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Koehler Paper launches »Koehler NexPure® Wrap« for fast-food system catering at FachPack in Nuremberg

- **New burger and wrap paper with high-quality barrier function**
- **Innovative paper with low grammage**
- **Addition to the Koehler Paper “Seal & Wrap” campaign**

Oberkirch/Germany, 09/19/2022 – Koehler Paper, part of the Koehler Group, is adding to its flexible packaging paper portfolio with the launch of Koehler NexPure® Wrap. The burger and wrap packaging paper is aimed at fast-food system catering in particular. Consumer demand for sustainable products and packaging has been evident in the fast-food sector for some time now, which is why system catering is also increasingly looking for solutions in this field. Koehler Paper is presenting Koehler NexPure® Wrap, a sustainable, lightweight packaging paper for fast-food products, to the public for the first time at the FachPack trade fair in Nuremberg, Germany, from September 27 to 29.

Burger and fast-food packaging with a high-quality barrier function uses natural raw materials

Back in 2019, Koehler Paper invested 300 million euros in flexible packaging paper with its new production line 8. Since then, the largest MG paper machine in the world has been producing flexible packaging paper with barrier coatings with a wide range of functions. These include, in particular, barriers to odors, grease, mineral oils, and also gases. Koehler papers are ideally suited for use as packaging: they protect the contents and their environment, and also provide excellent processing properties.

With the latest development – Koehler NexPure® Wrap – Koehler Paper, a leading provider of paper with a disruptive barrier function for packaging solutions, is now turning its attention to the fast-food market. The new paper, designed for burger and wrap packaging, has a grammage of 29.5 and uses natural raw materials for the barrier function. Christoph Wachter, Director Flexible Packaging Paper Division at Koehler Paper, says: “With this new development, we have produced sustainable fast-food packaging that is entirely free from fluorinated chemical coatings while offering the same properties.” The product exclusively uses pulp from certified sustainable forestry and controlled sources as its primary fiber. “Koehler NexPure® Wrap is the perfect addition to our ‘Seal & Wrap’ campaign and, with its excellent grease barrier and adapted water vapor barrier, it is a fantastic alternative to solutions that are not fully recyclable, which are currently still in widespread use in fast-food system catering,” adds Mr. Wachter. Koehler NexPure® Wrap is primarily used in packaging for burgers, sandwiches, and wraps.

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Fully recyclable paper for burgers and wraps underscores the system catering industry's sustainability drive to satisfy consumers

The main advantage of Koehler NexPlus® barrier paper is that they are based on sustainable raw materials. They can be fully fed back into the recycling loop, possible for paper in many countries worldwide, and are also embraced by consumers. The focus here is on the reuse of high-quality paper fibers after a product has been used, entirely in keeping with the circular economy concept.

Koehler NexPure® Wrap is another product in Koehler's range of flexible packaging paper, which boast low grammages as well as excellent processing and printing properties. The company plans to launch more products with supplementary barrier functions as part of its "Seal & Wrap" campaign in the coming months.



Image: Koehler NexPure® Wrap: Burger and fast-food packaging with a high-quality barrier function uses natural raw materials / Source: Koehler Group

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, drinks coasters, fine paper, carbonless paper, recycled paper, decor paper, wood pulp board, sublimation papers, and also innovative specialty papers for the packaging industry since 2019. 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 70% in 2021, and brings in an annual turnover of around 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.

In addition, with its Koehler Innovative Solutions business unit, Koehler is dedicated to developing new business areas outside of special paper production and energy production.

Find more information at: <https://www.koehler.com>

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