

# eco\*guide

\*Practicing energy conservation and purchasing emission-free energy are fundamental to Mohawk's environmental stewardship program.





## Mohawk Options

Made with our patented Inxwell process, Mohawk Options features unusually high ink holdout and exceptional opacity for four-color photos that reproduce precise, vivid images with clean highlights and stunning contrast.

- FSC certified
- Green-e certified
- 100% pcw fibre content
- archival and acid free

## Mohawk Via

The Via portfolio is comprehensive and economical, offering a variety of finishes – smooth, linen, felt, and laid – and a fresh color palette as well as outstanding print quality.

- FSC certified
- Green-e certified
- 30% pcw fibre content
- carbon neutral
- archival and acid free

## Assortment table

SAP code	colour	gsm	SAP code	colour	gsm	SAP code	colour	gsm
<b>Via Laid</b>			VLI350/700X1000/02	Ivory	350	VFE120/700X1000/02	Ivory	120
VLA100/450X640/00	Pure White	100	VLI350/700X1000/24	Cyan	350	VFE220/700X1000/02	Ivory	220
VLA220/700X1000/00	Pure White	220	VLI350/700X1000/61	Leaf Green	350	VFE270/700X1000/02	Ivory	270
VLA270/700X1000/00	Pure White	270	VLI350/700X1000/59	Black	350	VFE350/700X1000/02	Ivory	350
VLA100/450X640/01	Natural	100	VLI350/700X1000/19	Dark Chocolate	350	VFE350/700X1000/19	Dark Chocolate	350
VLA220/700X1000/01	Natural	220	VLI350/700X1000/20	Midnight Blue	350	VFE350/700X1000/15	Chestnut	350
VLA270/700X1000/01	Natural	270	VLI350/700X1000/60	Forest Green	350	VFE100/450X640/04	Flax	100
VLA100/450X640/02	Ivory	100	VLI350/700X1000/89	Bordeaux	350	VFE220/700X1000/04	Flax	220
VLA220/700X1000/02	Ivory	220	VLI350/700X1000/87	Cardinal	350	VFE100/450X640/14	Jute	100
VLA270/700X1000/02	Ivory	270	<b>Via Smooth</b>			VFE220/700X1000/14	Jute	220
VLA100/450X640/52	Light Gray	100	VSM090/450X640/00	Pure White	90	<b>Mohawk Options</b>		
VLA220/700X1000/52	Light Gray	220	VSM270/700X1000/00	Pure White	270	MHO100/450X640/00	100%PC White	100
VLA270/700X1000/52	Light Gray	270	VSM090/450X640/01	Natural	90	MHO120/720X1020/00	100%PC White	120
<b>Via Linen</b>			VSM270/700X1000/01	Natural	270	MHO220/720X1020/00	100%PC White	220
VLI100/450X640/00	Pure White	100	VSM90/450X640/02	Ivory	90	MHO270/720X1020/00	100%PC White	270
VLI120/700X1000/00	Pure White	120	VSM270/700X1000/02	Ivory	270	MHO350/720X1020/00	100%PC White	350
VLI220/700X1000/00	Pure White	220	<b>Via Felt</b>			MHO100/450X640/01	100%PC Cool White	100
VLI270/700X1000/00	Pure White	270	VFE100/450X640/00	Pure White	100	MHO120/720X1020/01	100%PC Cool White	120
VLI350/700X1000/00	Pure White	350	VFE120/700X1000/00	Pure White	120	MHO220/720X1020/01	100%PC Cool White	220
VLI100/450X640/01	Natural	100	VFE220/700X1000/00	Pure White	220	MHO270/720X1020/01	100%PC Cool White	270
VLI120/700X1000/01	Natural	120	VFE270/700X1000/00	Pure White	270	MHO350/720X1020/01	100%PC Cool White	350
VLI220/700X1000/01	Natural	220	VFE350/700X1000/00	Pure White	350	MHO100/450X640/02	100%PC Cream White	100
VLI270/700X1000/01	Natural	270	VFE100/450X640/01	Natural	100	MHO120/720X1020/02	100%PC Cream White	120
VLI350/700X1000/01	Natural	350	VFE120/700X1000/01	Natural	120	MHO220/720X1020/02	100%PC Cream White	220
VLI100/450X640/02	Ivory	100	VFE220/700X1000/01	Natural	220	MHO270/720X1020/02	100%PC Cream White	270
VLI120/700X1000/02	Ivory	120	VFE270/700X1000/01	Natural	270	MHO350/720X1020/02	100%PC Cream White	350
VLI220/700X1000/02	Ivory	220	VFE350/700X1000/01	Natural	350			
VLI270/700X1000/02	Ivory	270	VFE100/450X640/02	Ivory	100			

## at Mohawk,

we recognize that we have a unique responsibility to be good environmental stewards. Because our industry is so resource-intensive, requiring large quantities of wood, energy and water to produce paper, it is especially incumbent upon us to protect and preserve those resources for the future of our customers, our business, and the generations to come. It's simply the right thing to do.

So, what are we doing? Here are just a few initiatives:

- > Mohawk offers beautiful writing, text, and cover papers which are made carbon neutral.
- > All Mohawk papers are made with electricity generated by renewable, non-polluting windpower.
- > We offer many grades with various levels of postconsumer waste fiber and require our virgin pulp suppliers to follow sound forest stewardship practices.

So many papers, in so many shades, weights, and finishes, all made following sustainable practices—it's Mohawk's way of helping you make environmental decisions for all the ways you print.

## windpower

is one of the most important, versatile and productive sources of sustainable energy available. Not surprisingly, it's also the fastest-growing renewable energy source in the world. Windmills use turbines to convert the force of wind against lightweight, high-tech fan blades into electricity. Windmills are relatively inexpensive, can be quickly built, allow multiple uses of land, don't disturb wildlife and provide alternative and additional sources of income to farmers and landowners. By investing in wind energy, Mohawk is not only reducing its environmental footprint, but also encouraging and supporting the growth of this emission-free, renewable energy resource.

**MOHAWK** windpower 

## Mohawk's environmental calculator

Calculate the environmental impact of your choice of paper by using Mohawk's environmental calculator placed on the Europapier website: [www.europapier.com](http://www.europapier.com)

# environmental attributes

Beyond compliance, Mohawk participates in voluntary state and federal environmental programs. Mohawk Fine Papers is an EPA Green Power Partner ([www.epa.gov/greenpartner](http://www.epa.gov/greenpartner)) and member of the EPA's Climate Leaders program ([www.epg.gov/climateleaders](http://www.epg.gov/climateleaders)).



## Carbon neutral

In addition to being manufactured with windpower, the thermal energy used in the manufacturing of several grades is offset with Verified Emissions Reduction credits (VERs) that fund renewable, emission-free energy projects. Through this process, Mohawk is seeking to make these papers with a net zero climate impact.



## Windpower

In 2003, Mohawk became one of the first largescale production facilities in the United States to use electricity generated by renewable windpower for the manufacture of its paper. Today, 100% of the electricity used by Mohawk is offset with certified windpower certificates.



## Green Seal

Green Seal is an independent, non-profit organization dedicated to safeguarding the environment and transforming the marketplace by promoting the manufacture, purchase, and use of environmentally responsible products and services. [www.greenseal.org](http://www.greenseal.org)



## Green-e

Green-e is the nation's leading independent certification and verification program for renewable energy products. Green-e certifies that the wind-generated electricity Mohawk purchases meets strict environmental and consumer protection standards. [www.green-e.org](http://www.green-e.org)



## FSC

The Forest Stewardship Council (FSC) works to conserve biological diversity and old growth forests, protect the well-being of indigenous groups and slow global climate change. In 2002, Mohawk attained FSC chain-of-custody certification, which tracks products from FSC-certified forests all the way through to finished materials, thereby providing consumers with confidence that the paper they purchase is made following the most sustainable practices currently available. For a list of FSC-certified paper merchants and printers, please visit [www.fsc.org](http://www.fsc.org)



## Postconsumer waste fiber

Postconsumer waste (pcw) is material recovered after being used by a consumer, as opposed to waste from industrial processes. Mohawk uses a high percentage of pcw fiber each year in the production of high-quality paper, which not only reduces our use of virgin fibers, but also keeps these materials out of the landfill.

## Process chlorine free/elemental chlorine free

Process chlorine free (PCF) papers contain postconsumer recycled fiber that was processed without the use of any additional chlorine or chlorine compounds. If these papers also contain a percentage of virgin fiber, the virgin fiber must have been processed without the use of any chlorine or chlorine compounds. Elemental chlorine free (ECF) papers may have been bleached with chlorine compounds such as chlorine dioxide, but are free of elemental chlorine. All Mohawk pcw fiber is PCF, and all virgin fiber is ECF.

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