

For immediate release

RUF Lebensmittelwerk KG Chooses Koehler Paper Barrier Paper for Its Porridge Packaging

- **“Koehler NexPlus® Seal Pure MOB” as the ideal solution for dry food**
- **Barrier paper combines natural properties, functionality, and recyclability**
- **Paper packaging makes sustainability a reality and strengthens brands**

Oberkirch, Germany, 04/20/2026 – RUF Lebensmittelwerk KG has now taken another important step towards sustainable packaging solutions: The food manufacturer is now using Koehler Paper’s “Koehler NexPlus® Seal Pure MOB” for its porridge pouches. This flexible packaging paper is heat-sealable, features integrated oil barriers, and is especially well-suited for use as flexible packaging for dry food. The barrier paper provides the necessary product protection while simultaneously fulfilling demanding sustainability requirements: Cefi (Confederation of European Paper Industries) has confirmed that the material can be recycled as wastepaper, meaning that it can be seamlessly processed with existing recycling infrastructure. This new packaging was introduced by RUF and Koehler Paper at interpack 2026 at the Koehler Group’s booth in Hall 8a/D42.

Joint development leads to greater sustainability

RUF Lebensmittelwerk KG and Koehler Paper worked together closely to create a packaging solution that would meet both the requirements of the products being packed and RUF’s ambitious sustainability objectives. By switching to paper-based packaging, RUF is reducing its use of materials that contain plastic, boosting circular economy practices, and complying with the legal requirements in the Packaging and Packaging Waste Regulation (PPWR). “This new paper packaging will enable us to get much closer to our sustainability objectives,” says RUF Packaging Procurement Team Leader Martina Baumann. “And at the same time, we’re making sure that the corresponding quality, product protection, and processing characteristics remain at the same high level that we’re used to.” Koehler Paper Flexible Packaging Paper Brand Owner Manager Stefan Sinning adds: “Together with RUF, we were able to develop a new paper-based packaging solution that not only provides exceptional product protection, but also strengthens the company’s brand image visibly. The material combines natural properties, functionality, and recyclability and makes sustainability something that consumers can experience directly.”

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 Capi testing.

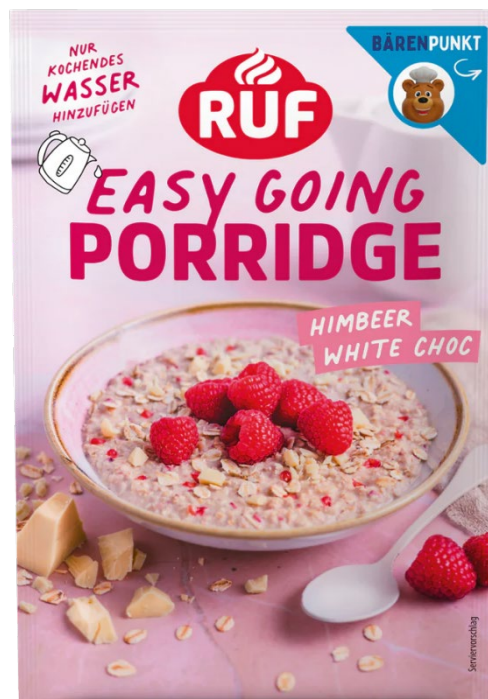


Figure: RUF's new porridge packaging: Brought to life with "Koehler NexPlus® Seal Pure MOB," it is paper-based, can be recycled as wastepaper, and is a visible indicator of greater sustainability and a strong brand image. Source: RUF



2030 Sustainability Strategy

With Koehler NexPlus® Seal Pure MOB, 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>

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