



465 Saratoga Street
Cohoes, NY 12047
800 THE MILL
800 843 6455

Press contact:
Chris Harrold
Mohawk
518.233.6745
chris.harrold@mohawkpaper.com

Mohawk Announces the Introduction of the New Strathmore Impress Pure Cotton Paper

[Cohoes, NY – May 22, 2017] [Mohawk](#), North America's largest privately-owned manufacturer of fine papers, envelopes and specialty substrates for commercial and digital printing, announces the introduction of a brand new fine paper line: Strathmore Impress. Made with pure cotton fiber, Strathmore Impress is being launched at the 2017 National Stationery Show with a full on-site printing demonstration of this carefully crafted, super-premium paper.

Since its beginnings, the Strathmore name has been associated with innovative cotton fiber paper making. To celebrate the 125th anniversary of this iconic American brand, Mohawk thought it would be fitting to craft a new paper which simultaneously honors the heritage of Strathmore and the innovative spirit of Mohawk. The new Strathmore Impress is offered in multiple shades, weights and sizes and allows the seamless combination of digital printing with letterpress, engraving and foil stamping.

“Since 1892, the Strathmore name has been synonymous with the finest American made papers,” says Chris Harrold, VP and Creative Director at Mohawk. “Given that 2017 was the 125th birthday of Strathmore we thought it would be great to launch a new line that brings legendary craftsmanship to a new generation of letterpress printers, emerging social stationers and discriminating designers.”

Mike Madura, Mohawk VP Product Development/Management adds, “Strathmore Impress has been designed with a tactile, luxurious finish but also engineered using proprietary i-Tone surface treatment which allows printers to easily combine digital and impact processes such as letterpress on a single sheet.”

Strathmore Impress is available in two established shades of white: Ultimate White and Soft White along with two new colors: Light Gray and Light Pink. All have been carefully selected to meet the creative needs of letterpress printers, stationers, designers and commercial printers. The line will be available in 18pt for digital presses, as well as 20pt and 40pt for traditional printing techniques in a range of sizes from 8 ½ x 11 to 26 x 40.

For more information, visit mohawkconnects.com, or to see samples of Strathmore Impress visit Mohawk at Booth # 2628 at the National Stationery Show in New York City, May 21-24, 2017.

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.

CONNECT WITH MOHAWK

[Twitter](#) | [Facebook](#) | [LinkedIn](#) | [YouTube](#) | [Instagram](#) | [Pinterest](#) | [Vimeo](#)



###