

For immediate release

Innovative and easy on resources: Wynn Petfood and Koehler Paper pack wet food blends and snacks for dogs in paper

- **Paper packaging is the ideal solution for innovative pet food offerings**
- **Wet food solution reduces CO₂ by an average of 50% when compared to conventional canned pet food**
- **Pet food sector holds potential for conserving valuable resources by using paper-based packaging**

Oberkirch, 11/07/2024 – Koehler Paper, a Koehler Group company, has made paper packaging for wet food blends a reality for the first time ever together with pet food startup Wynn Petfood. Wynn Petfood is now packing its entire product portfolio of premium pet food blends (that are mixed with water at home) and practical snacks for dogs 100% in paper, and is the first company in the pet food industry to do so. “Koehler NexPlus® Advanced” flexible packaging paper by Koehler Paper provides ideal protection for these products thanks to its excellent oxygen, mineral oil, and grease barrier properties, all while helping conserve valuable resources.

Paper packaging in the pet food sector holds enormous potential for conserving resources and cutting CO₂ emissions

In Germany alone, around 10 million cans of wet food for pets are consumed and discarded on a daily basis. And despite the fact that they are recycled at a good rate, this still results in high resource consumption and CO₂ emissions. That is why Wynn Petfood decided to not just limit itself to creating innovative food offerings that are both practical and healthy for pets, but also to find sustainable packaging that would match this general vision. “Koehler NexPlus® Advanced” proved to be the perfect packaging paper for this. “We had two requirements when it came to packaging: Our food had to be packed in as resource-efficient a manner as possible, and it also had to be protected as optimally as possible. Koehler Paper not only took on this challenge gladly, but went through every single step together with us. And to top it all off, our customers absolutely love the paper packaging,” says Henrike Ludowig, founder of Wynn Petfood, while describing his company’s collaboration with Koehler Paper. “Paper packaging not only saves space, but is also tremendously easy to dispose of and recycle as wastepaper. Our goal for our development work with our customers is to protect the product inside packaging to the greatest extent possible while minimizing the use of resources. And by using paper-based packaging, we get the highest recycling rate of all materials – in fact, 81.5% of paper packaging in circulation in Europe ends up being recycled,” adds Alexander Rauer, Head of Business Development for flexible packaging paper at Koehler Paper.

Koehler Holding SE & Co. KG

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Sustainable packaging: Innovative Paper Solutions with “NexFlex®” from Koehler Paper

The research and development team from Koehler Innovation & Technology worked with the experts from Koehler Paper to develop the NexFlex® product range, a unique and recyclable generation of flexible packaging paper. 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 paper 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 paper for flexible packaging are sustainable barrier paper with functional surfaces for product-specific protection (Koehler NexPlus®). The NexFlex® product family also includes paper 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 paper from Koehler Paper were awarded the “Made for Recycling” seal by the environmental service provider Interzero.



Figure: Wynn Petfood is the first company in the pet food industry to pack its wet food blends and snacks for dogs in paper. Source: Wynn Petfood

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**2030 Sustainability Strategy**

With Koehler NexPlus® Advanced flexible packaging paper, the Koehler Group is helping achieve sustainable development goals in the area of successful future-proof products and services.

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. 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 70% in 2023, and brings in an annual turnover of around 1.1 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.

With its Koehler Innovative Solutions division, the Koehler Group 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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