

For immediate release

Koehler Paper Introduces New Range of Premium Recycled Paper Offerings for the First Time Ever at LUXE PACK in Shanghai

- **LUXE PACK Shanghai 2025: The venue for creative premium packaging solutions**
- **New range of premium recycled paper offerings from Koehler Paper**
- **Expanded worldwide distribution network for Koehler Paper recycled paper products**

Oberkirch, Germany, 04/08/2025 – For the first time ever at LUXE PACK in Shanghai, Koehler Paper will be showcasing its latest Greenium product line – premium recycled paper offerings that are both luxurious and environmentally friendly. These innovative recycled paper products combine sustainability and quality perfectly and can be used by companies to tap into new opportunities to achieve their environmental goals while simultaneously producing top-of-the-line printed products.

LUXE PACK Shanghai 2025: The venue for creative premium packaging solutions

On April 9th and 10th, 2025, roughly 200 exhibitors from the fragrance, beauty, jewelry, watch, fashion, wine, spirits, and gourmet food industries will converge at LUXE PACK Shanghai at the Shanghai Exhibition Center. As a leading platform for creative packaging, the event is known for cutting-edge technologies, trailblazing designs, and the latest trends in the area of sustainable packaging. Greenium creative board, creative print, COLORline IQ, and Koehler Eco® paper products made of 100% secondary fiber material are intended as a sustainable and premium alternative in the areas of top-quality packaging and printed products.

New range of premium recycled paper offerings from Koehler Paper

Vibrant colors, an extraordinary feel, one-of-a-kind embossing options, and even outstanding printing properties on digital and offset printers – these are all things that branded companies have wanted for a long time. And the answer has come in the form of Koehler Paper Greenium paper products. “With Greenium, we’re combining recycling with premium quality and directly appealing to brand owners of luxury brands,” explains Udo Hollbach, managing director of the Koehler Paper Greiz mill. In fact, a number of international brands have already been using Greenium paper products for over a year now.

Expanded worldwide distribution network for Koehler Paper recycled paper products

Thanks to an optimized logistics and distribution network, Koehler Paper can guarantee fast delivery of its Greenium paper offerings – worldwide. “There is a lot of demand for our Greenium paper products, and we’re obviously happy to not only be able to offer our customers recycled paper products that meet the highest quality standards, but to also do it with unparalleled service,” Udo Hollbach adds.

Koehler Paper SE

Hauptstraße 2 · 77704 Oberkirch · Germany · Phone +49 7802 81-0 · Fax +49 7802 81-4330 · www.koehlerpaper.com

Sitz: D-77704 Oberkirch · Amtsgericht Freiburg i. Br. · HRB 722393

Vorstand: Kai Furler (Vorsitzender), Dr. Stefan Karrer, Frank Lendowski · Vorsitzender des Aufsichtsrats: Wolfgang Furler



Figure: Koehler Paper in Greiz has expanded its worldwide distribution network for recycled paper products further and will be introducing its new range of premium recycled paper offerings for the first time ever at LUXE PACK in Shanghai. Source: Koehler Group



2030 Sustainability Strategy

By expanding its worldwide distribution network of recycled paper offerings, the Koehler Group is helping achieve its goals in the “Successful, Future-Proof Products and Services” area of action.



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, carbonless 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>

Your contact person:

Alexander M. Stöckle

Koehler Group press contact

Phone: +49 7802 81-4749

E-mail: alexander.stoeckle@koehler.com