

For immediate release

“Sustainability Meets ... the Senses”—Koehler Paper Event in Hamburg a Resounding Success

- **Sharing knowledge and expertise in Hamburg**
- **Keynote Speaker Olaf Hartmann provided the latest insights from international brand research and successful advertising practice**
- **See. Feel. Experience. —Exhibition featuring a range of printing projects and artworks**

Oberkirch, 12/20/2023—Every printing project should convey a message, appeal to the senses, and trigger emotions. How haptics can help us with this and the role that the senses play in marketing were just two of the key topics at the Koehler Paper event in Hamburg. The event with the tagline “Sustainability meets ... the senses” was held at the start of November in the traditional Hamburg location the “Alte Druckerei,” a former print works.

Sharing Knowledge and Expertise in Hamburg

The Koehler Paper event brought together agencies, brands, artists, and other interested parties. After the welcome from Udo Hollbach, Managing Director of the Koehler Paper Greiz site, and Antje Rühling, Sales Assistant & Marketing, Olaf Hartmann, owner of Multisense Institute, Chairman of the Gesellschaft zur Erforschung des Markenwesens (Society for Research into Branding), author of the book “Touch - der Haptik-Effekt im multisensorischen Marketing” (Touch—the haptic effect in multisensory marketing) and host of the podcast MARKENKRAFT (brand craft), spoke in his keynote about the latest insights from international brand research and successful advertising practice. His talk, based on scientific evidence, made it abundantly clear to all the guests in attendance how important haptic marketing is and what an important role paper plays in this. Olaf Hartmann informed the guests about fundamental scientific insights relating to the tactile perception of paper and haptic brand communication, based on current studies and findings from neuroscience. Thomas Wuttke, Key Account / Backselling Koehler Paper Greiz, added further weight to these findings from neuroscience in his talk using real and best cases. Thomas is available as a contact for the whole German-speaking region. He works with customers to develop, support and assist with customer-specific projects.

After the specialist talks, participants had the chance to find out about the latest trends and developments in packaging and discuss them with Koehler experts. The event was rounded off with networking for the participants and an exhibition featuring a range of printing projects and artworks.

See. Feel. Experience.

Koehler Holding SE & Co. KG

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Artist Enrico Mazzone was among those displaying his latest works at the event. Enrico Mazzone, born in 1982 in Turin, Italy, is a visionary and talented artist known for his grandiose “Rubedo,” a visual representation of the Divine Comedy. With a height of four meters and a length of 97 meters, “Rubedo” is the biggest work of art to have ever been made on paper. He is currently working on a new major project: “The Book of Revelation” covers a total length of one kilometer. Koehler Paper supplied Koehler Eco® Black recycled paper for the project.

Positive Feedback from Participants

The feedback from participants was overwhelmingly positive. The combination of specialist talks and the opportunity to talk with experts were particularly appreciated. The Koehler Paper “Sustainability meets ...” event series will be continued next year. The next event is scheduled for 22 March 2024 in Düsseldorf under the motto “Sustainability meets art“.



Figure: Keynote Speaker Olaf Hartmann provided the latest insights from international brand research and successful advertising practice at the Koehler Paper Event “Sustainability meets the senses” in Hamburg. Source: Koehler Paper

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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, 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 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 around 75% in 2022, and brings in an annual turnover of around 1.3 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, Koehler 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>

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