

mohawk

# TEXT & COVER

FOR ALL YOUR PRINT PROJECTS

**ariva**<sup>®</sup>  
a Domtar Business



# PAPER IS WHERE DESIGN LEAPS OFF THE SCREEN AND INTO YOUR HANDS.



**A**fter hours of designing in a two-dimensional virtual reality, you are entrusted to take your client's plan to the third dimension of a printed piece. Making that leap requires paper: tactile, touchable, feel-good paper. Specifying the right paper to realize your client's vision affects the look and feel of the final product just as much as the colours, fonts, images and layouts selected.

**Even without ink paper communicates.** You've taught your client the way paper feels is called its hand. And that hand affects how the pages turn and how panels fold out. From a bulky cover to a crisp sheet of letterhead, to supple pages in a book, the paper's hand makes a statement. You know paper also plays into the overall look of a piece. It can be slick or silky, loud or understated. It can have eye-popping gloss or an honest, authentic appeal.

Read on to recollect the many factors that make text and cover the right paper for all your client's print projects.



CONTACT YOUR  
ARIVA REPRESENTATIVE  
TODAY AND  
**LET'S TALK  
TEXT AND COVER.**



# Why—

## — TEXT & COVER?

**T**actile materials are an essential brand communication tool. Like words, all materials communicate differently. The look, feel and colour of paper can improve response rates, enhance a brand's image, or evoke a desired emotion. When recommending paper consider how its colour, finish, brightness, formation, opacity, recycled content and paper weight will work with your printing process of choice.

With hundreds of papers to choose from many designers and printers rely on a few favourites—usually choosing white and smooth papers. But don't limit yourself, there is a world of colour and texture available to help enhance your client's project. The more you understand these, the better able you are to recommend the right paper choice.

## — USE A PREMIUM PAPER? TO MAKE A GREAT IMPRESSION!

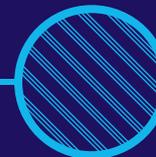
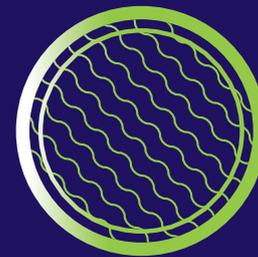
**W**hether a large corporation or a small business with big plans, printed material is one way to spread your brand throughout the world. Premium paper can make a difference in how that brand is perceived. The right paper can set your client's messages apart.

### MATERIALS MATTER

#### Mohawk materials:

- Enhance tactile interest
- Provide haptic memory of the brand
- Facilitate outstanding print performance
- Communicate quality
- Enhance brand message





## WHAT MAKES A PREMIUM PAPER PREMIUM?

### PULPS, FORMATION, PRINT PERFORMANCE

**M**ohawk premium papers are made from the finest pulps available. Great pulp allows for great formation. These two combined equate with better print performance.

**Formation is the uniformity and distribution of fibers within a sheet of paper.** Ink will go down smoothly on a well-formed sheet. A poorly formed sheet will exhibit an uneven or mottled appearance when printed. Formation is critical to good print reproduction. Ink is absorbed evenly, which yields smooth solids and clear photographic images. Whether you are printing on an offset press or a digital colour printer, formation is the foundation of print quality.

**Formation is a differentiator for Mohawk premium grades.** They make paper the old craftsman's way—slowly. Better formation equals better printing.

Hold the sheet up to the light. A well formed sheet appears uniform. A poorly formed sheet appears “cloudy”.

### TEXTURE

Felt, vellum, laid, vertical, linen—texture adds a unique quality that is both visual and tactile. (haptics)

Texture enhances the customer's brand. Think Tiffany's (Tiffany's chose Options Navajo Smooth) or Timberland (Timberland prints on Loop Antique Vellum).

Textures give a printed piece memorable character from handcrafted to contemporary.

Textures also are a great substrate choice for contrast with specialty processes – think foil stamping on a felt finish.

### COLOUR/SHADE

Although Mohawk sells more white paper than any other shade, colour is a great way to differentiate the printed project by adding a new dimension of impact.

Colour adds depth and distinction to any print communication.

Using coloured paper is like adding an ink colour, without additional printing cost.

Shade will affect the imagery. A variety of whites give customers the choice of softer or bluer or neutral.

**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.**

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Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®. Within the paper industry, Mohawk's type of paper is classified as text & cover.

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**BRANDS**

**Superfine**

The Ultimate Paper

**Carnival + Via**

The Expressive Paper

**Options + Navajo**

The Inxwell Papers

**Skytone**

The Parchment Paper

**Color Copy**

The Imaging Paper

**Loop**

The Responsible Paper

**Strathmore**

The Luxe Paper

**BriteHue**

The Vivid Paper

**Everyday Digital**

The Digital Production Paper

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*Mohawk brands include paper, envelopes and digital sheet sizes.*

## FEATURE PRODUCT

# VIA

Because paper affects the perceived quality of the finished piece, always use the best paper you can for the budget you have. In many jobs, the choice of a better paper adds considerably more to the quality of the outcome than it does to the cost.

And Via represents the most comprehensive and economical family of premium writing, text and cover paper in the market today.

The portfolio offers a choice for virtually any design project with many shades of white, a palette of fresh colours, ten distinctive textures and an extensive offering for digital printing. And now the entire range is FSC® certified so you don't have to compromise beauty for responsibility. Welcome to the best selling uncoated fine paper in North America!

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**MAKER**  
QUARTERLY

*IS A VEHICLE TO SUPPORT  
A COMMUNITY OF LIKE-MINDED MAKERS.*

Content focuses on stories of small manufacturers,  
artisans, printers, designers, and artists who are  
making their way in the midst of the digital revolution.

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**A**nd whether you need paper samples, swatch books, sample mock-ups, or printed samples, helping you find the best paper solution and better serve clients is our mission. We will help you find the best Mohawk paper for your design project.

And with [Mohawkconnects.com](https://mohawkconnects.com), your Ariva team can check stock levels and will work with you to find the solution for less than full carton needs.



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# Colors







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