

For immediate release

A Colorful Partnership: Koehler Paper and Ebro Color Bring Creativity and Quality to the Packaging Industry

- **Recycled paper from Koehler Paper meets demand for sustainable packaging solutions**
- **Ebro Color chooses recycled paper from Koehler Paper for its high-quality folding boxes**
- **Koehler Paper recycled paper is enriching the packaging industry**

Oberkirch, 01/09/2024 – Koehler Paper and Ebro Color are joining forces to create high-quality packaging solutions. The Koehler Paper site in the Thuringian town of Greiz offers high-quality recycled paper made from 100% secondary fiber material. Ebro Color produces high-quality product packaging and gift boxes using paper supplied by Koehler Paper. The partnership takes advantage of the synergies in the packaging industry and the importance of high-quality colorful card packaging for product presentation.

Recycled Paper from Koehler Paper Meets Demand for Sustainable Packaging Solutions

In a world where packaging has a significant influence on the overall impression of a product, Koehler Paper and Ebro Color have entered into a partnership based on trust and driven by quality and originality. Koehler Paper, part of the Koehler Group, produces high-quality recycled paper from 100% secondary fiber material at its Greiz site in Thuringia. The paper not only boasts the “Blue Angel” and EU ecolabels, but also stands out thanks to its quality and natural feel. It is a sustainable alternative for use in product packaging, with no compromises made in terms of quality, reliability, or appearance.

Christoph Braun, Sales Manager at Koehler Paper, remarks: “There is a clear trend when it comes to packaging material options. Paper scores points right across the board, and is becoming an increasingly important factor in consumer decisions.” The recycled paper can be disposed of as wastepaper after use.

Ebro Color Chooses Recycled Paper from Koehler Paper for Its High-Quality Folding Boxes

Ebro Color, a highly regarded company in the packaging industry, specializes in the manufacture of product packaging “made in Germany,” and in particular high-quality folding boxes for consumer goods. As well as product and gift packaging for brands, OEMs, packaging companies, and printers, Ebro Color produces Buntbox gift boxes from creative board. The Buntbox gift box was designed specifically for the stationary trade and has its own sales and display concept.

Koehler Holding SE & Co. KG

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Koehler Paper Recycled Paper Is Enriching the Packaging Industry

The collaboration between the companies is an impressive demonstration of the potential synergies in the packaging industry. Koehler Paper supplies high-quality colored card in a variety of colors and qualities. Ebro Color then uses this high-quality recycled paper to produce its packaging. As well as being functional, Ebro Color's colorful and environmentally friendly packaging is aesthetically pleasing and ensures that its customers' products are presented in the best light. Colored cardboard boxes are a cut above the conventional boxes seen on shelves. While just the surfaces of conventional boxes are printed, Ebro Color offers boxes that are completely dyed. "EbroColor is known for delivering high-quality, colorful, sustainable packaging solutions that catch customers' attention. The partnership with Koehler Paper demonstrates how high-quality, colored recycled paper can enrich the packaging industry and improve the customer experience," says Simon Brodbeck, Managing Director of Ebro Color.



Figure: Buntbox gift boxes made from Koehler Paper's high-quality colored recycled paper. Source: Ebro Color

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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 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 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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