

For immediate release

Environmental Impact Reduced: Madura Tea Switches All Flexible Packaging Materials to Paper from Koehler Paper in Conjunction with Gundlach Packaging Group

- **“Koehler NexPlus® Seal Pure MOB” packaging paper with mineral oil barrier and protection against MOSH/MOAH**
- **The paper’s high strength makes further processing on common packaging machines easy**
- **Recyclable packaging is an important step toward reducing the ecological footprint**

Oberkirch, Germany, 08/17/2023—Australia’s leading tea producer Madura Tea has taken a significant step toward reducing its own impact on the environment: All packaging materials that were previously based on metalized OPP (oriented polypropylene) have been switched to flexible packaging paper. Together with Gundlach Packaging Group and Koehler Paper, Madura Tea has found the ideal packaging paper for its products in the form of “Koehler NexPlus® Seal Pure MOB 72 gsm,” which has a mineral oil barrier and offers protection against MOSH/MOAH. After several promising tests, the products are now available on the Australian market.

“Koehler NexPlus® Seal Pure MOB” flexible packaging paper boasts ideal barrier properties and consists of 100% certified virgin fiber pulp

Gundlach Packaging Group and Koehler Paper provided Madura Tea with a range of test materials from the NexFlex® product range. “Koehler NexPlus® Seal Pure MOB, which is made from 100% virgin fiber pulp and is therefore suitable for contact with food, impressed everyone involved thanks to its outstanding barrier properties,” explains Yevgen Zolotkovski, Sales Manager for Flexible Packaging Papers at Koehler Paper. Rüdiger Brinkmann, Senior Sales Manager at Gundlach, adds: “Although it’s an uncoated paper, the printing results are excellent and highlight the new environmentally friendly concept.” Like all other Koehler NexPlus® papers, Koehler NexPlus® Seal Pure MOB is also heat-sealable, and its strength properties make it ideally suited for further processing on all commercially available packaging machines. “Madura Tea has made the right decision in demonstrating its environmental responsibility by using recyclable materials from sustainable sources,” says Carsten Loemker, Lead Engineering/Technology at Madura Tea, explaining the tea producer’s motivation. In Koehler NexPlus® Seal Pure MOB, Koehler Paper is offering a packaging paper with a significantly reduced carbon footprint in comparison to conventional plastic packaging, and it also boasts the significant benefit of being 100% recyclable.

Koehler Holding SE & Co. KG

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

Sustainable packaging: Innovative paper solutions with ‘NexFlex®’ from Koehler Paper

With the NexFlex® product range, the research and development team at Koehler Innovation & Technology, together with the experts at Koehler Paper, developed a unique and 100 per cent recyclable generation of flexible packaging papers. 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 papers 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 papers for flexible packaging are sustainable barrier papers with functional surfaces for product-specific protection (Koehler NexPlus®). The NexFlex® product family also includes papers coated on one side with good dimensional stability and high smoothness (Koehler NexCoat®), as well as uncoated paper with a natural appearance (Koehler NexPure®). Various flexible packaging papers from Koehler Paper were awarded a score of 19 out of a possible 20 points by the environmental service provider Interseroh, along with the “Made for Recycling” seal.



Figure: Madura Tea packs all of its products in paper from Koehler Paper in conjunction with Gundlach Packaging Group / Source: Madura Tea

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About Madura Tea Estates

Madura Tea Estates is a family-owned tea plantation nestled in the lush countryside of Clothiers Creek, New South Wales. With over 40 years of experience, the company has gained a reputation for producing some of the finest organic tea blends in Australia. What sets Madura Tea Estates apart is its unwavering commitment to sustainable farming practices that prioritize the protection and preservation of the natural ecosystem surrounding its plantation. The company's dedication to environmental conservation includes planting native trees, installing solar panels to reduce its carbon footprint, and using biodegradable packaging materials. With a focus on quality and sustainability, Madura Tea Estates is an exemplary model of a socially responsible and environmentally conscious business.

About the Gundlach Packaging Group

Rethink Packaging for the Global Good - this mission stands for the drive of the Gundlach Packaging Group to make a global contribution to protecting our environment and achieving the environmental goals of our customers with the development and production of fiber-based packaging.

Founded in 1847 in Bielefeld, Germany, the core business of the Gundlach Packaging Group is the complete service package in the areas of folding carton and web printing in gravure, offset and flexo. The Gundlach Packaging Group is much more than just an association of printers; it is the partner for the entire value chain and focuses exclusively on fiber-based packaging. With this approach, Gundlach has the leverage to tangibly support the sustainability of our customers. Gundlach never loses sight of customer focus and the triad - speed, price and environment. Design, construction, barriers, sealability, tooling for manufacturing, and runnability on customers' packaging machines represent the true extent of sustainability. "Total Cost of Ownership" of the customers is widely complemented by "Total Focus on Sustainability", because far more than just the material causes long-term sustainability.

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.

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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>

Your contact person:

Alexander M. Stöckle

Koehler Group press contact

Phone: +49 7802 81-4749

E-mail: alexander.stoeckle@koehler.com