

**For immediate release**

## **Koehler Recycling Papers Used for the “GORILLAS our friends FOREVER” Conservation Campaign**

- **Recycling papers from Koehler used to set the scene for the tin figures**
- **Campaign to mark the tenth anniversary of the death of the silverback Ruhondeza**

**Oberkirch/Greiz, Germany, 11/23/2022** - Mountain gorillas are among the rarest life forms on our planet. According to current estimates, there are only thought to be around 1000 of them remaining worldwide. The last mountain gorillas live in the Virunga Mountains in the border area between the Democratic Republic of Congo, Rwanda, and Uganda. The “GORILLAS our friends FOREVER” campaign, an initiative launched by the Mondberge publishing house, aims to save them. The partners to the project are the Max Planck Institute for Evolutionary Anthropology, the Ugandan NGO “Conservation Through Public Health” and the German organization “Berggorilla & Regenwald Direkthilfe” (Mountain Gorilla and Rainforest Direct Aid). Renowned author and actor Hannes Jaenicke is the campaign’s ambassador.

### **Recycling papers from Koehler used to set the scene for the tin figures**

A cultural-historical tin figure of Ruhondeza and his family of mountain gorillas, which comes in a stylish “Eco box”, has been created to boost the conservation effort. The engraved tin figure groups have been painted by dozens of miniatures painters from all over the world. Koehler provided its high-quality recycling papers for the box.

The “Eco box” is a prime example of how traditional craftsmanship and sustainability can be combined. creative board diamond 120 and 270 gsm, Koehler Eco® Dark Grey 120 gsm, and creative board platinum 350 gsm were used to make the box. The booklet was printed on creative print diamond 90 gsm and 210 gsm. creative print diamond 350 gsm was used for the postcard. The recycling papers, made from 100% secondary fiber, not only boast the “Blue Angel” and EU ecolabels, they also stand out thanks to their rich colors. “We are very proud to have contributed to the success of the ‘GORILLAS our friends FOREVER’ conservation campaign,” says Udo Hollbach, Managing Director at Koehler Paper's Greiz site.

### **Campaign to mark the tenth anniversary of the death of the silverback Ruhondeza**

Ruhondeza was the first mountain gorilla in Uganda to allow tourists to visit his group. Over the course of his 50 years on Earth, the silverback had close contact with more than 50,000 people, according to estimates. The campaign was launched to mark the occasion of the tenth anniversary of the death of the legendary silverback from the Bwindi National Park in Uganda and aims to raise awareness of mountain gorilla conservation and to support specific projects in the region of the Bwindi rainforest. In order to

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save the last mountain gorillas, we also need to preserve their habitat and involve and support the local population. For further information on the “GORILLAS our friends FOREVER” campaign, please see [www.gorillafriends.org](http://www.gorillafriends.org)



**Caption:** High-quality recycling papers from Koehler Paper were used to set the scene for the engraved tin figure groups

**Image rights:** 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 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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