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## **Mohawk Introduces 43 New Colored Papers with the Launch of Keaykolour by Arjowiggins Creative Papers**

[Cohoes, NY – June 21, 2018] [Mohawk Fine Papers, Inc.](#), North America’s largest privately-owned manufacturer of fine papers, envelopes and specialty materials for printing, announces the launch of Keaykolour by [Arjowiggins Creative Papers](#). Long established outside the U.S., Keaykolour has just undergone an extensive product update resulting in a range of 43, fresh colors. And Mohawk will be the exclusive North American distributor for this incredibly beautiful line of uncoated fine paper.

The new Keaykolour portfolio offered by Mohawk is made up of 43 fresh colors, in 2 weights (80 text and 111 cover), sized at 27.5x39.3 inches, in a natural vellum finish. The entire product line is stocked in Mohawk’s U.S. warehouses for quick turn delivery through Mohawk merchants across North America and is available for immediate ordering.

“Using colored paper has never been so easy and accessible,” says Chris Harrold VP, Creative Director for Mohawk. “Simply choose from 43 colors in text or cover weight and we will have it to your doorstep in just a few days.”

Keaykolour’s 43-shade-palette is the culmination of a color study commissioned by Arjowiggins Creative Papers with [Atelier 3D Couleur](#), a Paris-based color design studio whose portfolio includes work in material and industrial design, architecture and interiors. “Over 20 R&D experts collaborated with Arjowiggins’ marketing and Atelier 3D Couleur to bring these new colors to life,” says Christophe Balaesque, Luxury Brands and Marketing Director for Arjowiggins Creative Papers. “In the process, thousands of lab samples were produced, reviewed and tweaked, to develop what we consider to be the ultimate collection of colored papers.”

In harmony with designers’ appetite for beautifully made materials, the Keaykolour portfolio seamlessly blends natural texture with a sophisticated range of light, mid and deep colors. The carefully considered palette was designed by Atelier 3D Couleur in such a

way that each color can work on its own, while easily associating with other colors in pairs or groupings.

To demonstrate Keaykolour’s sophisticated versatility, Mohawk worked with [Hybrid Design](#) of San Francisco to create an interactive paper specification tool designed to invite users to explore color combinations through play. Caleb Kozlowski, Creative Director at Hybrid says, “Color should be fun and Keaykolour allows designers to mix, match and play with color. We wanted to capture that feeling in a simple tool that lets designers mix and match to their hearts content.”

The Keaykolour launch tool kit features 43 colored “flash cards” housed in a box available in twelve different colored 111# covers paired with twelve 80# text weight papers in contrasting color. Each box is die-cut to reveal a multicolored tunnel of all 43 paper colors in the collection. The die-cuts feature three distinct shapes which reference the relative price difference between light, mid-range and deep colors. This price transparency gauge was built in to give designers a kind of price barometer to help them better plan projects by taking the fear out of specifying colored paper.

### **Keaykolour features these 43 colors:**

Snow White	Coral	Matcha Tea	Blackberry
Pure White	Lipstick	Caribbean Blue	Port Wine
China White	Chilli Pepper	Atoll	Cobblestone
Grey Fog	Guardsmen Red	Baltic Sea	Lichen
Pastel Pink	Carmine	Azure	Sombre Grey
Biscuit	Orchid	Royal Blue	Camel
Pastel Green	Prune	Steel	Cappuccino
Pastel Blue	Kiwi	Albatross	Seal
Chalk	Meadow	Navy Blue	Basalt
Indian Yellow	Holly	Old Rose	Deep Black
Pumpkin	Sequoia	Rosebud	

The Keaykolour launch kit was skillfully printed and finished by [Fey Printing](#) of Wisconsin Rapids, WI. In a nod to possible printing methods to employ when using Keaykolour this project features simple one and two-color printing along with die-cutting and folding, allowing the paper color to take center stage.

### **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.

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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