

For immediate release

Bixelon Releases Smart Media Function to Support the Transition to Koehler Paper's Environmentally Friendly Blue4est® Thermal Paper

- Koehler Paper's Blue4est® thermal paper has been certified for direct use with the premium SRP-380 thermal receipt printer from BIXOLON
- The blue receipt paper from Koehler Paper is the perfect partner for BIXOLON's SRP-380 printer

Oberkirch, Germany, 10/20/2022 – Koehler Paper, part of the Koehler Group and a leading producer of thermal paper, has announced that BIXOLON has certified its blue Blue4est® thermal paper for use in its premium SRP-380 thermal receipt printer. BIXOLON's SRP-380 printer delivers perfect printing results every time on the blue thermal paper thanks to the smart media function, a special Blue4est® setting.

The Blue Color of the Blue4est® Receipt is the Epitome of Sustainability

The blue receipt is continuing its ascent as more and more companies put a premium on sustainability as they respond to their customers' demand for more environmentally conscious products and services. Consumers can easily recognize that the receipts are environmentally friendly given the paper's blue color. This is a result of the novel way in which the paper works: Koehler's Innovation & Technology division developed a process which completely eliminates the need for color developers, meaning the Blue4est® till receipt is fully recyclable and can be disposed of as wastepaper.

Another advantage is the fact that printed information on the receipt will not fade for a long time – 35 years at least. This makes the receipts perfect for archiving and documentation purposes. It is also approved for use in direct contact with foodstuffs. Katja Frede, Product Manager Thermal Paper at Koehler Paper in Oberkirch (Germany), emphasized the following: "We are delighted that our Blue4est® thermal paper now has the recognition it deserves. A lot of work went into the development of the product, which, thanks to the fact that it does not use color developers and can thus be fully recycled, is unique on the market. The printer manufacturers have recognized all this and are now launching printer solutions that are tailor-made for Blue4est® thermal paper."

Seamless Switch to Blue4est® Paper Thanks to BIXOLON's Smart Media Function

BIXOLON SRP-380 receipt printers are perfect for retailers, grocery stores, supermarkets, and foodservice businesses that want to make their POS printing solutions as sustainable and flexible as possible. The Smart Media Function automatically recognizes the Blue4est® thermal paper and selects the optimized print settings, allowing users to seamlessly switch between standard thermal paper and the new, sustainable blue thermal paper from Koehler Paper. The high-quality and extremely reliable SRP-380 3-

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inch direct thermal printer from BIXOLON works at high speed and is compatible with all common operating systems. Jay Kim, Managing Director at BIXOLON Europe GmbH, explains: “The feedback we have received on the Smart Media Function has been consistently positive. We are confident that the sustainable printer solution, combined with Koehler Paper’s Blue4est® thermal paper is the correct step towards a greener future.”



Figure: Koehler Paper’s Blue4est® thermal paper has been certified for direct use with the premium SRP-380 thermal receipt printer from BIXOLON (Source: Koehler Group)

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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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About BIXOLON

BIXOLON is a leading global manufacturer of innovative, advanced printing technologies including point-of-sale receipt, label, Auto ID and mobile printers for a wide range of environments. Millions of BIXOLON printers are used today in retail, hospitality, healthcare, banking, ticketing, post/parcel, warehousing and other transaction-intensive industries. In 2021, for the eighth consecutive year BIXOLON was named global mobile receipt printer market leader by Japanese research company Chunicishisa.

www.BixelonEU.com

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