

For immediate release

A Sustainable Partnership: Boom Boom Chewing Gum Now Packed in Paper Made by Koehler Paper

- **Volka Food International bets on strong partnerships with Jacob Jürgensen, Trade International, and Metatex**
- **Recyclable paper packaging boosts circular economy**
- **Excellent processing on printing and packaging machines**

Oberkirch, Germany, 12/16/2025 – Volka Food International, one of Pakistan’s leading confectionery producers, has partnered with Metatex, a high-end packaging converter, to introduce advanced metallised barrier paper for its iconic “Boom Boom” chewing gum range. Working closely with Koehler Paper, Jacob Jürgensen Papier und Zellstoff GmbH, and Trade International, Metatex has enabled the adoption of “Koehler NexCoat Smart M” — a recyclable, high-performance flexible packaging paper. This collaboration brings together Koehler Paper’s global paper expertise and Metatex’s precision converting capabilities to deliver next-generation sustainable packaging solutions to the Pakistani market.

Innovative barrier paper as an alternative to plastic

“Koehler NexCoat Smart M” is characterized by extraordinary printability, a high gloss level, and excellent processing on printing and packaging machines. These properties make it the ideal choice for packaging in the food sector. “This alliance with Volka Food International and our partners is a milestone for us. The exceptional quality behind ‘Koehler NexCoat Smart M’ means that we can provide our customers with packaging solutions that are not just visually compelling but also raise the bar to a whole new level in terms of technical sophistication,” says Metatex CEO Khalid Khanani when explaining the advantages behind the partners’ close collaboration. “These partnerships will enable us to take the next steps and gain a solid foothold in the market with innovative barrier paper offerings that provide optimal product protection. It’s one of the ways in which we’re creating recyclable packaging solutions that meet the needs of tomorrow and offer a true alternative to plastic,” adds Christoph Wachter, Director of Flexible Packaging Paper at Koehler Paper. “Christoph delivers outstanding paper innovation expertise from Koehler, brought to life through the precise, market-driven execution of Khalid and the Metatex team — supported closely by our local partner, Bilal Zahid. Achieving a project of this caliber *in Pakistan* is a remarkable breakthrough and sets a new benchmark for advanced paper-based packaging solutions in the region”, summarizes Daniel Breustedt from Jacob Jürgensen.

Sustainable packaging: Innovative paper solutions with 'NexFlex®' from Koehler Paper

The research and development team from Koehler Innovation & Technology worked with the experts from Koehler Paper to develop the NexFlex® product range, a unique and recyclable generation of flexible packaging paper products. The aim here is to replace plastic in packaging by using so-called barrier paper wherever possible. The range covers a broad spectrum: It includes standard coated and uncoated paper used in laminates for pouches, sachets, and other applications, making them suitable for a wide range of packaging for food and non-food products. The next generation of paper for flexible packaging are sustainable barrier paper with functional surfaces for product-specific protection (Koehler NexPlus®). The NexFlex® product family also includes paper coated on one side with good dimensional stability and high smoothness (Koehler NexCoat®), as well as uncoated paper with a natural appearance (Koehler NexPure®). Its recyclability has also been verified by the Papiertechnische Stiftung (PTS) institute with Cepi testing.



Figure: Boom Boom chewing gum is now available in recyclable paper packaging – with optimal product protection and less plastic. Source: Metatex

**2030 Sustainability Strategy**

With Koehler NexCoat Smart M, 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 2024, 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>

Jacob Juergensen Papier und Zellstoff GmbH is a trading partner established in 1882 - www.juergensen.de

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