

**For immediate release**

**French recycling association CITEO certifies Koehler Paper flexible packaging paper**

- **Several Koehler NexPlus® paper offerings recognized by CITEO**
- **Companies selling branded goods can cut costs by using Koehler Paper flexible packaging paper and avoiding plastic ecotax fees**
- **Koehler NexPlus® paper can be disposed of as wastepaper.**

**Oberkirch/Germany, 04/29/2022** – In January 2022, environmental service provider CITEO, a pioneer of sustainable development in France since the early 90s, successfully certified various Koehler Paper flexible packaging paper offerings. More specifically, CITEO has recognized Koehler’s NexPlus® Seal Pure, NexPlus® Seal Pure MOB, and NexPlus® Advanced, with the certification confirming the fact that they all are highly recyclable. Accordingly, companies selling branded goods in France can benefit from significantly lower license fees by using Koehler paper certified by CITEO.

**Sustainable packaging solutions from Koehler as a replacement for plastic**

With Koehler NexPlus®, the Koehler Group is meeting the rapidly growing demand for sustainable packaging solutions — and this extends beyond just the food industry. Koehler NexPlus® paper is characterized by barriers that fulfill various functions and feature a number of important properties. In particular, these include barriers that work against oxygen, odors, greases, MOSH/MOAH, and water vapor and that work together with the paper’s intrinsic functionalities, such as high strength properties and a natural feel, to deliver an effective integral solution. The paper really delivers in terms of the primary purposes of packaging: to protect the contents and their surroundings as well as provide excellent processing properties. The paper really delivers in terms of the primary purposes of packaging: to protect the contents and their surroundings as well as provide excellent processing properties. The advantage of Koehler’s NexPlus® barrier paper is that it is manufactured from sustainable raw materials. After use, it is classified as wastepaper and is thus a sought-after recycled raw material.

**Using Koehler paper reduces ecotax fees for distributors in France**

Since 2022, French environmental agency ADEME has assigned what is referred to as an “Identifiant Unique” (unique identification number). This number serves as confirmation that the corresponding company is meeting its recycling obligations in France, where sustainable packaging is preferred for licensing. Accordingly, distributors of packaging that is highly recyclable can get a significant recycling cost discount. Christoph Wachter, Head of Flexible Packaging Paper at Koehler Paper, points out: “We’re pleased that CITEO has certified several of our Koehler NexPlus® paper offerings. This will provide all distributors in France with a financial advantage if they decide to switch from conventional plastic packaging to sustainable packaging, of which our Koehler NexPlus® paper is a prime example.”

**Koehler Holding SE & Co. KG**

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Koehler NexPlus® paper has crucial advantages after the end-of-life point. When recycled, the recovered material can add value to recycled paper. In contrast, recycling conventional plastic packaging materials requires significant processing and is accordingly quite expensive, making it inefficient and non-cost-effective. The result is significantly higher license fees.

Each country has its own system for evaluating the recycling capability of packaging. Just like France, Germany places strict requirements on recycling capability. This is why the recyclability of various Koehler packaging paper offerings was already certified by environmental service provider Interseroh with the “Made for Recycling” seal back in May 2021.

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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 has international operations, with exports of over 70% in 2021 and annual revenue 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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