

C R A N E

S T A T I O N E R Y

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Paul Thorogood joins Crane Stationery as Chief Product Officer

North Adams, Massachusetts, June 21, 2018. Crane Stationery is proud to announce the hiring of Paul Thorogood to the position of Chief Product Officer. In this new role Paul will have responsibility for the company's product design and product development teams and will work closely with Sales and Marketing on company strategy, company direction and identifying new opportunities for products and services.

Crane Stationery was acquired by Mohawk Fine Papers in April of this year, and in a recent statement, Mohawk's CEO Tom O'Connor reiterated his support for the Crane team's recent growth. "Our goal at Crane Stationery is to continue to deliver luxurious well-crafted products to our valued customers while identifying new products and services to grow our business. Paul brings an esteemed reputation in this respect and we are thrilled to have him on board".

"My passion and love is connecting the physical and digital worlds together through design, user experience and problem solving," explains Thorogood. "My goal is to create joy by constantly searching for new levers to pull to engage people with their brands and products". Paul has shown this ability in both consumer and business to business environments with online companies like Moo.com and Packlane.com. His expertise in product design and building a strong web to print workflow will enable him to lead new opportunities in product design and technology for Crane.

Paul received his Bachelor of Arts degree in Product Design from the University of Hertfordshire in the UK.

About Crane Stationery

Since 1801, Crane Stationery has been synonymous with exquisite personalized and hand-crafted stationery. The world's premium purveyor of social stationery products, Crane proudly offers a portfolio of three premium brands, Crane & Co., William Arthur and Vera Wang, each with unique signature styles. Created by highly skilled artisans in the Berkshires of Western Massachusetts, Crane Stationery continues to celebrate treasured social connections and life's milestones through its exquisite quality, design and craftsmanship. For more information on Crane products please visit www.crane.com.