

For immediate release

Koehler Paper Expands Range of Koehler Eco® Paper Offerings with New and Inspiring Colors

- **New color palette for sustainable and enduring brand identities**
- **China Red, Empire Blue, and Racing Green enhance vibrancy of color portfolio**
- **A focus on sustainability**

Oberkirch, Germany, 03/12/2026 - Koehler Paper is expanding its successful line of Koehler Eco® products by adding several new colors to it. With this move, the company is once again demonstrating its commitment to sustainable premium paper solutions for the packaging industry and for applications where creativity leads the way. In addition, the new colors combine environmental responsibility with modern design principles, opening new design possibilities for brands, agencies, and converters.

New color palette for sustainable and enduring brand identities

The new colors have been developed based on the latest design trends, and complement the existing range of colors with shades that are not only lively and natural, but also powerfully expressive. This makes them particularly well-suited for use in premium packaging, hang tags, shopping bags, cards, brochures, and creative applications in the premium segment.

China Red, Empire Blue, and Racing Green enhance vibrancy of color portfolio

The names of these fresh additions to the available range of colors reflect their visual power and high quality: China Red, Empire Blue, and Racing Green. While China Red is bold and eye-catching with its vivid red, Empire Blue conveys a sense of calm and timeless staying power with its deep, elegant shade of blue. Then comes Racing Green, which projects dynamism and a clear, natural character. All three colors are available effective immediately.

A focus on sustainability

Just like all other items in the Koehler Eco® Paper line of products, these new colors are produced 100% with secondary fibers under the strictest environmental standards. The paper offerings are certified with the "Blue Angel" eco-label and EU Ecolabel, are characterized by extraordinarily compelling printing and processing properties, and provide a sustainable alternative to conventional paper made of virgin fiber. "By expanding our available range of colors, we're responding to the growing demand for paper solutions that are both sustainable and aesthetically sophisticated at the same time," says Udo Hollbach, the Managing Director of the Koehler Paper Greiz mill in Germany. "Our new colors are designed to enable brands

to make their sustainability strategy visible and noticeable – without any compromises in quality or design.”



Figure: With three new additions, Koehler Paper is expanding its range of Koehler Eco® Paper colors and once again making a powerful statement regarding its commitment to sustainable paper solutions.

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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