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## **IPP enters into exclusive agency agreement for Koehler flexible packaging paper in the Benelux**

- **More than 40 years of experience selling paper, board and plastic packaging materials**
- **A growing number of branded companies is switching to sustainable paper packaging**
- **IPP has entered into an exclusive agency agreement for Koehler paper in the Benelux**

**Oberkirch, Germany, June 22<sup>nd</sup>, 2021** – Koehler Paper, a Koehler Group company, hereby announces that IPP Packaging Materials is the exclusive agency for Koehler Paper flexible packaging paper in The Netherlands, Belgium and Luxembourg effective immediately.

IPP Packaging Materials is a base material specialist focusing on board, paper, films, and nonwovens, with their headquarters in The Netherlands. With their wide network, know-how and high level of service, they serve their customers in the packaging and label market. Their experience and continuous research in the field of innovative and sustainable products gives IPP the opportunity to offer solid and independent advice. Their aim is to inspire customers to develop packaging or labelling that fits the brand and the application, to give packaging a more sustainable character using alternative materials and to distinguish themselves at the point of sale.

Eckhard Kallies, Director Flexible Packaging Paper Division, highlights: “IPP has more than 40 years of experience selling paper, board and plastic solutions for packaging and labels in the Low Countries. This know-how is of great value to us, as the packaging market is currently undergoing a massive change towards a greater use of paper as a packaging solution.”

With Koehler NexPlus®, the Koehler Group is meeting the rapidly growing demand for sustainable packaging solutions. Koehler NexPlus® is a series of barrier-coated paper products with various functions. In particular, these include barriers for odors, grease, mineral oil, water vapor and gases. Together with the paper’s inherent characteristics, such as high-strength properties and a natural feel, this results in a compelling overall solution. The paper really delivers when it comes to the main goals of packaging: protecting the contents, the surroundings and guaranteeing excellent processing properties.

Jeroen Kuiper, owner of IPP, explains: “More and more customers are willing to buy products with sustainable packaging when they go to the supermarket. For this reason, many brandowners are now scrutinizing their packaging design, looking for innovative solutions. We are here to help them with this challenge. We combine a wide range of products with extensive knowledge in the field of packaging materials. Our customers benefit from the latest developments – which follow each other at a fast pace!”

**Koehler Holding SE & Co. KG**

Hauptstraße 2 · 77704 Oberkirch · Germany · Phone +49 7802 81-0 · Fax +49 7802 81-4330 · [www.koehler.com](http://www.koehler.com)  
Sitz: D-77704 Oberkirch · Amtsgericht Freiburg i. Br. · HRA 490392

### **More about the Koehler Group**

The Koehler Group was founded in 1807 and has been family-run to this day. The Group's core area of business is the development and production of high-quality, specialty paper, including thermal paper, playing card board, drink coasters, fine paper, carbonless paper, recycled paper, decor paper, wood pulp board, sublimation paper, and, since 2019, innovative specialty paper for the packaging industry, too. In Germany, the Koehler Group, with its more than 2,000 employees, has five production sites, as well as three more in the USA. The Group operates on an international level, with an export ratio of 70% in 2020 and annual revenue of €770 million.

As an energy-intensive enterprise, Koehler invests in renewable energy projects such as wind energy, hydroelectric power and biomass. The Koehler Group has committed itself to producing more power from renewable sources than is needed for paper production by 2030.

More information is available here: <https://www.koehler.com>

### **Your contact:**

Alexander M. Stöckle

Press Officer Koehler Group

Tel. +49 (0) 7802 81-4749

E-Mail: [alexander.stoockle@koehler.com](mailto:alexander.stoockle@koehler.com)

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