

FOR IMMEDIATE RELEASE: March 3, 2008
MFP News – PR 697

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Beckett Cambric: The Fresh, New, Sustainable Choice

[Cohoes, NY] – Textured papers have long been a favorite of graphic designers, but lately they are looking for inspiration that they aren't finding in the same old linen papers they've been seeing for years. What if those papers got a shot of intense color, like vivid dandelion yellow, deep crimson red, or extremely rich dark chocolate? And, what if there was an added allure that they were all green – environmental that is? That is exactly what Mohawk Fine Papers Inc. has done with the new Beckett Cambric.

Beckett Cambric has been pumped full of beautiful color, unsurpassed environmental benefits, heavier weights, and much more. The revamped line now has 15 fresh new shades, including the brightest white and deepest black in the industry, plus contemporary colors that are very much in step with current fashion trends such as the new Olive Gold shade, and the “breath of fresh air” Azure.

“The new color palette showcases Beckett Cambric’s delicately embossed pattern with a refined, elegant quality. The texture is more subtle, with finer threads, than other linen papers. It’s distinctive, yet it produces a smoother, more level printing surface than other linen textured papers. Cambric is perfect for high-quality print production for any application from identity systems, folders, and annual reports, to announcements, invitations ... virtually anything,” says Laura Shore, Senior Vice President Communications, Mohawk Fine Papers.

New colors

To develop the chic color palette, Mohawk conducted exclusive, proprietary research into existing and emerging color trends in consumer goods, interior design, architecture, and other design-driven industries. “Mohawk has a solid handle on the colors that are being marketed to North American consumers. The proof is carrying a swatchbook through a mall and seeing the products that consumers are buying reflected in our palettes. Cambric is *the* fresh, new look for contemporary graphics,” says the company’s color expert, Dave Van de Water.

Environmentally superior

In addition to offering the most up-to-date colors in a linen textured paper, Cambric is also unsurpassed in its category for sustainable design. The entire Beckett Cambric line is now entirely FSC certified, made carbon neutral, and manufactured with Green-e certified wind energy. Plus, there are five 100% postconsumer waste (PCW) shades and twelve 30% PCW colors to choose from – perfect for any company’s corporate sustainability report.

New features

- 15 new shades
- 5 shades made with 100% PCW fiber and 12 shades made with 30% PCW fiber
- New 99 bright Platinum White
- Matching 80 and 100 cover available in all shades
- 100 text and 130 double-thick cover in 5 white shades
- 160 double-thick cover in 5 whites and 5 rich colors
- 3 new duplex offerings
- New digital with i-Tone™ for HP Indigo presses
- 8.5 x 11 sheets stocked in 14 shades
- Complete line is FSC certified, made with windpower, and made carbon neutral
- Matching envelopes available in all shades

“With its added gutsy weights like 160 lb. cover, superlative environmental properties, digital papers enhanced for high-quality digital performance, and obvious visual appeal, we believe designers will quickly include Beckett Cambric in their stable of “go-to” grades for high-end graphics,” says Van de Water.

Test the beautiful new Beckett Cambric today. Visit www.mohawkpaper.com/samples to get a sample or a copy of the new Beckett Cambric swatchbook.

For more information, visit www.mohawkpaper.com or call 1 800 the mill.

About Mohawk

Recognized for its technical innovation and progressive environmental initiatives, Mohawk Fine Papers Inc. manufactures an impressive range of premium printing, writing and digital papers. Signature grades include Strathmore®, Mohawk Superfine™, Beckett Concept®, Beckett Expression®, BriteHue®, Via®, Mohawk Color Copy®, Mohawk Digital Papers 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 corporate reports, corporate identity systems, high-end brochures, packaging and everyday communications for business of all sizes and types. Mohawk digital papers are also used in on-demand photo books, personalized direct mail and custom packaging. A leader in environmental stewardship, Mohawk is the first U.S. paper mill to offset 100% of its electricity with renewable windpower and the first U.S. premium paper mill to shift toward carbon neutral production. Also offered are recycled papers certified by GreenSeal and papers certified to the Forest Stewardship Council’s [FSC] standards by SmartWood, a program of the Rainforest Alliance.

FSC certification ensures responsible use of forest resources.

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The new Beckett Cambria has 15 alluring new colors, heavier weights, and more – all of which are FSC certified, made with windpower, and made carbon neutral.

Digital image available upon request.

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