

For immediate release

Koehler Paper: Opening Event Kicks Off Large-Scale Communication Campaign Focusing on Recyclable Packaging Paper

- **Information event for the public to be held on 04/15 and 04/16 in Berlin's Government District**
- **Focus on paper as a recyclable packaging solution for food**
- **Executive Board Member Philipp Prechtl to explain regulatory and strategic backdrops**

Oberkirch, Germany, 04/15/2026 – The EU's Packaging and Packaging Waste Regulation (PPWR) could not be any clearer: With its ambitious recycling targets, it is intended to significantly reduce packaging waste, and accordingly serves as a call to action for packaging companies. It is against this backdrop that recyclable packaging materials such as paper will be playing a key role: This is why Koehler Paper will be running a broadly targeted campaign to raise awareness of this sustainable packaging material and its availability as a packaging option for the food industry. This large-scale awareness campaign is scheduled to start on April 15th, when the Koehler Group company will be holding a kick-off event to get things started. The focus will be on the versatility and recyclability of paper on the occasion of the first reading of the German Verpackungsdurchführungsgesetz (Packaging Law Implementation Act) at the Bundestag on April 16th – right in the middle of Berlin's political center.

Digital and analog presence

Koehler's one-of-a-kind campaign will be making a stop in front of the Bundestag with its official mascot – an outsized origami cat – accompanied by mobile bicycle and truck LED billboards. There, the company will be informing the public of the recyclability of specialty paper and the political conditions required for the successful use of this packaging material. "Next to politicians, it's consumers who have the power to decide which recyclable packaging materials will make their way to our shelves," explains Koehler Group Chief Strategy Officer Philipp Prechtl. "The topic of recyclability affects us all, so it's incumbent on all of us to help pave the way for recyclable paper solutions."

Prechtl, who is also a member of the Executive Board at Koehler Paper, will be at the campaign event in Berlin's Government District on April 16th to answer questions from the press. From 10 AM to 11 AM, he will be going over key aspects related to the topic, including the advantages of paper-based packaging when it comes to sustainability, as well as the current legal classification of paper as a packaging material for food and drugstore products.

A tour through Germany

The communication campaign, which will include other origami animals as part of its recurring visual theme, will be following a two-pronged approach with its “[Pack It In Paper](#)” online information platform and numerous public stops. For starters, the kick-off event in Berlin’s Government District will be followed by an appearance at the interpack trade fair from May 7th through May 13th in Düsseldorf before things kick into high gear: Mobile billboards will be flanking the company’s origami cat mascot at select food retail industry headquarters in Germany as it goes on tour through the country, starting at the company’s headquarters in Oberkirch in May and ending in the fall at a recycling center – where the cat’s symbolic rebirth will take place.

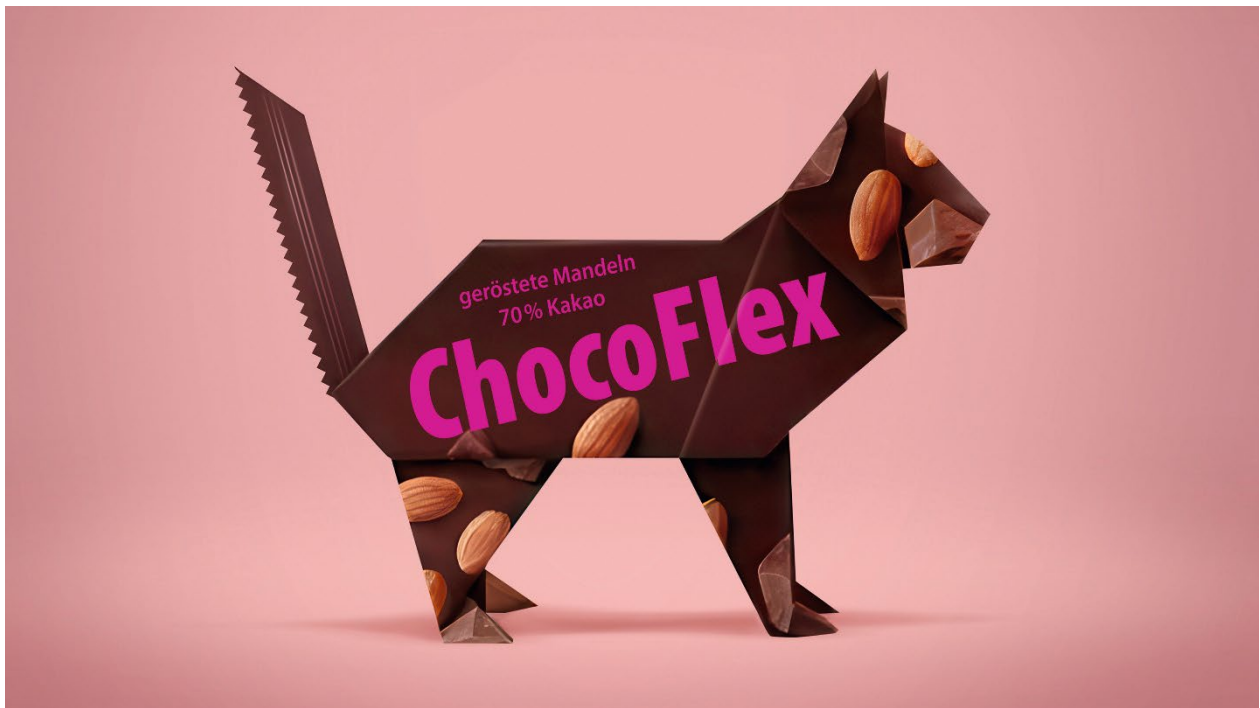


Figure: A powerful campaign with a powerful motif: The cat is said to have nine lives. Paper packaging has even more lives, because it can be recycled up to 25 times. Source: Koehler Group

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, beverage coasters, fine paper, carbon-less paper, recycled paper, decor paper, wood pulp board, sublimation paper, and also innovative specialty paper for the packaging industry. 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 around 70% in 2024, and brings in an annual turnover of around 1.1 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.

With its Koehler Innovative Solutions division, the Koehler Group is collaborating with start-ups to promote innovations in the core business segments “paper” and “renewable energy”.

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

Your contact person:

Alexander M. Stöckle

Koehler Group press contact

Phone: +49 7802 81-4749

E-mail: alexander.stoeckle@koehler.com