

**For immediate release**

## **Germany's Biggest Amusement Park, Europa-Park, Makes the Change to Koehler Paper Blue4est® Thermal Paper**

- **The next generation of environmentally friendly receipts is sustainable, durable, and recyclable**
- **The change at Europa-Park did not require any additional investment costs**
- **Blue4est® paper can be disposed of as wastepaper**

**Oberkirch, Germany 08/16/2021** – Koehler Paper, a Koehler Group company, is hereby announcing that Germany's biggest amusement park, Europa-Park, has begun using the company's innovative Blue4est® Thermal Paper. The blue receipt paper is also marketed under the name "Ökobon" in Germany and is durable, sustainable, recyclable, and guaranteed to be free of chemically reactive components. As a solid crowd-puller known for its ability to innovate continuously, Europa-Park wows just under 5.7 million visitors from all over the world every year. And since August, the amusement park has been using the new blue receipt paper from Koehler at its 95-hectare facilities in Rust, at the edge of the Black Forest.

Although fun and variety are the main focus at Europa-Park, the family-run enterprise that employs just under 4,450 people attaches enormous importance to sustainability as well. Accordingly, the company uses a comprehensive and integral approach and continuously works on improving its environmental, financial, and social sustainability. In fact, sustainability has always been part of the amusement park's DNA and is an indispensable part of its mission statement. Using the blue Koehler receipt paper is one of the ways in which Europa-Park is taking its customers' interest in increased sustainability seriously.

### **Smooth Introduction at all 600 Europa-Park Cash Registers**

In most cases, traditional receipt paper cannot be disposed of as wastepaper, but is sorted into residual waste instead. This is not the case with the blue Thermal Paper from Koehler that Europa-Park has been using at its 600 cash registers since August of this year. Willy Früh, Director Thermal Paper Division at Koehler, comments: "Users who switch over to our sustainable Blue4est® Thermal Paper usually do not have to incur in any additional investment costs. Simply put, the environmentally friendly receipt works with most printers on the market." It should come as no surprise then that the process of switching the cash register systems at Europa-Park to the new paper went perfectly smoothly.

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### Chemistry Replaced by Physics as the Right Choice for the Environment

Koehler is an industry leader in the field of Thermal Paper and started investing in the development of an environmentally friendly alternative years ago already. Traditional receipt paper contains small amounts of chemical color developer, so Koehler developed Blue4est® to instead offer a Thermal Paper that would work on conventional thermal receipt printers without the need for color developers. The company succeeded in replacing the traditional chemical reaction with a physical reaction instead, and without the printout fading even when exposed to light or moisture. All of this makes the paper extremely durable, so that it can be retained for up to 35 years in cases where receipts need to be used for documentation purposes. These receipts made of environmentally friendly Thermal Paper are instantly recognizable by their color, enabling users to always dispose of them correctly. The raw material for the paper comes from FSC-certified sources. In addition, Blue4est® is the first Thermal Paper to be approved for direct contact with food.



Figure: Europa-Park uses blue Koehler Blue4est® receipt paper

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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 2,500 people across five production sites, with three additional sites in the USA. The group has international operations, with exports of over 70% in 2020 and annual revenue of 770 million euros.

As an energy-intensive company, Koehler invests in renewable energy projects such as wind energy, hydropower, photovoltaics and biomass. The Koehler Group has set itself the goal of producing more energy from renewable sources than it needs for its paper production operations by 2030.

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

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