Mohawk Expands Wide Format Inkjet Portfolio with New Line of Printable Textiles and Canvas, Engineered by Aurora

New products to be introduced at Dscoop 2017 Conference

[Cohoes, NY – February 28, 2017] To meet the needs of the growing display graphics market, Mohawk, North America’s largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, announces the expansion of its wide format inkjet portfolio with the launch of a new line of Mohawk Printable Textiles and Canvas, Engineered by Aurora, for the latex, UV, and Solvent printers.

The items within the new line are manufactured in the United States by Aurora Specialty Textiles Group, a North American-based, global leader in the manufacturing of high quality textile substrates for printing.

Mohawk and Aurora Specialty Textiles Group share longstanding histories of manufacturing excellence, best-in-class products made in the USA, comprehensive expertise in research and development, deep traditions of innovation and a strong commitment to customer service.

“Mohawk is pleased to partner with Aurora to expand our wide format product offering. Aurora offers a best-in-class portfolio of printable textiles and canvas that allows Mohawk to truly serve as a one-stop-shop for our customers’ wide format printing needs,” said Mike Madura, Vice President, Digital Solutions, Mohawk.

“Aurora is very excited to partner with Mohawk in providing the North American paper distribution channel with access to a full range of printable textiles engineered to perform on today’s newest digital printing equipment. Our partnership combines Aurora’s textile coating...
and finishing manufacturing expertise with Mohawk’s market-leading knowledge in serving the digital needs of the North American paper distribution channel.” said Mark Shaneyfelt, Director of Sales & Marketing, Printable Textiles, at Aurora.

With this launch, Mohawk becomes the exclusive distributor through the North American merchant channel for Aurora Specialty Textiles Group, adding the following 12 products to its Wide Format Inkjet portfolio. The products will be available for preview in Mohawk’s Booth #901 at the Dscoop Conference in Phoenix, AZ, March 1-4, 2017.

- Mohawk Printable Canvas Expressions (*Five new products/finishes available: Cotton Natural, Gloss, Matte, Satin, Semi-gloss*), Engineered by Aurora
- Mohawk Printable Textiles Linen FR, Engineered by Aurora
- Mohawk Printable Textiles Premium Poplin LX with ColorPRO Technology, Engineered by Aurora
- Mohawk Printable Textiles Sticky Stuff 8 oz., Engineered by Aurora
- Mohawk Printable Textiles Poly Banner Plus, Engineered by Aurora
- Mohawk Printable Textiles Poly Woven 8oz., Engineered by Aurora
- Mohawk Printable Textiles Triple White FR, Engineered by Aurora
- Mohawk Printable Textiles Decoprint Pearl from SENFA

Mohawk Wide Format Inkjet products are easily searchable via Mohawk’s Digital Product Selector by media type or ink type. Mohawk Digital Specialists can provide product information for customers, and products are in inventory and can be ordered through local paper merchants starting on March 15.

For more information about the Mohawk Wide Format Inkjet Product Line, visit [mohawkconnects.com](http://mohawkconnects.com).

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, Mohawk’s business model now extends beyond paper manufacturing into new areas of growth, including digital substrates, which connect designers and printers to new markets.
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.

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ABOUT AURORA SPECIALTY TEXTILES GROUP
Aurora Specialty Textiles Group, Inc. is a global leader in coating, dyeing and finishing of both woven and non-woven fabrics. Based in Yorkville, Illinois, U.S.A., the company has a 133-year tradition of innovation and in 2015 invested in a new state-of-the-art, wide width coating and finishing line, and a new facility, that dramatically expand their ability to serve customers. Products include digitally printable textiles through Aurora’s Northern Lights Printable Textiles line, specialty home products, industrial products and tape products for a wide variety of industries. Aurora Specialty Textiles Group, Inc., is a Meridian Industries, Inc. company and ISO 9001 and ISO 14001 certified. For more information, please visit www.auroratextile.com.

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