

**For immediate release**

## **Sustainable Blue4est® Thermal Paper Can Be Art Too**

- **Our successful Blue4est® paper is not only used for point of sale applications but also for art applications**
- **French artist Jean Coulon has developed special processing techniques and tools for his artwork on thermal paper**
- **The blue color of our exceptional Blue4est® paper makes it an ideal color carrier**

**Oberkirch, Germany, 10/5/2023** – The Blue4est® thermal paper is more commonly used for POS check-out rolls or as a paper-based label material – known as facestock – for the new generation of eco-friendly labels, but now renowned artist Jean Coulon is also using it to create art. Koehler Paper, part of the Koehler Group and a leading manufacturer of thermal paper, is delighted to see its paper being used for such a wide range of applications.

### **Thermal paper: innovative and full of potential**

Jean Coulon is a painter, sculptor, and ceramicist who has discovered thermal paper and, more recently, Blue4est® paper for himself. The French artist first came into contact with thermal paper in his work around 20 years ago. He explains: "Thermal paper is a very innovative material and I wanted to test its potential. By experimenting with a range of processing techniques and tools which contain different heat sources, I wanted to highlight the contrast between the black that results from the reaction of the sensitive layer and the white color of the backing material. I was immediately drawn to the intensity of this contrast, which can be compared to charcoal drawing or calligraphy." This led the French artist to produce many works on white standard thermal paper.

### **The blue color of our exceptional Blue4est® paper makes it an ideal color carrier**

Jean Coulon only discovered the Blue4est® thermal paper from the Black Forest as a medium for his art this year. He says: "I discovered the blue thermal paper from Koehler Paper by chance in the form of a supermarket receipt and I was both fascinated and inspired by it. It's an extraordinary paper and offers different possibilities to the white thermal paper. Aside from the fact that it is compatible with the previously tried-and-tested techniques, the Blue4est®'s physical reaction, which is produced by friction, provides a whole range of gray shades of differing intensities." The blue color of the Blue4est® paper also proved itself an outstanding color carrier. This discovery allowed Jean to turn his hand to multicolored works. Sebastian Früh, Corporate Director Thermal Paper at Koehler Paper, emphasizes, "I am delighted that Jean Coulon is using our blue thermal paper so enthusiastically for his art. It shows how special and versatile it is."

**Koehler Holding SE & Co. KG**

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Much of Jean's work deals with man's place in a changing world and with the symbolism of life. All of his works have a deep meaning and a story to tell. The thermal paper, which transforms when exposed to heat, works in perfect symbiosis with his works, which evoke the cycle of life, with its constant evolution and metamorphoses. His works can be seen in a jointly produced short film on [YouTube](#).

### **Blue4est® thermal paper: physics instead of chemistry**

The Blue4est® paper has no chemical developers, which not only means it is 100% recyclable, but also that it is approved for direct contact with food. It has been used as an eco-friendly alternative in the retail sector for some time now, in the form of checkout rolls for example. Unlike standard white thermal paper, with Blue4est®, the text is not produced through a chemical reaction to heat but rather using a purely physical reaction. An opaque functional layer on the paper becomes transparent when subjected to heat, which results in the black layer below becoming visible. Compared to conventional thermal papers, the printed image of Blue4est® is also extremely resistant to environmental influences such as sunlight and moisture. Where printouts are stored in normal storage conditions, they remain legible for more than 35 years.

### **Jean Coulon has been using thermal paper in his art for around 20 years**

Jean Coulon lives and works in Annecy and Groix in France. He studied fine art at Jean Monnet University in Saint-Étienne near Lyon. After finishing his Master's and DEA diploma, he completed a doctorate in archeometry and archeology. Jean Coulon continues to teach at the Higher School of Art in Annecy and has taken part in many successful individual and group exhibitions in France and Switzerland. He also has many works on display in private and public collections. The artist has created almost 1,000 pieces over the course of his life. His works are not currently available via social media.



**JEAN COULON**  
Free Artist Anncy, France

*Figure: French thermal paper artist Jean Coulon in front of one of his pieces in his workshop in Anncy, France.*

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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 around 75% in 2022, and brings in an annual turnover of around 1.3 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, Koehler 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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