

Introducing the Curious Collection



arjowiggins

+



The Curious Collection

Paper for the Senses



Curious Collection. Metallics
A rich, glittering alloy adds a shimmer, visual appearance and tactile feel to 32 fashion-forward and complementary colors.

Ice Silver BIC	Lilac BIC
Ice Gold BIC	Chateau BIC
Oxygen White BIC	Island BIC
Polystyrene BIC	Chocolate BIC
Pink Quartz BIC	High BIC
White Gold BIC	
Aliso BIC	
Aquamarine BIC	
Virtual Pearl BIC	
Champagne BIC	
Nude BIC	
Rose Gold BIC	
White Silver BIC	
Lavender BIC	
Silverland BIC	
Sandstone BIC	
Chartruse BIC	
Super Red BIC	
Gold Leaf BIC	
Wenge BIC	
Red Lacquer BIC	
White BIC	
Pracock BIC	
Abyss BIC	
Electric Blue BIC	

Curious Collection. Translucents
Naturally translucent papers for design where layering or show-through is desired.

Clear BW
Clear SW
Clear BW
Clear SW
Bright White 27W
White 27r
Pearl BIC
Silver 27W
Spring 27W
Gold 27W
Flame 27W
Red Lacquer 27W
Claypot 27W

Curious Collection. Alchemy
Skin-ery reflective colors with an extraordinary matte effect and a remarkable, patented tactile feel.

Mirror (Ag) BIC
Vanium (Ti) BIC
Gold (Au) BIC
Copper (Cu) BIC
Platinum (Pt) BIC

Curious Collection. Touch
A deep soft matte texture or remarkable or it appears.

Milk BIC
Milk BIC

Curious Collection. Skin
Disruptive surface and saturated, bold colors invite recipients to touch and feel.

Baby White BIC
Inkery BIC
Blaze BIC
Wine BIC
Bray BIC
Innocent P
Alloylike BIC
Orange BIC
Red BIC
Pink BIC
Purple BIC
Lavender BIC
Indigo BIC
Violet BIC
Moche BIC
Dark Blue BIC
Dark BIC

Curious Collection. Matter
An innovative paper featuring patina streaks to create an intriguing tactile experience.

Grey White BIC
Antique Grey BIC
Vibranza Sand BIC
Dark Red BIC
Antique Blue BIC
Black BIC

Curious Collection. Particles
A 200% recycled fluted paper with inclusions for added interest.

Blaze BIC
Mirror BIC
Gold BIC



The Curious Collection

Comprehensive Product Overview

- In May of 2015, Mohawk and Arjowiggins Creative Papers announced a groundbreaking strategic alliance.
- Extraordinary papers for the senses designed with high saturated color, unique appearance and unusual texture.
- Marking the next milestone in the alliance, Mohawk launched the addition of Curious Digital with i-Tone[®] designed for digital print applications. These products feature Mohawk's proprietary i-Tone[®] surface chemistry designed to enhance ink/toner adhesion and improve runnability on digital presses.



The Curious Collection

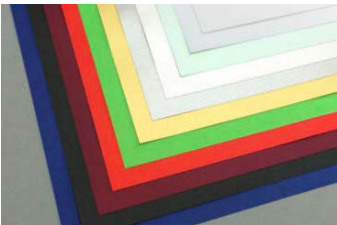
7 Finish Options

Curious Metallics



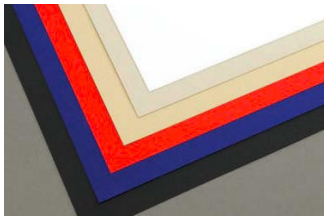
- Rich, glittering alloy adds shimmery visual appearance and tactile feel in 31 beautiful colors
- Three basis weights: 80 text, 92 cover and 111 cover
- Sheet sizes: 27.5 x 39.3" (Folio) & 12 x 18 with iTone for digital

Curious Transluents



- Naturally translucent papers for designs where layering or show through is desired in 11 shades
- Basis weights: 27W, 29W, 36W, 48W and 53# / 65# Cover
- Sheet sizes: 27.5 x 39.3" (Folio) & 12 x 18 with iTone for digital

Curious Matter



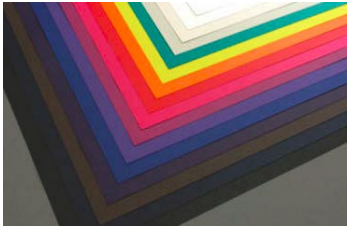
- An innovative finish featuring potato starch to create an intriguing grainy feel in 6 unique shades
- Basis weights: 91 text, 100 cover and 141 cover
- Sheet sizes: 27.5 x 39.3" (Folio) & 12 x 18 with iTone for digital



The Curious Collection

7 Finish Options continued...

Curious Skin



- Unique matte surface and high saturated, vibrant shades that invite touch & feel in 16 beautiful colors
- Basis weights: 91 text, 100 cover and 141 cover
- Sheet sizes: 27.5 x 39.3" (Folio) & 12 x 18 with iTone for digital

Curious Alchemy



- Five metal colors with a unique hammered or weathered-looking surface
- Two basis weights: 80 text and 111 cover.
- One sheet size: 27.5 x 39.3" (B1 size)
- Small packages of 200 sheets text and 50 sheets cover

Curious Touch

- One beautiful white shade –Velvety, soft, matte texture on one side only

Curious Particles

- 3 Fibered white shades with Snow, Silver or Gold flecks in the paper
- Emulates the look of handmade papers



The Curious Collection

Competitive Landscape

Curious Collection	Competitor	Curious Collection	Competitor
Metallics	Neenah Stardream Neenah Esse Pealized Neenah Starwhite Flash Reich Shine Gmund Reaction CTI Aspire Petallics GPA Ultra Digital Pearlescent Papers	Skin	Neenah Plike Neenah Touché
		Touch	Neenah Plike Neenah Touche Neenah Starwhite SoftTouch Soft-Touch Printing Techniques
Transluents	Neenah UV Ultra II Neenah Clearfold CTI Glama Natural Reich CT Transluents	Matter & Particles	None - unique in the marketplace!



The Curious Collection

Selling Strategies & Vertical Markets

- At our core, Mohawk believes in making print more beautiful, effective, and memorable through the use of quality materials.
- Materials matter and they can elevate a piece from good to GREAT! The Curious Collection is a great option to differentiate marketing collateral and make it stand out from the rest.
- These products are targeted towards the design community and end-users who want both beautiful color and tactile appeal for their special print projects.
- The different color tones makes it possible for harmonious color combinations that are endlessly sophisticated and new.
- When selling the Curious Collection think about opportunities within customer verticals such as; beauty & fragrance, travel & entertainment, hospitality, media & technology, wine/spirits and stationers.
- Design Agencies & Design Firms are also a perfect target for the Curious Collection when someone is looking for something exciting and new!



When you THINK Curiously Think:

Paper for the Senses

- innovative craftsmanship
- unique textures
- daring diversity
- unconventional combinations
- seductive color

Thank You!

