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Mohawk Launches New Carbon Neutral Beckett Expression and Beckett Concept

[Cohoes, NY] – Mohawk Fine Papers Inc. [**Booth #642**] announces the relaunch of Beckett Expression and Beckett Concept – **the industry's first premium paper brands made carbon neutral.**

With fresh new shades, expanded basis weights including new extra-heavy cover weights, and new Beckett Digital papers with i-Tone[®], Expression and Concept offer a range of products that designers and printers can specify with the confidence of quality and performance.

In addition to enhancing the look and performance of the papers, Mohawk has made Beckett Concept and Beckett Expression the most environmentally responsible premium papers available. The entire Expression and Concept product lines are now FSC certified, manufactured with wind-generated electricity and made carbon neutral – which means that **they are made entirely with renewable energy.** “Mohawk is the second largest purchaser of wind-generated electricity among U.S. manufacturing companies. Moving towards carbon neutral papers was the next logical step in our efforts to reduce our impact on the environment,” says George Milner, Mohawk’s Senior Vice President, Energy, Environmental and Government Affairs. (For more information on *carbon neutral* see Mohawk’s press release: *Mohawk Introduces Carbon Neutral Papers*)

These two premium writing, text and cover brands have been revamped and re-engineered to meet the needs of designers, digital printers and sustainable businesses in today’s market.

Beckett Expression

Mohawk has created a groundbreaking environmental offering in the premium writing (unwatermarked), text and cover category. Super-smooth Expression has an outstanding printing surface designed for high-performance on any printing platform from traditional offset, heatset web, waterless, Xerox iGen3[™] Digital Production Presses, Kodak NexPress, HP Indigo, to office printers and copiers.

– more –

Beckett Expression Key Features

- One of the smoothest uncoated premium papers
- 98-bright white shade, Radiance
- Designer palette of solids and fibers inspired by colors of contemporary resort spas
- Comprehensive range of basis weights from 24 writing to 160 double-thick cover
 - > Significantly expanded 100 text offering in 10 shades
 - > **New** 100 and 120 solid covers in key white shades
 - > **New** ultra heavy 160 double-thick cover in five shades
- Heavy covers and deep shades are packed in small quantity cartons
- **New** Expression Digital items featuring Mohawk's exclusive i-Tone™ surface
- Nine shades are made with 30% postconsumer waste fiber and are Green Seal certified
- All items are FSC and Green-e certified
- All items are made carbon neutral
- All items are manufactured with wind-generated electricity

Beckett Concept

Mohawk has responded to the emerging trend toward vellum finishes with the newly updated Beckett Concept. This premium writing (watermarked), text and cover grade with has a unique velvet-like finish that offers excellent printability with a luxurious feel. Mohawk has built on Concept's heritage as a recycled grade. All items in the Concept are now FSC certified, manufactured with wind-generated electricity and made carbon neutral. Most items in the line also contain 100% postconsumer waste. Concept is engineered for superior print performance on traditional offset and heatset web printers as well as laser and inkjet printers and copiers.

Beckett Concept Key Features

- Refined vellum finish combines a dense uniform center core with a soft, toothy surface
- 98-bright white shade, Radiance
- Fresh new colors with a range of appealing earth tones
- Comprehensive range of basis weights watermarked 24 writing to 160 double-thick cover
 - > **New** 80 text weights available in two 98-bright Radiance and new Candlelight
 - > **New** 130 double-thick cover added in all shades
 - > **New** ultra-heavy 160 double-thick cover added in key shades
- Nine shades are made with 100% postconsumer waste fiber and Green Seal certified
- All items are FSC and Green-e certified
- All items are made carbon neutral
- All items are manufactured with wind-generated electricity

Beckett Expression and Concept are the first grades in the Beckett family to be updated under Mohawk's leadership since the acquisition of the Fine Papers brands from International Paper. High quality, progressive, and verified by a third party, Beckett Concept and Expression are the ultimate choice for customers who value quality, performance and environmentally preferential products.

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For more information on Beckett Concept and Beckett Expression or other Mohawk papers, *visit us at*

Booth #642, visit www.mohawkpaper.com or call 1 800 the mill.

Recognized for its technical innovation and progressive environmental initiatives, Mohawk Fine Papers Inc. manufactures an impressive range of premium printing, writing and imaging papers. Signature grades include Strathmore[®], Mohawk Superfine[™], Beckett Concept[®], Beckett Expression[®], BriteHue[®], Via[®], Mohawk Color Copy[®] and patented Inxwell[®] products, Navajo[®] and Options[®]. Mohawk engineers its papers to provide optimal performance for sheetfed, web and digital printing. Mohawk papers are used in a wide variety of communications including prestigious annual reports, corporate identity systems, high-end brochures, packaging and everyday communication for businesses of all sizes and types. A leader in environmental stewardship, Mohawk is the first large-scale production facility in the U.S. to use non-polluting wind-generated electricity to manufacture paper and the first premium paper mill to produce carbon neutral papers. Many of Mohawk's recycled products are certified to the Forest Stewardship Council's [FSC] standards by SmartWood, a program of the Rainforest Alliance, and/or Green Seal.

FSC certification ensures responsible use of forest resources.

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