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## **Emily Ley Paper & Gifts and Mohawk Announce Collaboration**

*New 2016-17 Simplified Planners® feature Mohawk Via Paper*

[Cohoes, NY, April 20, 2016] – [Mohawk](#) is pleased to announce a new collaboration with [Emily Ley Paper and Gifts](#), a boutique lifestyle brand featuring classically styled, simply designed organizational tools. All editions of the Emily Ley 2016-17 Simplified Planner® Collection will now feature luxurious Mohawk Via paper.

“We couldn’t be more thrilled to announce our partnership with Mohawk Paper. For years, we’ve searched high and low for the perfect paper for our Simplified Planners,” says Emily Ley, Founder and Creative Director of Emily Ley Paper & Gifts, and creator of the best-selling Simplified Planner.

When it comes to paper, any old sheet just won’t do. Ley explains, “Planner paper is very important to us. It’s the canvas upon which we record our most special dates and our most important tasks. Mohawk Via has been a longtime favorite of mine – since my days as a wedding invitation designer. Its quality and luxury is surpassed only by the character of the Mohawk organization. I am so grateful for the team at Mohawk and their dedication to the mission of our brand. We are looking forward to expanding our partnership to our other products as well.”

After the birth of her son, Emily searched for an agenda that offered a simple and elegant way to start fresh each day, which led to the creation of the Simplified Planner. Each page features four streamlined, purposeful sections: schedule, to do, notes and dinner.

The Simplified Planner, available in three editions, is a thoughtfully designed, daily agenda for busy women. New 2016-17 editions feature pages made with luxurious [Mohawk Via](#):

- **2016-17 Academic Daily Edition:** Featuring one day per page and shared weekend pages, dated August 2016 through July 2017.

- **2016-17 Weekly Edition:** Featuring monthly spreads and one week per two-page-spread, dated August 2016 through December 2017.
- **2017 Calendar Year Daily Edition:** Featuring monthly spreads and a simple day-on-a-page format, dated January through December 2017. (The new 2017 Daily Edition will be released in September 2016.)

“We’re thrilled Emily Ley selected Mohawk Via for her brand’s line of 2017 Simplified Planners,” says Bart Robinson, Senior Vice President, Marketing. “Mohawk and Emily share an appreciation for using the highest quality materials, and we all believe strongly in the importance of heritage and craftsmanship. As a fourth generation family-owned business, Mohawk’s family heritage of loyalty, dedication and perseverance is the foundation for everything we do, which aligns with Emily’s business and family values as well. Our collaboration is a natural fit.”

Other products from the Emily Ley collection featuring Mohawk paper include:

- The [Dapper Desk](#) planner, a stunning genuine weathered saddle leather planner featuring luxurious Mohawk Via Vellum paper, complete with a navy ribbon page marker
- [Art prints](#) by Emily Ley feature Emily’s favorite quotes and family phrases gold foil printed on premium, ultra-thick Mohawk Via Vellum paper. New for 2016-17, six new designs will be added.
- New for 2016-17, Emily Ley introduces a line of Big Kid Books, building on the popularity of her line of [Baby Books](#). The books feature Mohawk Via paper.

The Emily Ley collection, built on the pillars of simple design, classic style, fresh colors and playful details, features organizational tools, office necessities, stationery and family-centric gifts. Products are available online at [EmilyLey.com](#), and in 600 retail outlets across the United States and around the world.

#### **ABOUT EMILY LEY**

Emily Ley is Founder and Creative Director of Emily Ley Paper & Gifts. She is also the creator of the bestselling *Simplified Planner*—a daily agenda for what matters most— and author of [Grace, Not Perfection: Embracing Simplicity, Celebrating Joy](#). Raised in Pensacola, Florida, Emily graduated from the University of West Florida with degrees in English, creative writing, and public administration and then went on to become the executive director of the city ballet. From there, she worked in nonprofit management and public relations before launching her brand in 2008. Following the success found at its online home, [EmilyLey.com](#), the Emily Ley brand quickly grew to be carried in over 600 retail outlets across the United States and around the world. Emily has been recognized with numerous awards, including Best New Product at the National Stationery Show as well as Top 10 Designers to Watch in 2015 by Stationery Trends Magazine. Now as a businesswoman, wife, and mama to three, Emily enjoys Friday pizza parties on the living room floor, strong cappuccinos and making memories with her twins and preschooler.

## CONNECT WITH EMILY LEY

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## 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 non-paper substrates for digital printing.

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).

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The Simplified Planner created by Emily Ley is a thoughtfully designed, daily agenda for busy women.



The 2016-17 Emily Ley Simplified Planner Daily Edition features several bright and cheerful new cover designs.



All editions of the Emily Ley 2016-17 Simplified Planner® Collection will now feature luxurious Mohawk Via paper.



New 2016-17 Weekly Planners feature book-bound leatherette covers in four cheery shades.



The 2016-17 Weekly Edition features monthly spreads and one week per two-page spread, dated August 2016 through December 2017.

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