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## Mohawk Renewal Swatchbook Now Available

[Cohoes, NY — May 27, 2020] On the 50th anniversary of Earth Day, Mohawk Fine Papers, Inc., North America's largest privately-owned manufacturer of fine papers, envelopes, and specialty materials for printing, unveiled Mohawk Renewal, a paradigm-shifting portfolio of papers made with hemp, straw, and recycled cotton fiber. Mohawk Renewal was born out of a desire to expand the existing definition of sustainable papermaking and redefine the contours of Mohawk's fiber sourcing practices. By introducing legacy fibers like hemp, straw and cotton textiles, Mohawk is looking to the past to define a more sustainable future.

Today, the highly anticipated Mohawk Renewal swatchbook is [available to order](#). The Mohawk Renewal swatchbook was designed and specially crafted to display the breadth of the product line while clearly revealing the story behind this groundbreaking new portfolio of sustainable papers.

"The moment you pick up a Mohawk Renewal swatchbook, the story begins to unfold," said Chris Harrold, Senior Vice President of Marketing at Mohawk. "On its own, the colorful cover, reveals the character of each paper and the alternative fibers used to make them."

Every sheet of Mohawk Renewal is a clear reflection of the sustainable, high-quality fibers used in making Renewal, and the swatchbook itself is constructed from the papers featured inside. The eye-catching cover is made from three sheets of Mohawk Renewal Hemp, Rough, Flower, 120 Cover, laminated together, Mohawk Renewal Straw, Rough, Wheat, 80 Text and Mohawk Renewal Recycled Cotton, Denim, 60 Cover, diecut and printed with white foil.

Inside, you'll find a 28-page book that tells the story of Mohawk Renewal through the lens of each fiber source. The book was produced using four different paper shades from the portfolio and was printed with four color offset lithography. Following is a Browse section, organized by fiber type, allowing users to dive deeper into the paper specification process. Each waterfall within the Browse section contains samples of every shade, weight and finish available within Mohawk Renewal, along with detailed product specifications. At the back of the swatchbook is the Details section, which contains in-depth paper information and specific printing resources.

From cover to cover, the Mohawk Renewal swatchbook represents the most comprehensive collection of alternative fiber papers available in the market today.

The Mohawk Renewal swatchbook was designed by [Hybrid Design](#) of San Francisco, CA and skillfully printed by [Fey Printing](#) of Wisconsin Rapids, WI. To order a swatchbook or paper samples, contact your Mohawk Representative or go to [mohawkconnects.com](http://mohawkconnects.com).

## 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 [mohawkconnects.com](http://mohawkconnects.com).

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