



**Sotheby's Imprint**  
The Art of Global Print Management

**FOR IMMEDIATE RELEASE:**

## **MOHAWK FINE PAPERS JOINS SOTHEBY'S IMPRINT PREMIER PLATFORM**

BOSTON July 17, 2012 Sotheby's Imprint (SI) today announced an international alliance with Mohawk Fine Papers Inc. Mohawk will supply writing, text, cover and digital papers to the Sotheby's Imprint *Premier Platform*.

Mohawk manufactures an impressive range of premium printing, writing and digital papers that provide optimal performance for sheetfed, web and digital printing.

“Sotheby's Imprint has developed an innovative approach to global print management solutions,” explains Sotheby's Imprint Executive Vice President Skip Dyer. “Our company takes very seriously its commitment to developing its supply base. It's imperative that we affiliate with the best of the best, and Mohawk certainly meets that criteria.”

The *Premier Platform* will utilize a number of Mohawk's signature brands, including Mohawk Loop, Mohawk Superfine and Strathmore Premium. Mohawk products will be used for identity packages, catalogs, annual reports, and more.

“We're thrilled to be associated with Sotheby's Imprint,” said Thomas O'Connor, Jr., chairman and CEO of Mohawk Fine Papers Inc. “There has been a shift in print

procurement and this new network of offset and digital presses is well positioned to better capitalize on global opportunities.

**About Sotheby's Imprint:**

Sotheby's Imprint is an emerging leader in global print management solutions. The Boston-based company ensures brand uniformity with its *Premier Platform* of print and distribution suppliers, equipment manufacturers, and consumable suppliers. At its core, Sotheby's Imprint expects to transform global print management while delivering unparalleled results. For more information, please visit [sothebysimprint.com](http://sothebysimprint.com).

**About Mohawk:**

Mohawk is North America's largest privately owned manufacturer of fine papers and envelopes for commercial and digital printing. Signature brands include Mohawk Superfine®, Strathmore®, Inxwell®, and proprietary i-Tone® for digital presses. Mohawk papers are chosen for commercial printing, photo specialties and high-end direct mail. Products and samples are available through leading paper distributors and at [mohawkpaperstore.com](http://mohawkpaperstore.com).

The company is leveraging connections in the digital, design and photo space to develop new web-based offerings: Pinhole Pro, a solution for professional photographers to create beautiful press products; Pinhole Press, a lifestyle brand for beautifully simple photo gifts; and Felt & Wire Shop, an online marketplace for social stationery, posters and prints.

This third-generation, family-owned business is constantly renewing its commitment to environmental stewardship. As the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with windpower renewable energy credits and

the first U.S. premium paper mill to shift toward carbon neutral production, its portfolio of recycled papers certified by Green Seal and the Forest Stewardship Council's (FSC) standards, continues to grow along with the rest of the company.

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