

MEDIA ADVISORY

For Immediate Release



Mohawk expands wide format inkjet portfolio with new line of printable textiles and canvas 'Engineered by Aurora'

To be introduced at Dscoop 2017, the announcement reflects increased demand in the traditional North American paper distribution channel for high quality, price-competitive digitally printable textile and canvas media

(Feb. 28, 2017, Yorkville, Illinois, USA....) Today, two highly respected, well-known, US-based manufacturers serving the growing digital print market -- one that manufactures paper and sells to the traditional North American paper distribution channel; the other that coats and finishes textile substrates for printing -- are combining expertise to bring a full range of textile printing substrates optimized for today's digital printing technologies.

Mohawk Fine Papers, in collaboration with Aurora Specialty Textiles Group, is launching a line of textiles for digital printing. Called ***Mohawk Printable Textiles and Canvas, Engineered by Aurora***, the product line includes a wide variety of high quality textile-products engineered to work optimally on the latest digital print technologies for a broad range of end use applications.

At the same time, Aurora will continue to serve its existing channels as they have in the past. This includes direct customers and the sign and display channel with Aurora's preferred distribution partners.

The collaboration reflects the rapidly growing demand in North America for textile substrates such as specialized canvas products for digital printing. The move also reflects Aurora's leadership position as a North American developer of high quality textile printing products, and Mohawk's global leadership in the digital printing industry.

"Aurora is very excited to partner with Mohawk in providing the North American paper distribution channel with access to a full range of printable textiles and canvas engineered to perform on today's newest digital printing equipment," said Mark Shaneyfelt, Director of Sales & Marketing, Printable Textiles, at Aurora.

"Our partnership combines Aurora's textile coating and finishing manufacturing expertise with Mohawk's market-leading knowledge in serving the digital needs of the North American paper

distribution channel. In summary, our collaboration provides that channel with a “one stop” shop for all their digital print media needs.”

Aurora specializes in developing specialized textile substrates for the latest digital printing technologies and their products are designed for printing on latex, UV, solvent and dye sublimation printers.

Aurora has an established, full line of products to meet every application need from wall graphics, wall coverings, front lit and backlit displays to fine art. Their R&D department is continually introducing new textile products specially developed to meet the exact requirements of the new printers entering the market.

Mohawk has an established, best-in-class history of manufacturing excellence in the North American paper distribution channel and a network of warehouses located across North America, plus comprehensive expertise in research and development and a skilled staff of digital specialists with experience in helping their distribution partners successfully use new substrates and printers. With this collaboration, Mohawk is providing one-stop-shopping for digital print customers.

Both companies are highly respected in their industries with strong organizations, are privately owned by US-based families, and are established manufacturers with US plants committed to maintaining North American operations and supporting the communities that rely on their companies for jobs and economic viability. In addition, both have invested in state-of-the-art manufacturing technologies and are committed to sustainable manufacturing practices.

Mohawk and Aurora are also dedicated to supporting the US supply chain in their categories and providing customers with a quality, price-competitive product line developed in the US under the highest standards.

“Mohawk is pleased to partner with Aurora to expand our wide format product offering. Aurora offers a best-in-class portfolio of printable textiles and canvas that allows Mohawk to truly serve as a one-stop-shop for our customer’s wide format printing needs,” said Mike Madura, Vice President, Digital, Mohawk.

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Media Notes

Product Line:

- **Mohawk Printable Canvas Expressions, Engineered by Aurora (*Five new products/finishes available: Cotton Natural, Gloss, Semi-gloss, Matte, Satin*)**
- **Mohawk Printable Textiles Linen FR, Engineered by Aurora**
- **Mohawk Printable Textiles Decoprint Pearl from SENFA**

- **Mohawk Printable Textiles Premium Poplin LX with ColorPRO Technology, Engineered by Aurora**
- **Mohawk Printable Textiles Sticky Stuff 8 oz., Engineered by Aurora**
- **Mohawk Printable Textiles Poly Banner Plus, Engineered by Aurora**
- **Mohawk Printable Textiles Cotton Natural Canvas, Engineered by Aurora**
- **Mohawk Printable Textiles Poly Woven 8oz., Engineered by Aurora**
- **Mohawk Printable Textiles Triple White FR, Engineered by Aurora**

ABOUT AURORA SPECIALTY TEXTILES GROUP

Aurora Specialty Textiles Group, Inc. is a global leader in coating, dyeing and finishing of both woven and non-woven fabrics. Based in Yorkville, Illinois, U.S.A., the company has a 133-year tradition of innovation and in 2015 invested in a new state-of-the-art, wide width coating and finishing line, and a new facility, that dramatically expand their ability to serve customers. Products include digitally printable textiles through Aurora's Northern Lights Printable Textiles line, specialty home products, industrial products and tape products for a wide variety of industries. Aurora Specialty Textiles Group, Inc., is a Meridian Industries, Inc. company and ISO 9001 and ISO 14001 certified.

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You can learn more about Aurora Specialty Textiles Group:

Online at www.auroratextile.com

Via Twitter at @Aurora_Textiles

On Instagram at aurora_textiles

On LinkedIn at <https://www.linkedin.com/company/aurora-specialty-textiles-group-inc->

ABOUT MOHAWK

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. Mohawk fine papers and envelopes include the signature brands Mohawk Superfine® and Strathmore®, as well as proprietary treatments Inxwell® and i-Tone®. With a culture of innovation, Mohawk's business model now extends beyond paper manufacturing into new areas of growth, including digital substrates, which connect designers and printers to new markets.

As a leader in environmentally and socially responsible business practices, Mohawk was the first U.S. manufacturer of commercial printing papers to match 100% of its electricity with wind

power renewable energy credits and the first U.S. premium paper mill to shift toward carbon neutral production. Mohawk's portfolio of recycled papers is certified by Green Seal and the Forest Stewardship Council (FSC).

Mohawk is a fourth-generation, family-owned and operated business based in Cohoes, New York, with global sales and operations located throughout North America, Europe and Asia. For more information, please visit www.mohawkconnects.com.

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