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## **Koehler Continues to Sponsor Non-Profit Project in 2021: Calendar Draws Attention to Child Labor**

- **Collaborative project once more puts the focus on social issues**
- **With the Blue Angel, superb quality recycled paper is used**
- **Recycled paper: uncoated paper characteristics, high aesthetics and outstanding processing properties all rolled into one**

**Oberkirch/Greiz, January 26, 2021** – At the end of last year, it was time for a final sprint for the latest collaboration between Koehler Paper Group, Quedlinburg Druck GmbH, the Druckerei Erdenberger printing company and the creative agency Landsiedel|Müller|Flagmeyer. A calendar was once again produced for the year 2021 by the non-profit cooperation. The parties involved have already won the 2019 “Gregor Calendar Award” bronze medal for their collaborative work – the most important distinction for this type of print product in Europe.

The 2021 calendar is again inspired by UNESCO, which has declared 2021 the “International Year for the Elimination of Child Labor”. “Through this project, we want to show that social issues affecting people worldwide are important to us,” Udo Hollbach explains. The Managing Director of Koehler Greiz GmbH, a subsidiary of the internationally active Koehler Paper Group, thus wants to set an example by participating in the calendar project – especially in view of their efforts regarding sustainable products and production. Says Hollbach: “We made our recycled paper, which bears the Blue Angel environmental label, available for the calendar. We are glad that our paper can show itself in the best possible light in this project. We couldn’t have found a better way to start 2021 than with this sustainable project.”

According to Hollbach, help from other participants also made this possible: the high level of offset printing expertise of Quedlinburg Druck GmbH, the finishing technology mastered perfectly by the Druckerei Erdenberger printing, and the ideas and creative potential of the agency Landsiedel|Müller|Flagmeyer.

Koehler and the other project partners will offer the calendar once again this year exclusively as gifts to customers, employees and collectors. The calendar was printed on creative print, diamond 210 gsm – a paper “which succeeds perfectly in proving that recycled paper is not only extremely environmentally friendly but also meets the high requirements for aesthetic and processing properties, thanks to its unique uncoated paper characteristics,” says Hollbach.



Caption: Recycled paper from Koehler proves that uncoated meets requirements for aesthetics and processing properties. / Image copyright: Koehler Paper Group

## More about Koehler Paper Group

The Koehler Paper Group is an internationally active manufacturer of specialty paper. The family-owned company from Oberkirch, southwest Germany, produces over 500,000 tons of paper, board and wood pulp board annually at four locations in Germany. Its products include thermal paper, carbonless paper, decor paper, fine paper, recycled paper, wood pulp board, sublimation paper and flexible packaging paper.

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