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## **Mohawk Celebrates Launch of Xanita Board at Global Shop 2018**

*Mohawk Fine Papers has partnered with Xanita  
to bring Xanita board to the North American Market.*

[Cohoes, NY — March 27, 2018] [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty materials for printing, announces a strategic partnership to bring Xanita board to the North American market. [Xanita](#) is the maker of industry-leading sustainable fiberboard, designed for flatbed ink jet printing in the creation of structural displays. This is the latest addition to Mohawk's expanding portfolio of innovative substrates for digital print and design.

The partnership will see Mohawk taking the position of master distributor for Xanita board in the North American region. Mohawk will offer the full range of Xanita products and have stock available by the end of March 2018.

"The U.S. is by far the biggest market in our category, and we're thrilled to have a partner like Mohawk to help maximize our position in the market," states James Beattie, CEO Xanita.

"In Xanita, we have found a partner who shares common values with Mohawk with a clear commitment to product innovation, design excellence and environmental sustainability," states Paul Biesiadecki, CSO Mohawk.

Between March 27-29th, 2018, Mohawk will be celebrating their new partnership at Global Shop 2018 in Chicago, with a new 20' booth constructed entirely of Xanita board. Senior leadership from both companies will be on hand at booth #3318 to answer any questions about this innovative, sustainable new product.

## Perfect Solution for Printers

Xanita board offers new revenue streams and business opportunities for printers with digital flatbed printing and CNC-cutting capabilities. The closed cell design makes Xanita board significantly stronger than visually similar honeycomb board products. Its strength and denser core makes Xanita board ideal for structural applications such as point-of-sale displays, custom expo booths, shopfitting and signage applications.

Xanita board strikes the perfect balance between premium quality and eco-friendliness, its versatility ensures that there will almost always be a Xanita solution for most projects.

## Value Add Services

In addition to Xanita's premium product offering, the company has several value add services that help printers get up and running with Xanita board quickly and efficiently.

These value add services include:

- **The Xanita Training Academy-** A free online training resource which provides the foundation of how to work with Xanita board.
- **The CNC cut-file store-** An e-commerce store with an extensive library of popular designs to help get printers up and running quickly and easily. Printers are also entitled to request a maximum of five free cut-files from the store once they have purchased a pallet of Xanita board or more.
- **Xanita design support-** For printers that don't have industrial or packaging design capabilities, Xanita provides comprehensive design assistance for a nominal fee.

To find out more about Xanita board in the U.S. or to place your order go to:

[xanita.com/usa](http://xanita.com/usa) or email [digitalcustoms@mohawkpaper.com](mailto:digitalcustoms@mohawkpaper.com).

## ABOUT MOHAWK

Behind every great company is a story. The Mohawk story begins in 1931, during the turbulence of the Great Depression, when George O'Connor took a chance and bought a bankrupt paper mill in Upstate New York. Convinced that the mill and the craftspeople who worked there were worth saving, he strove to make paper that was as enduring and unique as it was well-crafted and beautiful. This purposeful foresight became a philosophy understood by four generations of the O'Connor family as they have led Mohawk forward.

Today, that papermaking legacy encompasses the manufacturing of fine paper and envelopes including signature brands Mohawk Superfine® and Strathmore® as well as proprietary treatments Inxwell® and iTone®. Mohawk has also assembled a comprehensive portfolio of specialty digital substrates, including wide format and sheet fed materials which are best in class for all types of digital printing.

And because Mohawk cares about the environment, they do all this with future generations in mind, by sourcing pulps responsibly, conserving water, and harnessing wind power for our mills.

At their core, Mohawk is a company of makers. Making real things that make a real impact. Making connections between people and ideas. What Mohawk makes helps print go from simply good to truly great. Find out more at [mohawkconnects.com](http://mohawkconnects.com).

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## ABOUT XANITA BOARD

Xanita board is a sustainable engineered fiberboard manufactured using fibers recovered from recycled paper products such as cardboard boxes. Xanita board is VOC free, 100% repulpable, 75% lighter than MDF and significantly stronger than honeycomb boards. Xanita board is designed to work with digital flatbed printers, hybrid printers and CNC cutters.



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*Mohawk's 20' booth at Global Shop 2018 is constructed entirely of Xanita board.*



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