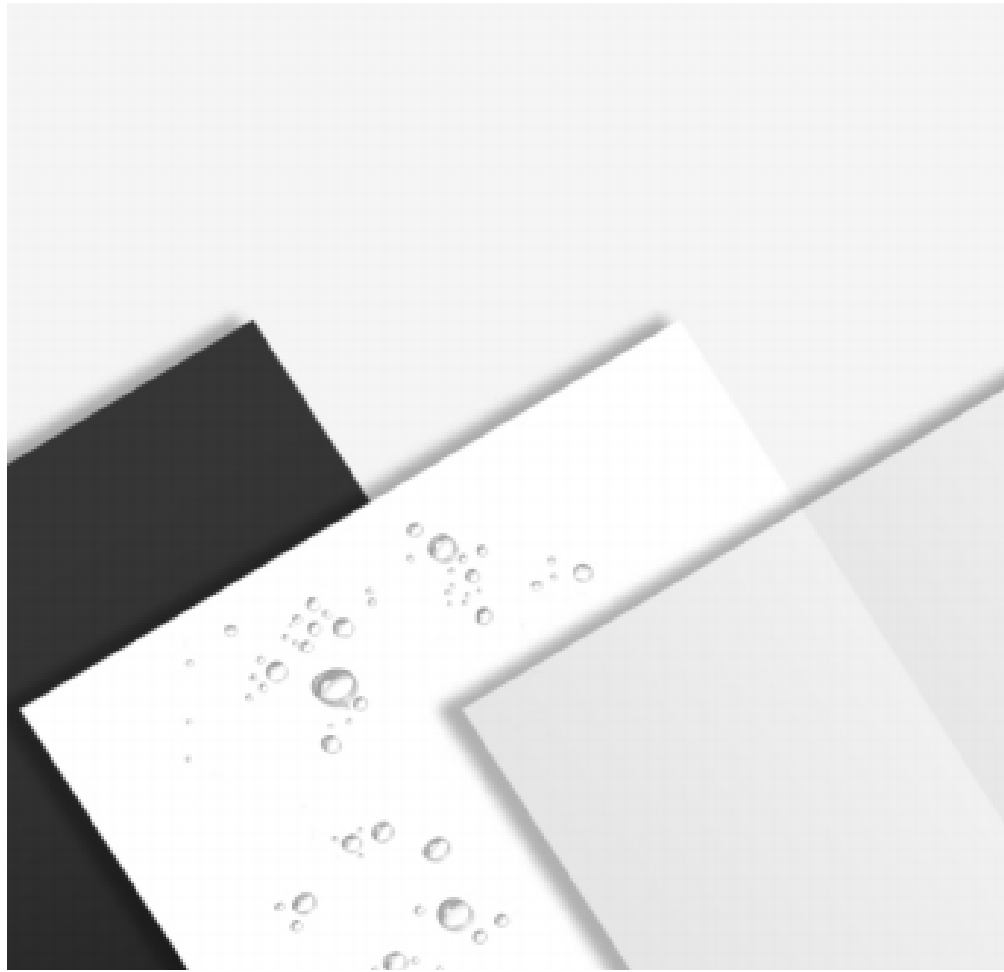




# Mohawk Synthetics





# Mohawk Synthetic

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Perfect for situations where moisture or wear are of concern, Mohawk Synthetic products are built to last, yet are flexible like paper. This portfolio consists of a broad range of items for both dry toner and HP Indigo presses and is one of the most comprehensive portfolios on the market.

- Eliminates the need for laminating
- Exceptional opacity
- Moisture and grease resistant
- Chemical and tear resistant
- Great for perforating and hole punching
- Premium Polyester white is alcohol resistant
- Dimensional items available, reducing turnaround time by eliminating die cutting
- Mohawk Synthetic Paper with i-Tone, Mohawk Performance Polyester with Cobalt™ and PaperTyger® are certified for HP Indigo presses by RIT



# What Makes Mohawk product different from the competition?

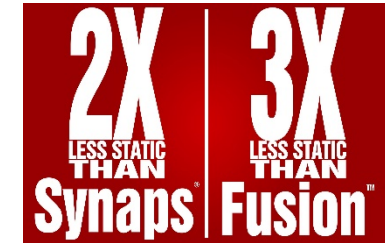
- Mohawk has better static control (very prominent on lower gsms).
- Mohawk is alcohol/chemical resistant (even standard cleaners like 409)
- Mohawk is a whiter/brighter product
- Mohawk has much higher opacity than other synthetics
- Mohawk Scratch/scuff resistance is better.
- Mohawk's 11 mil is much stiffer than the cavitated 10 mil
- Mohawk has much broader range of products
- Mohawk has much better perf products (Dimensional)



# **Mohawk's Synthetic Premium and Performance Polyesters are: *True High Density/Solid Core Polyester (not cavitated).***

- **Advanced coatings on both sides of the sheet deliver better:**

- Print Quality
- Performance & static control (*very prominent on lower gsm.*)
- Toner adhesion
- Scratch and scuff resistance
- Alcohol/chemical resistance (Premium only)



- **Better base film**

- Physically more durability and strength in the sheet (mil for mil)
- Whiter/brighter
- higher opacity
- 11 mil is a sweet spot



- **North America Stock & Converting**

- Quick turn perf and sizes
- Mohawk has much broader range of products



# Alcohol Resistant and Chemical-proof

## Mohawk Synthetic Polyesters

From menus to even industrial tags, no other material matches Mohawk's engineered surfaces for chemical resistance and alcohol resistance. You can even soak Mohawk Premium Polyester in a 50% water / bleach solution to remove resilient stains!

	Ricoh PRO C901	Xerox DC 250	OKI ES9431
<i>Mohawk Premium</i>	~100	100+	100+
<i>Mohawk Performance</i>	22	14	8
Synaps XM	1	1	1

Number of rubs using 70% isopropyl alcohol before toner is removed

Mohawk Provides the ONLY Alcohol and Chemical Resistance Solution in the Market



Synaps vs. Mohawk  
\*hand sanitizer rubbed on each to show wear



# Stop Wasting Your Time On **Lamination**

- No paper can withstand heavy handling, tearing, water immersion, alcohol or chemicals exposure.
- Laminated or encapsulated papers have limited resistance
- Mohawk Synthetic Polyester is engineered to withstand heavy handling, tearing, water immersion, alcohol, chemicals simply eliminating the need to laminate.



**...Ready Straight From The Output Tray**



# Greener Alternative To Laminated Paper

- Lamination to increase paper durability does not reduce the use of plastic, but it increases the energy used during the lamination process needed to achieve the desired tear or water resistance.
- Laminated / encapsulated papers are 2 part products from 2 different recycling category, difficult and a very expensive process to recycle.
- Mohawk Synthetic Polyesters can be recycled as a category 7 plastics for disposal with other plastics
- With Mohawk Synthetic Polyester aqueous coatings - No solvent waste and No VOC emissions during the production or recycling process.



# Promoting New Applications to get in the Door







# HP Indigo: Stand Out Solutions

## Mohawk Synthetics with COBALT™: The next generation of HP Indigo Coatings

- HP Indigo Certified COBALT™ coatings “Best in Class” and solutions for a wide range of media
- Provides improved adhesion, ultimate static control, and high stability in press
- Works in one-shot and multi-shot with heavy layering of white
- Materials include enhanced dimensional stability for lower-cost multi-shot printing
- Products available and dropped shipped directly out of North American distribution center
- NEW products such as Silver Metalik, Cling Alternatives, and packaging/carton films



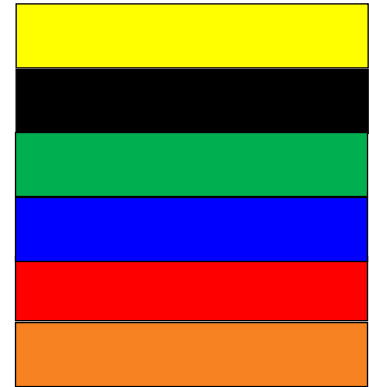
# Performance Polyester

- 93 Bright white solid film
- 5, 8, 10, 14 mil calipers
- Available 12 x 18, 13 x 19
- 1<sup>st</sup> stocked synthetic from Mohawk for the HP Indigo 10000/12000. (20.47 x 29.45)
- Economical price point
- Recyclable as #7 (other)



# Colored Polyester

- Colors available for white ink
  - Black, Bright Green, Bright Orange, Red, Bright Yellow, Royal Blue, Clear
  - 5 mil caliper only on colors
  - 5 mil and 7 mil caliper on Clear
  - Available in 8.5 x11 for dry toner and 12 x 18 for HP
  - Removable paper-backing on Clear



# Metalik<sup>®</sup> Board

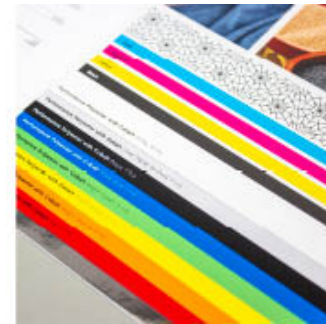
- Metalized polyester laminated onto paper board
- Silver/Gold/Copper
- 14 mil caliper
- Available 12 x 18, 13 x 19\* and 20.47 x 29.45\*
- Printable two sides
- Designed for easy scoring/folding
- Moisture and tear resistant
- Create unique effects using white or transparent ink

\*cobalt silver only



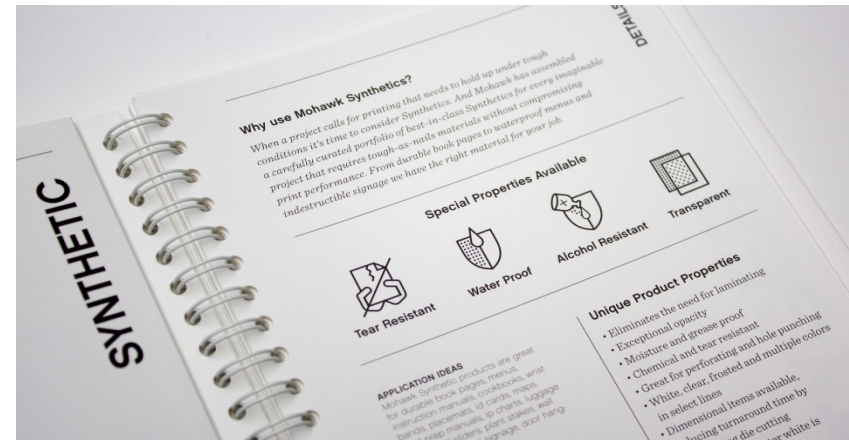
# Marketing Materials Available

- HP Indigo Product Sheet
- Synthetic Product Catalog
- Synthetic Sales Guide
- Metalik Sales Guide
- Specialty Digital Materials Swatchbook
- Printed samples available on select products



# Why Mohawk Synthetics?

- Breadth and Depth of portfolio
- Broadest dry toner & HP portfolio in the market
  - Enable more applications
  - Capture market share
- Benchmark Products
  - Static control
  - Performance
  - Unmatched printability, ink adhesion, image vibrancy
- Mohawk Sale Support
- Rides on the pool truck



# Contact Information

Questions?

Loretta Kallay

714-640-4345

[Loretta.Kallay@mohawkpaper.com](mailto:Loretta.Kallay@mohawkpaper.com)

