

For immediate release

Koehler Paper enters into partnership with packaging specialist CLARUS Films

- **Partnership combines paper expertise with know-how in the flexible packaging market**
- **Heavily growing demand for sustainable packaging solutions in the market can be better served**
- **First joint trade show appearance scheduled for September 28–30 at Fachpack 2021**

Oberkirch, Germany, 09/09/2021 – Koehler Paper, a Koehler Group company, is hereby announcing that it will be working together with CLARUS Films GmbH in the small roll business and as a service partner for the converting industry for flexible packaging papers Europe-wide. This partnership will especially play out in the area of functionally coated, unprinted barrier paper. Koehler Paper and Clarus will have their first joint appearance at Europe’s biggest packaging, technology, and processing trade show – Fachpack – in Nuremberg, Germany, from September 28 through September 30, 2021 at booth 119, Hall 4.

CLARUS Films, which is headquartered in Dietzenbach in the vicinity of Frankfurt, has systematically focused on sustainable packaging solutions in the context of recycling for years now. Solutions such as recyclable mono-material films, PCR (post-consumer recycled material), and compostable films have all played an important role in these efforts in the past. In the future, however, flexible paper solutions will be playing a large role, and CLARUS believes it is its responsibility to help speed up this trend of bringing sustainable paper solutions to the market.

Koehler and CLARUS are linked not only in terms of their location in Germany, but also in terms of how both have made it their mission to provide their customers with top-quality solutions. This partnership combines the know-how from the traditional world of paper with the know-how from the flexible packaging market. CLARUS CEO Norman Thom says: “For us, this partnership means that we’ll be expanding our range of products significantly, which should enable us to meet the heavy demand for functional paper with corresponding barrier properties.”

Partnership accelerates the packaging market’s transformation on the road to sustainable solutions

This strategic partnership will enable Koehler Paper to tap into an additional market that is being developed with partners like CLARUS. Eckhard Kallies, Head of Flexible Packaging Paper at Koehler, points out: “The trend towards sustainable packaging continues at breakneck speed. Now, our functional Koehler NexPlus® barrier papers are traditionally printed before being processed into flexible packaging for products such as food, but in CLARUS, one of the biggest independent European ‘value added resellers’ in the area of packaging films, we’ve now found a partner with which we can tap into the market for unprinted packaging.” For customers, this means that they will now be able to benefit from the expertise of two experts in the industry, as well as from an optimized supply chain. “This will make it possible for us to

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further accelerate the market's transformation towards the use of paper as a packaging solution," Kallies continues.

Partnership comes with positive synergistic effects for customers outside the small roll sector as well

With Koehler NexPlus®, Koehler Paper is meeting the rapidly growing demand for sustainable packaging solutions. Koehler NexPlus® is a series of barrier-coated paper products with various functions. In particular, these include barriers for odors, grease, mineral oil, water vapor, and gases, and together with the paper's inherent characteristics, such as high-strength properties and a natural feel, result in a strong overall 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 benefits of the new partnership for customers are not just limited to the small roll sector. In fact, there are also synergistic effects in the large roll sector, where CLARUS can additionally offer expanded supply chain models.



Figure 1: Koehler Group headquarters

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More about the Koehler Group

The Koehler Group was founded in 1807 and has been family-run to this day. The Group's core area of business is the development and production of high-quality, specialty paper, including thermal paper, playing card board, drink coasters, fine paper, carbonless paper, recycled paper, decor paper, wood pulp board, sublimation paper, and, since 2019, innovative specialty paper for the packaging industry, too. In Germany, the Koehler Group, with its around 2,500 employees, has five production sites, as well as three more in the USA. The Group operates on an international level, with an export ratio of 70% in 2020 and annual revenue of €770 million.

As an energy-intensive enterprise, Koehler invests in renewable energy projects such as wind energy, hydroelectric power, photovoltaics, and biomass. The Koehler Group has committed itself to producing more power from renewable sources than is needed for paper production by 2030.

More information is available here: <https://www.koehler.com>

More about CLARUS Films

CLARUS Films has been active in the packaging film industry for over 40 years and today is Europe's biggest independent supplier of unprinted packaging film and technical film. In addition, the company has established itself as a reliable partner for packaging machinery. As a "value-added reseller" of innovative packaging solutions, CLARUS Films sees itself as an interface between manufacturers and film users, and has the goal of always providing them with the best possible advice and reliably supplying them with the products they need.

Find more information at: <https://www.clarusfilms.de>

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