

## New Substrates Available for Digital Printing

Mohawk has introduced digital substrates that are engineered to run smoothly and efficiently through digital presses. The products include synthetic, pressure sensitive and embedded materials. Here is a brief overview of each type available for your printing needs at Midtown.

### Synthetic

This flexible, synthetic material is perfect for situations where moisture or wear are of concern. It is built to last but it is flexible like paper.

- eliminates the need for laminating
- moisture and grease proof
- chemical resistant
- velvet is recyclable

### Pressure Sensitive

Material is offered in four different adhesive types including:

- permanent adhesive available in paper, polyester and vinyl
- aggressive removable adhesive
- ultra removable adhesive that can be repositioned
- ultra cling with very low tack leaves no residue

### Embedded

Embedded material with peel-out magnets or pop-out synthetic cards in paper base stock add value to your printed messages and make membership cards a snap.

- magnets are pre-magnetized
- several formats including 4-up for postcards
- USPS approved for automated rates
- blank templates available in Adobe formats at [mohawkpaper.com/bravo](http://mohawkpaper.com/bravo)

## The Power of Print — Getting The Message Right

When a sex scandal rocked Pennsylvania State University last fall, the school faced a public relations dilemma: pretend that it didn't happen, or confront the crisis head-on.

In its alumni magazine *The Penn Stater*, the university took the high road.

The magazine's art director, Carole Otypka, boldly replaced the traditional color cover with a field of somber grey. Instead of stretching proudly across the masthead, the letters making up the magazine's title lie in a jumbled heap. Tiny white type declares: "Our Darkest Days."

The effect is visceral—a punch in the gut. The cover forces the reader to put down the rest of their mail and pay attention to the magazine—even if they don't even want to think about the ugly crisis that spawned it.

Inside, the table of contents delivers on the cover's promise: it reads like an autopsy of the horrific events witnesses claimed to have seen:

- Collapse: How Could This Happen?
- Darkness: Understanding Child Sexual Abuse
- Identity: Everything We Thought We Know
- Legacy: What Joe Paterno Leaves Behind
- Responsibility: On Pride, and Going Forward

The editors prepared readers for the radical departure from standard practice by posting a pre-publication announcement on the magazine's blog and inviting reader comments.

This remarkable publication shows what all companies strive to do in their communications pieces—tie core values to real actions. Midtown does not take a stance on the underlying issue that caused this public relations crisis and did not print the magazine. But we did want to share with you an example of the power of print. By taking a courageous step, *The Penn Stater* showed the world that it can face reality head-on — and its impact only could have worked through print.

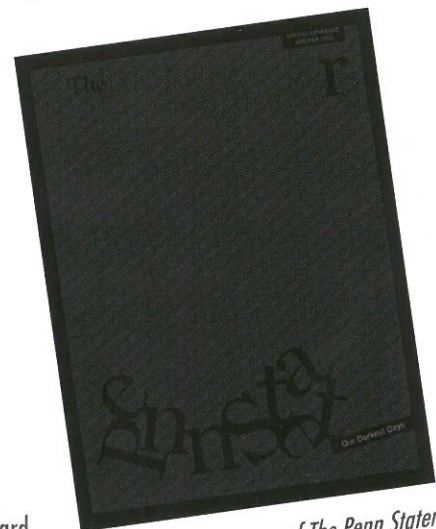


Photo courtesy of *The Penn Stater*  
[pennstatermag.com](http://pennstatermag.com)