

For immediate release

Koehler Paper Embodies the Circular Economy: From Wafer Packaging to Luxury Watch Boxes

- Koehler Paper produces recyclable packaging paper products for candy company Loacker
- After use, packaging paper can be processed into premium recycled paper
- Koehler Paper reinforces its position as a circular economy leader

Oberkirch, Germany, 04/03/2025 – Candymaker Loacker, from South Tyrol, has used Koehler NexPlus® Seal Pure MOB flexible packaging paper for its “Best of Moments” wafer variety pack for around two years now. The paper product is made by Koehler Paper in Kehl, processed into a stand-up pouch by converter SIT Group, and then processed further into premium recycled paper at Koehler’s site in Greiz once the contents are gone.

“Together with SIT, we had the luck of being the first to offer a sustainable packaging paper option with excellent sealability and mineral oil barrier properties,” says Koehler Paper Italy Sales Manager Mauro Moretti. Loacker Product Manager Gaia Ferrandi confirms this: “It really is a paper product with extraordinary properties. In fact, not only is it FSC-certified, but also highly recyclable, as verified with the CEPI test method. Our experiences with it are proof: Koehler Paper provides truly premium products and has its finger on the pulse of the market, which has gotten an incredible response from our customers.”

From Kehl to Greiz: Koehler Paper’s dual role in the circular economy

Once consumers are done eating their Loacker wafers, the paper packaging can be disposed of as waste-paper so that it can be recycled. In this case, the corresponding automated paper sorting systems make sure that the flexible packaging paper makes it to places such as the Koehler Paper site in Greiz. Then, once there, the paper is turned into premium recycled paper with the “Blue Angel” and EU ecolabels so that it can be reused for elegant packaging solutions, among other things. This way, Koehler Paper makes a vital contribution to conserving resources while demonstrating its know-how in all paper cycle phases.

The business group has a video on its [YouTube channel](#) that documents the journey of Loacker packaging through the whole recycling process. In this specific example, Loacker packaging is turned into jet-black recycled paper in Greiz so that it can then be used as premium packaging for products such as the luxury watches made by Saxony-based Mühle-Glashütte. To put it another way, it is conclusive and impressive proof of how premium quality and recycling are not mutually exclusive.



Pictures: Koehler Paper flexible packaging paper being used as secondary packaging for Loacker's "Best of Moments" wafer variety pack (picture 1, left). Wastepaper bales are turned into new paper at Koehler Paper in Greiz (picture 2, center) so that this new paper can be used to make premium recycled paper watch packaging for Mühle-Glashütte, for example (picture 3, right). Source: Koehler Group



2030 Sustainability Strategy

With its Koehler flexible packaging paper and recycled paper products, the Koehler Group is helping achieve sustainable development goals in the area of successful future-proof products and services.

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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