

For immediate release

Sustainability Meets Literature: Koehler Paper and Verlag Hermann Schmidt Organize and Design Joint Event in Frankfurt

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Oberkirch, Germany, 11/20/2025 – With a slogan of “Sustainability meets literature” leading the way, Koehler Paper and renowned publishing house Verlag Hermann Schmidt recently demonstrated that environmental responsibility and cultural modes of expression go hand in hand. The concrete manifestation of this truth was the actual event, which took place on November 20, 2025 in the German city of Frankfurt and was part of the successful “Sustainability meets...” series of events initiated by Koehler Paper.

Working together for a sustainable book culture

After the successful preceding events of “Sustainability meets the senses” in Hamburg and “Sustainability meets art” in Düsseldorf, this third instance in a German city revolved around printed literature (both fiction and non-fiction) and the power of the printed word on sustainable paper. This is where Koehler Paper’s new Greenium recycled paper line, which raises the bar for sustainable print solutions, came in. These high-quality paper offerings combine environmental consciousness with extraordinary print quality, and their exceptional feel and high opacity make them the perfect choice for sophisticated applications – from works of literature to high-end non-fiction books and other premium printed products. Together with Verlag Hermann Schmidt, which is known for its exquisitely designed books covering typography, design, and creativity, Koehler Paper arranged for an inspiring space where sustainability and a love for reading could join in a heart-to-heart dialogue.

Sustainability in literature

The event offered a rousing mixture of readings, conversations, and insights into sustainable book design. Participants included author Tanja Foley (Editor at A\WAY travel magazine), Publisher Bertram Schmidt-Friderichs (Verlag Hermann Schmidt), and Marco Bölling (Bölling GmbH & Co. KG). Together, they discussed how sustainability and a love for books can converge both tangibly and content-wise. In addition, book projects made with environmentally friendly paper from Koehler Paper were presented as well. A subsequent get-together then gave everyone the chance to partake in creative discussions.

Udo Hollbach, Managing Director of the Koehler Paper Greiz mill, had the following to say: “With this event, we wanted to show that sustainability and cultural sophistication are in no way incompatible. And

what better way to demonstrate it than this experience, which we organized together with Verlag Hermann Schmidt and combined literature, design, and environmental consciousness?” Verlag Hermann Schmidt Publisher Bertram Schmidt-Friderichs added: “Our books are slow food for the brain – and evidence of the fact that eyes and hands always play a role in purchase decisions. Against this backdrop, working with Koehler Paper was simply a logical step for us, since we wanted to show that we live our values even when it comes to the materials we use.”

Ideas for creative industries

The event was intended for authors, creative professionals, publishing house professionals, and anyone interested in sustainable book production. Guests not only got to listen to fascinating presentations and partake in captivating discussions, but also got exclusive insights into current book projects and innovative paper solutions.



Figure: Working together for a sustainable book culture: Koehler Paper and Verlag Hermann Schmidt organized and designed a joint event in Frankfurt. Source: Koehler Group



2030 Sustainability Strategy

With recycled paper offerings made from 100% secondary fiber material, the Koehler Group is helping achieve sustainable development goals in the area of successful future-proof products.

About Verlag Hermann Schmidt

Verlag Hermann Schmidt, which is based in the German city of Mainz, is one of the leading publishing houses specializing in typography, graphic design, and creative design in German-speaking countries. For over 30 years now, the publishing house has been known for prized books that combine in-depth content with design excellence – made with incredible passion for detail and earning the company countless awards along the way.

Mainz produces only a few titles a year, but they are developed with exceptional care, provide inspiration to creative individuals, and constantly help bolster Germany's printing culture. The publishing house sees form and content as equally important counterparts – every single book is a unique result of close collaboration between renowned designers, print shops, and bookbinders. Verlag Hermann Schmidt is managed by Bertram and Karin Schmidt-Friderichs, who continue to raise the bar in book design with their passion for publishing and their commitment to unrivaled quality.

Find more information at: <https://typografie.de/>

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. 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 70% in 2023, and brings in an annual turnover of around 1.1 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.

With its Koehler Innovative Solutions division, the Koehler Group 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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