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Mohawk and UPM Raflatac Partner for Sustainable Pressure Sensitive Labeling Solutions

[Cohoes, NY—June 8, 2020] [Mohawk Fine Papers, Inc.](#), North America’s largest privately owned manufacturer of fine papers, envelopes, and specialty materials for printing, recently unveiled a groundbreaking portfolio of papers made from rapidly renewable, sustainable fibers.

As part of this new product range, Mohawk is announcing a strategic partnership with UPM Raflatac Americas, who will be offering roll fed, pressure sensitive labeling solutions made with Mohawk Renewal Hemp and Straw paper face stocks.

“Mohawk Renewal expands the definition of responsible papermaking, and our partnership with UPM Raflatac makes it easier than ever for printers and brands to reach beyond their label and packaging sustainability targets,” said Melissa Stevens, Chief Revenue Officer, Mohawk.

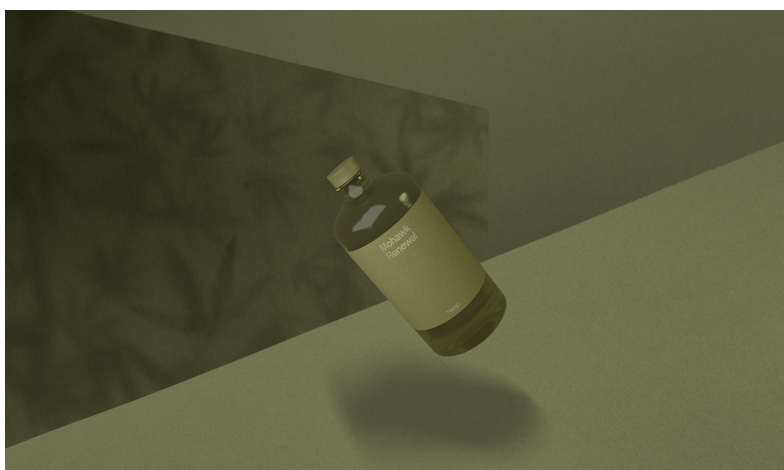
Through this partnership, UPM Raflatac is introducing pressure sensitive label products constructed from Mohawk Renewal Straw (30% Straw + 70% Post-Consumer Waste) and Mohawk Renewal Hemp (30% Hemp + 70% Post-Consumer Waste). These face stocks are already available for wine, spirits and craft beverage end uses and can also be custom tailored with a broad range of adhesives and liners for food and retail uses. As part of the UPM Raflatac SmartChoice™ portfolio, these products will enable companies to use renewable materials and post-consumer waste in label applications.

“At UPM Raflatac we say that ‘labels matter’ because they are a key piece in a brand’s ability to enable a circular economy with their packaging materials,” said Lee Green, Segment Manager, Wine, Spirits, Craft Beverage, Americas at UPM Raflatac. “The Mohawk Renewal portfolio offers printers and end users unique, sustainable products combined with high performance and fantastic shelf appeal.”

The new line of Mohawk Renewal labeling materials enables brands to express their uniqueness while keeping true to their sustainability goals. UPM Raflatac will continue creating new SmartChoice products that help them reach beyond their targets to reduce, recycle and renew.

To learn more about Mohawk Renewal, join Mohawk and UPM Raflatac's experts this week as they participate in a virtual panel discussion on sustainable labeling at the first-ever global Wine and Spirits Virtual Fair. [Click here to register for the event on June 9-10.](#)

For more details about pressure sensitive Mohawk Renewal options, visit go.upm-raflatac.com/Renewal-labeling-solutions. To learn more about Mohawk Renewal, visit mohawkconnects.com/mohawk-renewal or contact your local stocking merchant or Mohawk Sales Representative.



Press images are available [here](#).

ABOUT MOHAWK

At its core, Mohawk is a company of makers. A family-owned business since 1931, it serves the creative needs of designers, brand-owners, and printers in more than 60 countries with carefully crafted papers designed to make print more beautiful, effective, and memorable. It sources pulp responsibly, conserves the water its craft relies on, and harnesses wind power for its mills. Mohawk papers help print go from simply good to truly great.

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 of Mohawk's recycled and virgin 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 mohawk-connects.com.

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ABOUT UPM RAFLATAC

UPM Raflatac is leading in sustainable labeling through our innovative self-adhesive label materials and services. We offer high-quality paper and film label stock for branding and promotion, informational labels, and labels with functionality. We operate a global network of factories, distribution terminals and sales offices. Our company employs around 3,000 people and made sales of EUR 1.6 billion (USD 1.8 billion) in 2019. UPM Raflatac is part of UPM. Find out how we are labeling a smarter future beyond fossils at www.upmraflatac.com.

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