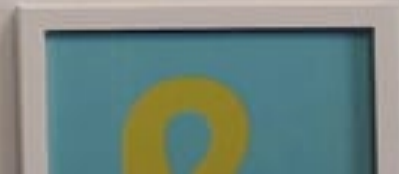




mohawk

**Elevating Your Print  
from Good to Great**



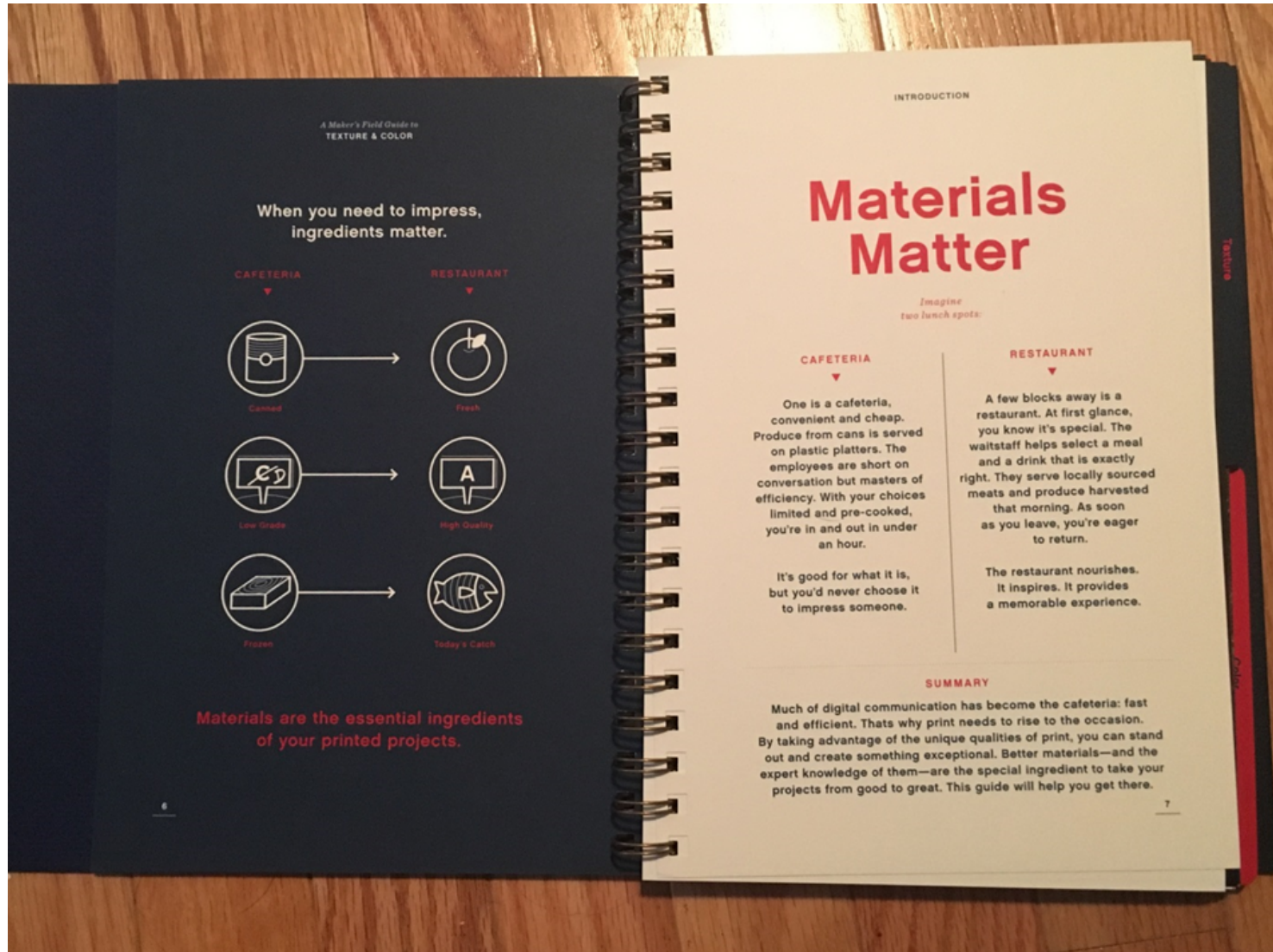
<https://vimeo.com/67919457>



# Why Print?

- **Print is vital and relevant in the Digital age**
  - Growing
  - From inform to inform + inspire/motivate/connect
  - Not either/or but both/and
  - A differentiated component in a multi channel world
- **How to inspire/motivate/connect with print**
  - CAWP inspires no one
  - Our papers are uniquely suited to print's new role

# Consider for a moment...



## Embodied Cognition

WHEN SOMETHING HAS:

WE TRANSLATE IT TO:



Physical Warmth



Emotional  
Warmth



Physical Weight



Importance and  
Stability



Surface Texture



Substance and  
Authenticity



There is a secret message  
underneath every physical characteristic.

# Materials Communicate

Before you read a word, touch communicates, evokes emotions and even sometimes challenges expectations. This documented effect is called embodied cognition, and it's something we all experience. It's simple: Our brains translate the feeling of touch into distinct emotions and impressions. This revelation that each material contains a message makes material choice increasingly important.

## THE SCIENCE

### Study 1

Jostmann et al.,  
"Weight as an Embodiment  
of Importance"

### Study 2

Dr. Tobias Langner, et al.,  
"Choose your ad paper type  
carefully: How Haptic Ad Paper  
Characteristics Affect Product  
Judgments"

### Study 3

Williams and Bargh,  
"Experiencing Physical  
Warmth Promotes  
Interpersonal Warmth"

# The Basics



# Types of Paper – pgs. 5-11

- Coated \$
- Offset and Opaque \$-\$\$
- Text and Cover \$\$-\$\$\$
- Writing \$\$\$
- Specialty \$\$\$-\$\$\$\$

# Paper Traits – pgs. 14-15

- Formation
- Opacity
- Brightness/Color
- Finish/Smoothness
  - Coated – Gloss, Dull/Silk/Satin, Matte
  - Uncoated – wide variety
- Side-to-side Consistency
- Printability
- Environmental Qualities
- Paper Permanence
- Weight





# Texture



# Paper Weight – pgs. 16-17

- Caliper
- M Weight
- Basis Weight
  - Writing
  - Text
  - Cover
- GSM

# Paper Specification Using Swatchbooks



Don't forget the envelope!





Choose the paper which will adequately tell your story... Use a paper which will tell a story of cheapness ~ if that is your story... But if your story is one of quality, do not overlook the subtle force of suggestion in the choice of a paper to match it.

## STRATHMORE

Mittineague, Massachusetts

# Reference tools

- **Field Guide** - <https://www.mohawkconnects.com/referral/newsletter?type=promotions&items=76-702621602>
- **Maker Quarterly** - <https://www.mohawkconnects.com/marketing-page/cultureofcraft>
- **Product info** – [www.mohawkconnects.com](http://www.mohawkconnects.com)
- **Inspiration** – [www.feltandwire.com](http://www.feltandwire.com)