

# The End *of the* Gutter

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We've all lost something in that "Bermuda triangle of the bind." The Gutter. It's never pretty. But it's in the past now. Introducing Mohawk Panoramic paper. A paper so flat that any image would be proud to sprawl across it.

Mohawk has paired its exclusive i-Tone digital surface treatment with TRU-Flat® binding technology from Convertible Solutions. Now, beautifully printed images can flow seamlessly across the fold, giving digital printers of all sizes the ability to produce high-value, high-impact books and bound products.

## **Printing & Binding**

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All Mohawk Panoramic papers are certified for use in HP Indigo production presses. Mohawk Panoramic papers feature TRU-Flat® binding technology from Convertible Solutions. Books and brochures made from Mohawk Panoramic papers can be produced on a wide range of binding equipment. All you need is a rule/matrix scoring device, folder, method of collating and lightly tamping sheets into a book block, a book press capable of 300 psi, guillotine or 3-knife trimmer and a case binding system. The bindery workflow can be automated for higher volume production. Desktop binding systems are available for producing books one at a time.

Please refer to [www.mohawkpaper.com/panoramic](http://www.mohawkpaper.com/panoramic) for a list of resources.

# Mohawk Panoramic Papers

Mohawk offers a range of premium papers for the Panoramic format in two categories:

## Panoramic Book Block Papers

For interior pages

Book block papers feature superior surface characteristics for the reproduction of photography. They all feature extremely bright white shades, excellent image quality and strong environmental attributes including 100% PCW recycled fiber content. They are available in a variety of popular Mohawk i-Tone grades with cohesive applied to one side.

- **Mohawk Options i-Tone**  
100% PC White, Smooth, 100 text/148gsm, Item #58-4578
- **Mohawk Loop Silk Coated i-Tone**  
White, 100 text/148gsm, Item #81127
- **Mohawk 50/10 Gloss i-Tone**  
Blue White, 100 text/148gsm, Item #35-639

## Panoramic Endleaf Papers

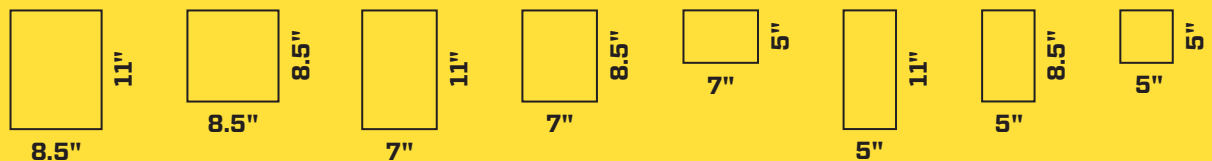
For covers

Mohawk Endleaf is a line of papers with high folding strength that will ensure a long-life for the finished book. They are available in two forms: 1/2 cohesive / 1/2 untreated or 1/2 cohesive / 1/2 pressure sensitive adhesive.\* The Graphic White shade is also treated for excellent imaging performance for printed designs and is suitable for printing on digital presses.

- **Mohawk Endleaf**  
Graphic White, Vellum, 80 text/118gsm  
1/2 cohesive / 1/2 untreated Item #26-2001  
1/2 cohesive / 1/2 pressure sensitive Item #26-2004

\*1/2 cohesive / 1/2 pressure sensitive adhesive not available until October, 2010.

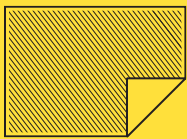
Both papers may be used to produce Panoramic books in a range of trim sizes:



Mohawk Panoramic papers are available through an exclusive network of distributors. For the name of a distributor near you or for more information about Mohawk Panoramic papers, please visit [www.mohawkpaper.com/panoramic](http://www.mohawkpaper.com/panoramic).

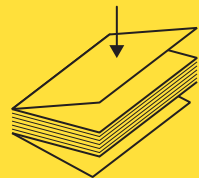
To order paper online, visit [www.mohawkpaperstore.com](http://www.mohawkpaperstore.com). TRU-Flat® is a registered trademark of Convertible Solutions, Inc. See [www.convertiblesolutions.com](http://www.convertiblesolutions.com) for more information.

## A Streamlined Process



### 1. Print sheets on a digital printer

The TRU-Flat® process applies a dry adhesive (cohesive) to one side of a sheet of paper. This allows the paper to be run through a digital press for imaging. The “cohesive” applied to the paper is activated only when it is in contact with itself and put under pressure.



### 4. Apply end papers

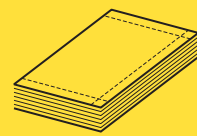
Endpapers—utilized for case bound books—are applied through conventional methods or with Mohawk Panoramic Endleaf papers. Mohawk Panoramic Endleaf papers always have cohesive on the half against the book block and either pressure sensitive or conventional wet glue on the other side against the case.



### 2. Score and fold

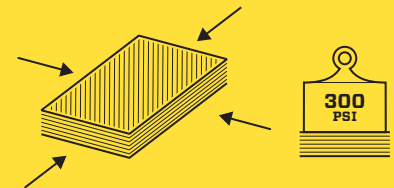
Printed pages are first scored,\* then folded with the cohesive side out and collated into a multi-page book block. Sheets with the dry cohesive can be run through a press, folder, collator or other bindery equipment without sticking.

\*Visit [mohawkpaper.com/panoramic](http://mohawkpaper.com/panoramic) for recommended scoring technique.



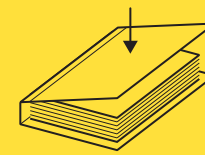
### 5. Trim book block

The books are then trimmed to size using traditional “3-knife” trim.



### 3. Collate sheets into a book block and fuse sheets together under pressure

The sheets are collated into a book block and then compressed in a book press or similar apparatus (capable of 300 psi), activating the cohesive and fusing adjacent sheets together.



### 6. Book assembly

If a soft-cover book is preferred, a Panoramic paper can be printed as the cover—no end paper would be applied. The soft-cover can be double-scored to create a spine, then folded with the printed side out and wrapped around the book block before compressing it into a book. If a case-bound book is preferred, use standard case binding procedures.