

For immediate release

“Sustainability Meets Art“ Event in Düsseldorf, Germany

- **Second event in the “Sustainability meets ...” series a resounding success**
- **Keynote Speaker Olaf Hartmann provided the latest insights from international brand research and successful advertising practice**
- **Art world seeking sustainable solutions**

Oberkirch, Germany, 03/27/2024 — The second event in the “Sustainability meets ...” series, which was held in Düsseldorf last week, provided further evidence that the Koehler Paper Greiz site has attained premium status. The event, held under the tagline “Sustainability meets art,” brought together artists, creatives, designers, and print and media specialists under one roof at the Sturmfreie Bude venue in Düsseldorf. Attendees were given the chance to find out about the latest trends and developments in the paper industry and discuss them with Koehler experts. The program featured a number of high-caliber speakers, among them Olaf Hartmann and Stephan Overkott. The event series is the complete package, making it an ideal meeting place for the industry.

Keynote Speaker Olaf Hartmann provided the latest insights from international brand research and successful advertising practice

In his keynote, Olaf Hartmann, owner of Multisense Institute, Chairman of the Gesellschaft zur Erforschung des Markenwesens (Society for Research into Branding), author of the book “Touch—der Haptik-Effekt im multisensorischen Marketing“ (Touch—the haptic effect in multisensory marketing) and host of the podcast MARKENKRAFT (brand craft), made it abundantly clear to attendees how important haptic marketing is and what an important role paper plays in this. He talked about fundamental scientific insights relating to the tactile perception of paper and haptic brand communication, based on the latest studies and findings from the field of neuroscience.

Art World Seeking Sustainable Solutions

The art world is no longer merely concerned with paper’s visual and tactile properties but also with its sustainability credentials. Koehler recycled paper offers the ideal solution here, meeting the very highest standards in terms of both sustainability and luxury. Stephan Overkott, Marketing & Art Expert at artstar GmbH, spoke enthusiastically in his keynote about sustainable Koehler premium paper. Manufactured from 100 percent secondary fiber material and bearing the “Blue Angel” environmental label, Koehler’s paper underlines its ecological credentials and provides clear added value. “Our paper offers a sustainable alternative, with no compromises made in terms of quality, reliability, or appearance,” says Udo Hollbach, Managing Director of the Koehler Paper Greiz site. In May, the international print sector will come together at drupa, the world’s leading trade fair for print technology, held in Düsseldorf, Germany. Koehler will also

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be in attendance, showcasing its sustainable solutions for the art world at the Koehler Group stand A20 in Hall 4. The Koehler Paper event series "Sustainability meets..." will be continued this year.



Figure: Thomas Wuttke, Key Account / Backselling Koehler Paper Greiz, made it clear that Koehler combines the highest standards of sustainability and luxury in its recycled paper. Source: 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, 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 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 67% 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 informationen at: <https://www.koehler.com>

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