

For immediate release

Let's design the future – Green Product Award 2023: Sustainable watch roll made of Koehler Paper premium recycled paper earns nomination

- **Green Product Award recognizes sustainable, innovative products and services**
- **Sustainable Mühle-Glashütte watch roll nominated for the “Packaging” category**
- **Premium Koehler Paper recycled paper used in watch roll**

Oberkirch/Greiz, Germany, 12/14/2022 - Since 2013, the international Green Product Award has been given for products and services characterized by stellar sustainability, innovation, and design. The award is intended for both startups and established companies, and is awarded in 14 categories, including Architecture & Tiny Houses, Beauty & Personal Care, Fashion, Interior & Lifestyle, Consumer Goods, New Materials, and Packaging.

Koehler Paper recycling paper makes environmentally friendly watch roll a reality

How can we provide customers with a unique unboxing experience? By making sure the packaging is absolutely eye-catching. Needless to say, there are no limits to creativity in the service of this goal, and a collaborative project between Koehler Paper, Mühle-Glashütte, Langebartels & Jürgens, and creative agency Lehanka is proof of that. Koehler Paper came up with the idea of producing environmentally friendly, luxury packaging made from 100% recycled paper and designed to contain a high-quality watch. Sustainability and recyclability were the main requirements for the packaging that Koehler developed with its project partners. Meanwhile, Lehanka redesigned the packaging for the luxury watch brand, creating a unique unboxing experience for customers as a result. So how do the project partners view the idea? Five words: “sustainable premium packaging par excellence”.

Nominated for the Green Product Award “Packaging” category

1,362 competitors from 40 countries applied for the 10th anniversary of the Green Product Award. Then, after being reviewed in terms of design, innovation, and sustainability, the best submissions were nominated, with the sustainable watch roll for a special edition for the launch of the Mühle-Glashütte TITAN S.A.R. Mission-Timer securing a nomination in the Packaging category. “Our goal was to develop a solution for Mühle-Glashütte’s premium watch that would be made 100% with Koehler Paper sustainable recycled paper. And in order to make sure that no material mix would be used, even the pillow was embedded in paper,” says Lehanka Kommunikationsagentur GmbH Managing Director Kai-Uwe Lehanka. Public voting for the Green Product Award winners is scheduled to end on January 22, 2023. For more information on the 2023 Green Product Awards, as well as to vote, visit <https://gp-award.com/de/gcaward>.

Koehler Holding SE & Co. KG

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Caption: The sustainable watch roll for the special edition intended for the launch of the Mühle-Glashütte TITAN S.A.R. Mission-Timer is one of the nominees in the Packaging category.

Image rights: Lehanka Kommunikationsagentur GmbH

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 papers, and also innovative specialty papers 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 Lehanka Kommunikationsagentur GmbH

Managing Director Kai-Uwe Lehanka and his team are known for creating cross-media campaigns for brands whose heart and soul revolves around true craftsmanship. The company's customers include brands that make premium, mostly handcrafted products, with watchmaker Mühle-Glashütte being a prime example. Within this context, strategies, creative concepts, and design ideas are brought to life in the agency's own brainstorming barn. As of this writing, the creative agency employs 12 people.

For more information, visit: <https://www.lehanka.de>

About Mühle-Glashütte GmbH

For well over 150 years, the name "Mühle" has stood for precision and precise measurements. The foundation was laid by Robert Mühle, who originally made measuring instruments for the watch industry in Glashütte. And precise measurements are something that we are still very much invested in, except in the form of nautical instruments, marine chronometers, and wristwatches since 1994.

In order for a Mühle watch to be able to count the time reliably and precisely, we make sure to endow it with very specific properties, or rather the three nautical virtues of precision, ruggedness, and excellent readability. The patented Mühle movement, which is particularly shockproof, ensures maximum heavy-duty resistance together with a high-quality case that is waterproof up to a pressure of 10 bar. Easy readability is guaranteed by a clearly labeled dial that enables owners to tell the time at a glance. And finally, utmost precision is established by the complex movement, which is based on chronometer practices: each watch is slightly fast so that it will be 0 to a max. of 8 seconds fast per day. After all, a Mühle watch owner should never be late because of their watch!

Adhering to these standards is what drives Thilo Mühle, who is in charge of the independent Glashütte-based family company as part of its fifth generation.

For more information, visit: <https://www.muehle-glashuette.de>

About Langebartels & Jürgens Druckereigesellschaft mbH

Langebartels & Jürgens is an innovative print and media shop headquartered in Hamburg. A passion for printing and a commitment to sustainable resource management characterize everything that the Hanseatic family-run business and its 5th generation do. The company's production facilities occupy a total of 7,350 square meters and are certified in conformity with Blue Angel DE-UZ 195, FSC, and PEFC standards. Together with its subsidiaries FaltschachtelHamburg and Labann Display, Langebartels & Jürgens makes printed products, packaging, and displays.

For more information, visit: <https://www.langebartelsdruck.de>