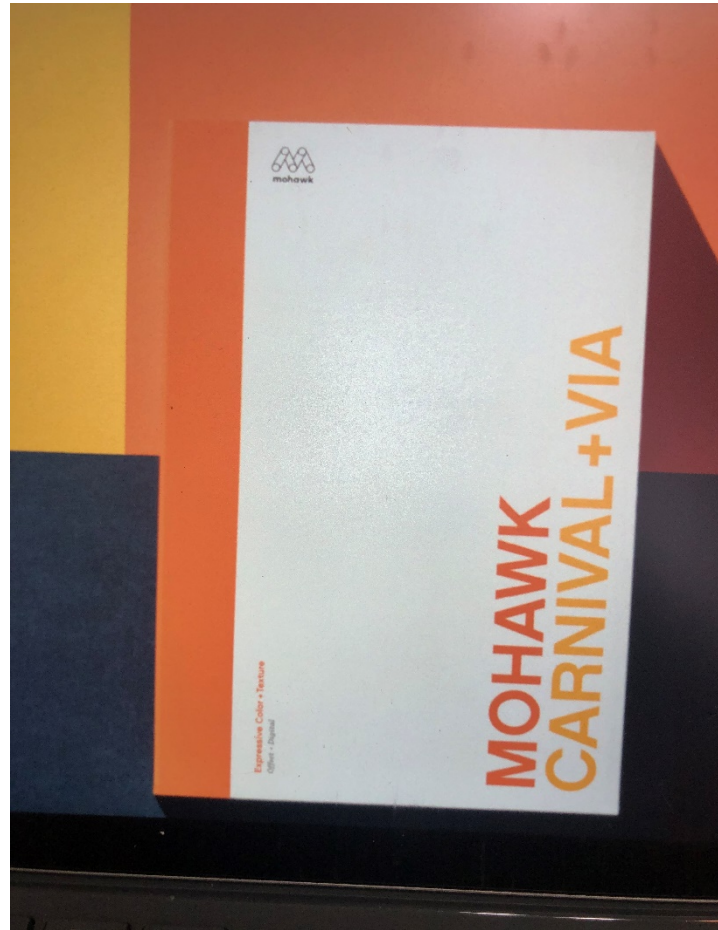


# Mohawk Via

Kelly Paper



# Let's dive in!



# Expressive Color & Texture

- ❖ Via represents the most comprehensive and economical family of premium fine papers in the market today.
- ❖ The portfolio offers FSC certified papers for virtually any design project.
- ❖ Many shades of white
- ❖ A palette of fresh colors
- ❖ Eight distinct textures
- ❖ An extensive offering for digital printing



# Choosing a Via Finish

- ❖ Finish is the special texture that gives paper its tactile character
- ❖ Smooth, rough or elegantly embossed, these special textures feel unique in your hand and amplify the personality of your customers project
- ❖ Vellum
- ❖ Felt, Laid & Linen
- ❖ 25% Cotton in Cockle, Light Cockle & Smooth
- ❖ Satin (extra smooth)
- ❖ Smooth
- ❖ Via recycled papers contain 30% and 100% PCW



# Vertical Market & Competitive Landscape

- ❖ Mohawk's Via is the economical grade for price sensitive verticals like College/Universities, stationer's, start up businesses & restaurants.
- ❖ Fashion, entertainment, tech companies & healthcare
- ❖ Competitors: Royal Sundance, Environment, Conservation
- ❖ Via is the best-selling fine paper in America!

