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## **Mohawk Announces New Lynda.com Educational Series: “Choosing Paper”**

[Cohoes, NY – July 13, 2016] [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 course in the Lynda.com online library called [Print Production Essentials: Choosing Paper](#).

This beautifully shot series of videos with paper expert Chris Harrold, Mohawk’s Vice President of Business Development and Creative Director, is geared to designers, creatives and students. Close up shots of different types and weights of paper help demonstrate the most effective strategies to successfully choose just the right paper to support every type of design project, from luxury packaging to short-run letterpress.

“Paper is a powerful communicator, on par with copy and design in its ability to deliver, enhance and create memorable impact. It conveys information that our brains unconsciously translate into thoughts and emotions. If well considered, paper can transform a good design project into a great design project,” says Harrold.

“For designers, paper is where design leaps off the screen and into your hands, so creatives must know how to choose the most appropriate paper for every print job. This course will help creatives understand how to maximize this very important material to make printed projects more beautiful, effective, and memorable,” Harrold continues.

“Paper is such an essential design element that too often gets overlooked, or worse, the wrong paper is chosen because of a lack of understanding. We are thrilled to work with Mohawk and to have Chris Harrold as the author. It’s an invaluable course that every designer and every client working on a design project should watch,” said Kristin Ellison, Lynda.com Content Manager at LinkedIn.

This new course explores how fine paper is manufactured, how the physical properties of paper impacts a final printed project, and how to use industry tools to find just the right paper for a design project. Additional topics covered include:

- Examining paper finish, texture, color, and weight
- Using coated vs. uncoated paper
- Papers for packaging
- Finding paper samples
- Working with printers

For more information about the course, visit: <https://www.lynda.com/Print-Design-tutorials/Print-Production-Essentials-Choosing-Paper/474421-2.html>.

## **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, packaging, 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 specialty digital substrates and wide format ink jet materials. Mohawk remains committed to an 85 year heritage of bringing the most innovative and beautiful materials to the design and print communities.

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. Many products within Mohawk's portfolio of recycled papers are 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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