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Mohawk Partners with Lawton Connect to Redefine the Scratch Off Printing Market

[Cohoes, NY — January 10, 2018] [Mohawk](#), family owned paper makers since 1931, have entered into a strategic partnership with commercial printer [Lawton Connect](#), family owned since 1900, to form [Mr. Scratch Off LLC](#). This partnership has been formed around the introduction of an innovative new technology using HP Indigo printing to produce the first 4-color, scratch off printed products in the world.

Currently, printing for scratch off products uses single or multi-color printed images which are covered by a single-color fixed shape, applied with a flexographic press. This new capability allows both the scratch off area and the image beneath to be a multi-color print and fully variable from piece to piece; all using high resolution, HP Indigo printing. Here is an example of the difference between the old and new capability:

Before



After



“We have been working on this breakthrough technology with HP Indigo for almost two years and are excited to partner with a company like Lawton Connect that shares our sustained commitment to family heritage and product innovation. This capability helps redefine scratch off printing as “reveal printing,” opening new ways for designers and marketers to embrace print as experiential engagement,” said Tom O’Connor Jr., Mohawk CEO.

“The full-color scratch off reveal is a custom experience like nothing we have seen before and the applications are endless,” said Ty Koon, Vice President of Lawton Connect. “Mohawk is a true innovation leader for the print industry and we are thrilled to partner with them to bring this cutting edge scratch-off enhancement to clients.”

This capability has been tested and is ready to be unleashed for use by creatives across North America. For details on the capability go to MrScratchOff.com or call 888-593-0063.

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 reaching back to its beginning in 1931, Mohawk is committed to providing materials that help make every printed project more beautiful, effective and memorable.

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.

ABOUT LAWTON CONNECT

Lawton Connect provides innovative commercial printing and communication solutions to brand conscious clients. They specialize in providing synergistic and customizable communication solutions that extend beyond traditional printing. Experience their comprehensive and state of the art in house capabilities for large run offset jobs, small run digital requirements, wide format signage, lettershop, and complex variable data solutions. They invite you to make a connection: www.lawtonconnect.com.

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