

For immediate release

Koehler Paper “Creative Board” Recycled Paper Products Certified with Nordic Swan Ecolabel

- **Nordic Swan: the official ecolabel of the Nordics**
- **“Creative Board” conforms to stringent environmental standards**
- **Added value for customers, partners, and the environment**

Greiz, Germany, 12/02/2025 – The recycled paper offerings in Koehler Paper’s “Creative Board” product line have now been certified with the renowned Nordic Swan Ecolabel. This certification confirms that the products, which are made 100% from secondary fibers, meet the most stringent environmental standards out there.

Nordic Swan: the official ecolabel of the Nordics

Nordic Swan is the official ecolabel of all Nordic countries, and is one of the strictest and most comprehensive seals of sustainability in the world. In fact, the ecolabel is awarded exclusively to products that meet strict product-specific criteria such as environmental and sustainability requirements and pollutant restrictions.

Its goal is to provide consumers and professional buyers with a dependable guideline for products and services that are especially environmentally friendly – as well as to give companies an effective tool for developing sustainable solutions.

“Creative Board” conforms to stringent environmental standards

“Being certified with the Nordic Swan Ecolabel in the Copy and Printing Paper category is an important step when it comes to our sustainability strategy,” says Koehler Paper Greiz mill Managing Director Udo Hollbach. “It underscores our commitment to environmentally friendly paper making, while also providing our customers with a dependable point of reference that serves as a guideline for ethical consumption.”

Added value for customers, partners, and the environment

With this certification, Koehler Paper is bolstering its market position in the field of premium recycled paper while simultaneously making an active contribution to protecting the environment and our climate. The Nordic Swan ecolabel will bolster the trust that customers and business partners have already placed in the environmental quality of “Creative Board” paper products, and confirms their suitability for

responsible uses – from packaging, to printing, to design applications. Effective immediately, the recycled paper offerings in our “Creative Board” product line are available with the Nordic Swan Ecolabel.



Figure: The recycled paper offerings in Koehler Paper’s “Creative Board” product line have now been certified with the renowned Nordic Swan Ecolabel in the Copy and Printing Paper category. 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 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>

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