

For immediate release

Sustainable and High-End? It's Possible Thanks to Koehler Paper and Mühle-Glashütte

- **Koehler Paper partners up with watch manufacturer Mühle-Glashütte**
- **Collaboration project makes sustainable, luxury packaging a reality**
- **The Most Exquisite Art of Watchmaking**

Oberkirch/Greiz, Germany, 06/08/2022 – The “sustainable watch packaging” project between the two independent, family-owned companies Koehler Paper and Mühle-Glashütte focuses on developing high-quality yet sustainable packaging for a luxury watch — two characteristics that it has previously been difficult to combine in communication with customers.

Luxury Doesn't Rule Out Sustainability

Koehler Paper came up with the idea of producing environmentally friendly, luxury packaging made from 100% recycled paper and designed to contain a high-quality watch. Family company Mühle-Glashütte, known for its nautical instruments and precision engineering, was taken on as a collaboration partner. Sustainability and recyclability are the main requirements for the packaging that Koehler developed together with Mühle-Glashütte and other project participants. As far as the watch manufacturer is concerned, implementing a sustainable packaging solution is not only a self-imposed obligation but also an important step towards the future. Udo Hollbach, Managing Director at Koehler Paper's Greiz site, says: “There is a clear trend when it comes to packaging material options. Paper scores points right across the board, and is becoming an increasingly important factor in consumer decisions.”

Recycling Papers from Koehler Paper Enable Sustainable Packaging Solutions

The recycled paper from Koehler Paper, made from 100% secondary fiber material, not only boast the “Blue Angel” and EU ecolabels, but also stand out thanks to their quality and natural feel. They are a sustainable alternative for use in luxury packaging, with no compromises made in terms of quality, reliability, or appearance. The collaboration project is a great example of this. Four creative agencies are currently involved in this pioneering project between Koehler Paper and Mühle-Glashütte. Visitors to the PRINT & DIGITAL CONVENTION in Düsseldorf, Germany, will have the opportunity to admire mock-ups of the sustainable packaging solution on the Koehler Paper stand. The program for the convention will also feature two talks about the project, in which the speakers will offer insights into the project.

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The Most Exquisite Art of Watchmaking

Based in Saxony, watch manufacturer Mühle-Glashütte embodies the highest level of the German art of watchmaking. The company's history stretches back as far as 1869. That was the year Robert Mühle established a precision mechanical workshop in Glashütte, initially making high-precision measuring instruments for the watch manufacturers based in the town. Today Mühle-Glashütte also manufactures the precision timepieces itself, making it the only watch manufacturer in the town of Glashütte that is still owned by a local family. The company redevelops and manufactures many components that are important for the precision of movements, for example the patented, particularly shock-resistant woodpecker regulation. The watches created there combine highly skilled, traditional craftsmanship with state-of-the-art production methods. Thilo Mühle, Managing Director at Mühle-Glashütte, stresses: "The collaboration project with Koehler Paper makes it clear that luxury no longer needs to be a guilty pleasure. What's more, the craftsmanship of two family companies steeped in tradition is brought together here. This is reflected in the results."



Caption: A luxury watch in sustainable packaging, made in Germany thanks to Koehler Paper and Mühle-Glashütte. From left to right: Antje Rühling (Koehler Paper, Greiz site), Udo Hollbach (Managing Director at Koehler Paper, Greiz site), Thilo Mühle (Managing Director at Mühle-Glashütte), Martin Lemcke (Managing Director at Langebartels+Jürgens), Jürgen Zietlow (UmDEX NORD), and Saskia-Melina Jacobs (Head of Sales/Marketing at Langebartels+Jürgens)

Image rights: Angela Pfeiffer

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About the Koehler Group

The Koehler Group was founded in 1807 and has been family-run from that moment to the present day. The group's core business activity lies in the development and production of high-quality specialty paper. This includes—among others—thermal paper, playing card board, drinks coasters, fine paper, carbonless paper, recycled paper, decor paper, wood pulp board, sublimation paper, and also innovative specialty paper for the packaging industry since 2019. In Germany, the Koehler Group employs around 2,500 people across five production sites, with three additional sites in the USA. The group operates internationally, with an export share of 70% in 2021, and brings in an annual turnover of around 1 billion euros.

As an energy-intensive company, Koehler invests in renewable energy projects such as wind energy, hydropower, photovoltaics, and biomass with its Koehler Renewable Energy business unit. The Koehler Group has set a goal of producing more energy from renewable sources by 2030 than is required for its paper production operations.

In addition, with its Koehler Innovative Solutions business unit, Koehler is dedicated to developing new business areas outside of special paper production and energy production.

Find more information at: <https://www.koehler.com>

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