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Mohawk to Showcase Growing Portfolio of Packaging Papers and Folding Boards at LuxePack NYC

Mohawk + Arjowiggins present new tools available for package designers, including new Mohawk Superfine 150 cover product

[Cohoes, NY, May 10, 2016] – [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, will showcase an expanded portfolio of packaging papers at LuxePack NYC, the premier trade show for creative packaging. Representatives from Mohawk and Arjowiggins will be available in Booth C120, May 11-12, 2016.

Mohawk, the color and texture experts for fine paper and packaging, will meet with designers, brand managers and packaging converters to showcase Mohawk's broad and growing collection of expertly engineered packaging papers and folding boards.

At LuxePack, Mohawk will introduce a suite of new packaging tools, demonstrating the wide range of exquisite packaging options available from the brand globally known for its iconic Superfine paper grade. Mohawk will introduce Mohawk Superfine 150 cover, which is quality engineered for the digital printing of luxury packaging, hang tags and a wide range of print collateral uses.

“[Mohawk Superfine](#), celebrating its 70th anniversary this year, has long been the fine paper of choice selected by the world's leading brands, graphic designers, and fashion houses,” says Melissa Stevens, Vice President, Sales, Mohawk. “Many global brands and graphic designers specify Mohawk Superfine for high-end communications, premium envelopes, fine stationery and luxury packaging, and we're pleased to introduce Superfine 150 cover, which prints beautifully and has the luxurious tactile quality desired for premium packaging,” she continued.

Mohawk packaging papers bring versatility and flexibility to every project with endless combinations of sophisticated texture, beautiful color and thin-to-thick caliper. From folding boards to hang tags, and box wrap to shopping bags, Mohawk's

portfolio features a wide range of beautiful whites, colors, finishes and weights to enable brands to create consistent visuals across an entire suite of packaging and promotional materials.

The dramatic visual and tactile appeal of Mohawk packaging papers add richness to imagery and illustrations while holding the dense color and exquisite detail that luxury brands depend on for maximum impact in a retail environment.

Mohawk's growing [portfolio](#) of luxury packaging papers and folding boards includes [Arjowiggins Creative Papers](#)' luxury packaging products, Delos and Butterfly, which Mohawk has the exclusive rights to license, manufacture, market and distribute to design, packaging and print professionals in North America. [Delos](#) is a recognized leader in its field in Europe and, together with [Butterfly](#), it is used in the luxury packaging market by well-known global luxury brands where the highest standards of quality, cleanliness and foldability are demanded.

Through Mohawk's alliance with Arjowiggins Creative Papers, the company is also an exclusive North American distributor of The Curious Collection, which is comprised of seven beautiful and tactile grades of extraordinary papers for special projects and packaging designs that call for very saturated color and/or unusual textures.

Whether a project calls for sustainable materials, rich color, or beautiful textures, Mohawk has assembled a portfolio of papers available worldwide which bring sophisticated visual appeal and superior performance to a brand's most demanding packaging product. Mohawk can also manufacture to custom specifications – including brand color matches, unique textures, wet strength or built in security.

Ready-made or custom-made, Mohawk offers papers and folding boards with excellent printability, superior folding characteristics and exceptional runnability from the pressroom to the packaging line.

For more information, visit mohawkconnects.com/products/packaging.

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, 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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