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MOHAWK FINE PAPERS JOINS THE PRINT COUNCIL

WASHINGTON, DC, April 2, 2008 – The Print Council, a national business development initiative created to help promote greater use of printing and print media, announced that Mohawk Fine Papers Inc. the largest premium paper manufacturer in North America, has joined the organization. As a new member, Mohawk Fine Papers will work in concert with other member companies of The Print Council to help develop, maintain and expand the market for printed materials.

Richard Schielke, National Business Development Manager of Mohawk Fine Papers, notes the importance of The Print Council's mission for the industry's future: "Commercial printing today must effectively compete more vigorously than ever against alternative and traditional media for its rightful share of marketing communications budgets," he observes. "Key marketing strategists everywhere must be made more fully aware of the increasing power of print as a marketing communications medium with exciting new substrates, and imaging and mailing technologies that combine to deliver remarkably outstanding results with extraordinary efficiency. Mohawk firmly believes in the mission of The Print Council and we are pleased to add our support to the organization's efforts to further their vital efforts for the advancement of print in the communications marketplace."

"We plan to make great use of the knowledge and materials developed by The Print Council to educate the Mohawk sales force," he adds. "They will spearhead our effort to elevate the importance of print among the merchant reps, agencies, printers and mailers they work with every day throughout the industry."

"We are delighted to have Mohawk Fine Papers join our organization," notes Ben Cooper, Executive Director of The Print Council. "As one of the leading companies serving the commercial printing industry, Mohawk's participation in the implementation of our mission will be an important resource in our ongoing campaign to focus advertisers and communications decision-makers on the value of print in traditional and digital printing."

MORE...

The membership roster of The Print Council includes commercial printers and paper, press, ink and equipment manufacturers. Associate members include media partners, educational partners, association partners, and members of the PR Alliance. Since its inception, The Print Council has become a visible and leading advocate of print as an effective marketing and communications medium.

About Mohawk Fine Papers Inc.

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.

About the Print Council

Through education, awareness, market development, advocacy and research, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council's members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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MEMBERS

Broadford & Maloney Inc.	Jacob North Printing	NewPage
CGI North America	Japs-Olson	Pitney Bowes
Corporate Press	Jet, Inc.	Prism USA
EFI	The John Roberts Company	Sandy Alexander
Friesens Corp.	Kodak	Sappi Fine Paper
GLS Companies	Lake County Press	Sheridan Group
Heidelberg USA	Lawton Printing	Unisource
The Hickory Printing Group	MAN Roland	U.S. Postal Service
International Paper	Mitsubishi Lithographic Presses	Williamson Printing
IWCO Direct	Mohawk Fine Papers	Xerox

ASSOCIATE MEMBERS

Cal Poly	Leo Burnett	PennWell
CUNY	Liberty or Death Communications	PIA / GATF
Cygnus Business Media	Media Ink	Press+
DMA	NAK Marketing & Communications	Penton Media
EDSF	NAPIM	Print Buyers Online
EMA	NAPL	Printers NW Trader
GAA	New England Printer & Publisher	Reed Business
Graphic Communications World	North American Publishing	RIT
Group M	NPES	Rogers Media
HSPR	NPTA	TAGA
IAPHC	NYU	WhatTheyThink.com
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