

For immediate release

New study in the USA confirms that a growing number of consumers want printed receipts

- **As per the latest study, the majority of American consumers prefer paper receipts over digital receipts when it comes to their own purchases from retail sources**
- **The majority of American consumers say that paper receipts have the crucial advantage of being better when it comes to protecting personal information**
- **Eight out of ten American consumers want to have a choice between paper and digital receipts for their own purchases**

Oberkirch, Germany, 05/25/2023 - Koehler Paper, part of the Koehler Group and a leading manufacturer of thermal paper, is reporting that a US survey conducted by Tulchin Research shows that the majority (72%) of American consumers prefer paper receipts over digital receipts when it comes to their own purchases. Paper receipts provided many survey respondents with greater confidence with regards to their information security, which is just one reason why they do not want paper receipts to disappear. Most (85%) of the Americans interviewed also added that they want to at least have a choice between paper and digital receipts.

Paper receipts experiencing a renaissance despite the general trend towards digitalization

Tulchin Research is an award-winning public opinion research firm that specializes in opinion surveys. The survey, which was initiated by the Paper Receipt Converting Association (PRCA), was based on responses from 1,000 randomly selected adults 18 years or older in the USA. Three out of four survey respondents preferred paper receipts, while only one fourth preferred a digital receipt sent to their phones by e-mail or text message. Meanwhile, eight out of ten American consumers said they wanted to decide themselves which type of receipt they wanted for their purchases and were not interested in having the decision made for them. "These results are surprising, since they go against the general trend towards digitalization," Koehler America General Manager Steve Graves says before adding: "This development shows that paper receipts are experiencing a renaissance, and I'm pretty sure that these survey results would be nearly identical if we were to survey Europeans instead."

There is a reason why getting things put on paper is common advice, with one of many advantages including the fact that it serves as documentation in the event of complaints. Sebastian Früh, Director Thermal Paper Division at Koehler Paper, adds: "On top of all this, Koehler Paper also offers thermal paper made without color developers, which makes it recyclable and better for the environment." In other words, getting a printed receipt to get a sense of safety with regards to personal information is perfectly compatible with an environmentally conscious attitude in this day and age.

Koehler Holding SE & Co. KG

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Caption: Paper receipts experiencing a renaissance despite the general trend towards digitalization (Image rights: Koehler Group)

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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, drinks coasters, fine paper, carbonless paper, recycled paper, decor paper, wood pulp board, sublimation papers, and also innovative specialty papers for the packaging industry since 2019. 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 70% in 2021, and brings in an annual turnover of around 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.

In addition, with its Koehler Innovative Solutions business unit, Koehler is dedicated to developing new business areas outside of special paper production and energy production.

Find more information at: <https://www.koehler.com>

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