



PRESS RELEASE



Mohawk Unveils *Paper Meets Purpose*, a New Promotion Exploring the Intersection of Material Choice and Brand Storytelling

Two New Purpose-Built Brands Demonstrate How Paper Elevates Brand Perception

Cohoes, NY- May 5, 2026— Mohawk, a leading manufacturer of fine papers and specialty substrates, announced the launch of *Paper Meets Purpose*, a new promotion designed to showcase how intentional material selection transforms packaging and brand communications from functional to unforgettable.

Developed in collaboration with San Francisco–based Hybrid Design, *Paper Meets Purpose* introduces two original brand concepts — Sunsalt, a sun-loving skincare line, and Hartford, a slow-crafted bitters brand — each built from the ground up to demonstrate how paper, texture, and print technique can serve as primary storytelling tools.

"Paper is more than a substrate — it's a storytelling device," said Melissa Stevens, Chief Marketing Officer. "With *Paper Meets Purpose*, we wanted to show designers and marketers that the materials they choose aren't just printing or packaging decisions. They're narrative ones. The label, the box, the brochure — every consumer touchpoint is an opportunity to reinforce the brand message and build the experience."

Two Brands. Two Worlds. One Shared Truth.

Sunsalt captures the warmth and ease of a long summer day through a brand system that includes a folding box, pillow box, vial card, and a brochure that opens into a small poster — all housed in a heavyweight carrier envelope. The system features papers from Mohawk Renewal Hemp, Mohawk Via Linen, and Mohawk Superfine Smooth and Eggshell papers, while a unique micro-emboss pattern mimics the texture of sand, a tactile detail that instantly transports the senses to the shore. A beach-washed color palette and soft watercolor illustrations complete a brand experience that feels as effortless as the season it evokes.

Hartford takes a markedly different approach. Grounded in craft and slow process, Hartford's brand system — a folding box, bottle neck hangtag, recipe card, and coaster — relies on Mohawk Renewal Miscanthus and Hemp papers to establish a natural, fiber-forward aesthetic. While Mohawk Via Felt adds a soft tactile surface that echoes the feel of citrus rind, reinforcing



the bitters' flavor profile before the bottle is ever opened. Every material choice is deliberate, communicating authenticity and heritage through touch alone.

Material-First Thinking in Practice

Together, Sunsalt and Hartford illustrate the breadth of storytelling that thoughtful material selection makes possible. Across both concepts, the message is consistent: when paper and print are chosen with intention, color becomes emotion, texture becomes memory, and weight becomes presence.

Paper Meets Purpose is now available and will be showcased at Luxe Pack New York, May 6–7, Booth C27. Designers and brand teams interested in exploring how Mohawk papers can elevate their own brand storytelling are encouraged to reach out directly. www.MohawkConnects.com

"What will you make today?"

For press inquiries: press@mohawkpaper.com

About Mohawk: Founded in 1931 in Cohoes, New York, Mohawk has produced some of North America's best-known fine papers for designers, brands, and printers for over 94 years. With a decades-long commitment to innovation, digital printing, and sustainability, Mohawk continuously pushes the boundaries of papermaking — honoring its heritage while advancing its mission to make paper more beautiful, effective, responsible, and memorable.

About Fedrigoni: Founded in 1888 in Verona, Italy, Fedrigoni is synonymous with excellence in labels and self-adhesive materials, special papers for luxury packaging, and creative solutions including RFID/NFC. With nearly 6,000 employees across 28 countries and 78 facilities — including production sites, slitting centers, and distribution hubs — the Group sells and distributes more than 25,000 products in 132 countries. For more information: www.fedrigoni.com

