

**For immediate release**

## **First-Ever Paper Packaging Forum by Koehler Paper: Stakeholders Along the Entire Value Chain Discuss the Future of Paper-Based Packaging Together**

- **New platform for discussion: More than 50 attendees from the packaging industry meet at Koehler Paper**
- **Exciting ideas from McKinsey and Nestlé**
- **Shared goal of recyclable and sustainable paper packaging**

**Oberkirch, Germany, 03/31/2026** - With a cross-industry initiative, Koehler Paper has lit the beacon for increased cooperation along the packaging industry's entire value chain: More than 50 attendees, including branded companies, converters, machine manufacturers, and associations, took the company up on its invitation to the first-ever Paper Packaging Forum by Koehler Paper to discuss current challenges together and develop solutions that will make it possible to launch paper-based packaging more quickly. With this forum, the company is providing a platform designed to help push forward the packaging industry's transformation into a supplier of recyclable solutions for circular economies.

### **Shaping change together**

"We purposely created this initiative to enable raw material suppliers, converters, brand owners, and other stakeholders in the packaging industry to have an open conversation. The goal was to get a better mutual understanding of all our respective needs and jointly develop strategies to establish paper packaging as the recycling and future-proof packaging material of choice on the market," says Christoph Wachter, Director of Flexible Packaging Paper at Koehler Paper, while explaining the intention behind the event.

In addition to a fascinating keynote speech by McKinsey that contextualized both the role and future of paper packaging in the market, attendees were able to discuss the needs of each market participant and the material property requirements for packaging paper in interactive workshops. This activity yielded three concrete areas of action: improving functional barrier properties further, ensuring industrial recyclability, and speeding up scaling and market launch efforts. All in all, the results from the discussion were crystal-clear: Cross-industry interdisciplinary cooperation is the only way to implement paper-based packaging solutions more quickly.

At the end of the event, attendees got an exclusive guided tour of Koehler Paper's cutting-edge Production Line 8 at the company's mill in the German town of Kehl. This line is where innovative Koehler NexPlus® packaging paper products with functional barriers are already a large-scale reality. "Flexible packaging paper will not be a short-lived trend, and instead is part of a structural transformation in the direction of truly recyclable packaging. We see it as our responsibility to play a proactive role in shaping this

development and working together with partners along the entire value chain in order to get it implemented on an industrial scale,” added Koehler Group COO Dr. Stefan Karrer.



*Figure: Koehler Paper invited stakeholders from the entire value chain in the packaging industry to its first-ever Paper Packaging Forum. 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, 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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