's efforts to support an emerging maker movement.

"Mohawk has taken pride in the art of papermaking for nearly a century. Generations of fine papermakers have honed their craft in our upstate New York mills, so we are endlessly inspired by the artistry of makers and we're proud to support and be a part of the 2013 Martha Stewart American Made event," said Bart Robinson, Vice President of Marketing at Mohawk.

In conjunction with Mohawk's presence at the American Made award ceremony and workshop events held in New York City, October 15-17, Mohawk fine paper products will be used at the American Made awards ceremony and workshops, including formal invitations for the awards ceremony, event programs, brochures, signage and supplies for on-site demonstrations.

In addition, Mohawk will be featured in a full page ad in the November issue of *Martha Stewart Living*® Magazine.

The American Made awards ceremony will be an invite-only red carpet affair held in New York City on October 15. Attendees will honor makers from across the country for innovation and excellence in their respective fields, including craft, design, food, garden, style and technology. Ten winners are chosen by the editors of *Martha Stewart Living*, while an online audience votes on six category winners and one grand prize winner. The grand prize winner will receive a \$10,000 prize, a trip to New York and a feature on MarthaStewart.com to further their business.

October 16-17, New York City's Grand Central Terminal will be transformed into a signature event and maker experience. 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.

Mohawk believes making is the most fundamental expression of the human spirit, and recently introduced three new publications which feature the stories of printers, designers, manufacturers, artists, artisans, musicians, and all 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 American Made, visit marthastewart.com/americanmade. To learn more about the Mohawk Maker Campaign, visit 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.

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