

For immediate release

Koehler Paper contributes expertise to Ellen MacArthur Foundation plastics initiative's 'flexible packaging project'

- **Flexible packaging: Urgent actions needed to deliver circular economy solutions**
- **Koehler Paper made sure, that paper industry's strong arguments were considered**
- **Flexible paper packaging solutions support circular economy**

Oberkirch, Germany, 06/22/2022 – Flexible packaging is the fastest growing plastic packaging category. Because it is predominantly single-use, with very low recycling and high leakage rates, it is also by far the most challenging market segment to address on the journey towards a circular economy. Koehler Paper played an important part in the latest project of the international charity “Ellen MacArthur Foundation”, to point out options for a circular economy in flexible packaging

Koehler supports initiative that contributes to the realization of the UN Sustainable Development Goals

The Ellen MacArthur Foundation, an international charity, was launched in 2010 with the aim of accelerating the transition to the circular economy. They create evidence-based original research on the benefits of a circular economy, and how it can contribute to solving global challenges like climate change and biodiversity loss.

With input from over 100 experts, the Ellen MacArthur Foundation presented an overarching strategy for flexible packaging and identified 21 specific and urgent actions that need to be commenced immediately by businesses and policymakers in order to make significant progress towards 2025 targets and beyond. It has been primarily designed for businesses, collaborative cross-sector initiatives, policymakers and other organizations that are already on their circular economy journey, and spans from high-level calls to action that will be of use to executive teams, to detailed insights that will be of use to internal R&D and technical teams.

Jens Kriete, sustainability manager of the Koehler Group, points out: “We’re very happy to have had the chance to support the Ellen MacArthur Foundation, the globally highly respected initiative to fight plastic pollution and drive circular economy, in this strategy.” As a leading supplier of specialty paper Koehler brought in its knowledge in flexible packaging paper solutions and sustainable fiber supply chains. “At the Koehler Group, we are convinced that we as a company can contribute to the realization of the United Nations Sustainable Development Goals, and supporting this initiative is part of our contribution,” completes Jens Kriete.

Koehler Holding SE & Co. KG

Hauptstraße 2 · 77704 Oberkirch · Germany · Phone +49 7802 81-0 · Fax +49 7802 81-4330 · www.koehler.com
Sitz: D-77704 Oberkirch · Amtsgericht Freiburg i. Br. · HRA 490392

Substitution to paper could offer higher recycling rates compared to plastic

In certain contexts, substitution from plastic to paper appears to be a relevant strategy for flexibles and could result in higher recycling rates compared to plastics and allow for synergies with food composting systems. Paper-based flexibles potentially also have a reduced persistence in the environment compared to plastic. This strategy, with existing technology, has been estimated to be applicable for ~15% of plastic flexibles.

The details of this project strategy have been published on March 31st and can be found at: <https://ellenmacarthurfoundation.org/>

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 2021 and annual revenue of about 1 billion euro.

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

With the business unit Koehler Innovative Solutions, Koehler is also developing new business areas that are outside its core business of specialty paper production and energy generation.

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

Your contact:

Alexander M. Stöckle

Press Spokesperson Koehler Group

Phone: +49 7802 81-4749

Email: alexander.stoeckle@koehler.com

Koehler Holding SE & Co. KG

Hauptstraße 2 · 77704 Oberkirch · Germany · Phone +49 7802 81-0 · Fax +49 7802 81-4330 · www.koehler.com
Sitz: D-77704 Oberkirch · Amtsgericht Freiburg i. Br. · HRA 490392