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Coming Together for a Green Renchtal: Blue Till Receipt Transformed into Ad Space

- **Eight Renchtal businesses and restaurants join campaign community**
- **Participants of the promotional campaign use joint rear-side printing of their logos on Blue4est® till paper to advertise for a green Renchtal**
- **Koehler Paper's Blue4est® thermal paper is highly valued in the Renchtal due to its recyclability**

Oberkirch, Germany 02/21/2024 – The blue thermal paper from Koehler Paper, known under the trade name Blue4est®, is becoming increasingly popular due to its sustainability; a result of a complete absence of color developers and that it can be easily disposed of as wastepaper. The blue checkout rolls from the world's leading thermal paper manufacturer from Oberkirch have now become the subject of a promotional campaign in the Renchtal region.

Eight Oberkirch Businesses Campaigning for a Green Renchtal By Printing Their Logos on the Back of Blue Checkout Rolls

Eight businesses and restaurants from the city Oberkirch have come together voluntarily to use their logos on the back of the blue till paper in an act of solidarity to campaign for a green Renchtal. In addition to the eight logos, they are also highlighting the main advantage of the blue thermal paper: It is environmentally friendly and can be recycled. This makes it clear to customers that their blue receipt is helping to protect the environment and represents an even greener Renchtal. The promotional campaign is being supported by Koehler Paper, whose headquarters are located in the Renchtal region, and has been joined by the following business and restaurants: Lui e Lei, Elfen-Naht, Gaisbacher Hof, Bauzentrum Rendler, Hotel die Alm, Renchtal Tourismus, Julius Renner, and Cecil-Store. Participants received their first rolls of till paper with the impressive rear printing free of charge. Sebastian Früh, director Thermal Paper Division at Koehler Paper, says: "We are delighted that our blue thermal paper has also been so well received in the Renchtal region. I am impressed by the shared commitment and the initiative shown that has made this campaign possible. Every business and restaurant that uses our blue checkout rolls is making a statement for the environment. That's why we were so happy to support this campaign." Oberkirch Mayor Christoph Lipps also strongly welcomed the joint campaign: "I'm so happy that the businesses and restaurants taking part in the campaign identify so strongly with the city of Oberkirch and the beautiful Renchtal region that they decided to join this promotional campaign. On behalf of the city, I would like to thank them for this excellent collaboration."

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“Blue is the New Green” – Koehler’s Advertising Campaign for its Blue Thermal Paper

The Blue4est® paper from the Black Forest has no chemical developers, which not only means it is 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 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 paper, 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.



Caption: The campaign community is pleased with the successful backside printing of the blue checkout rolls. From left to right: Oberkirch Mayor Christoph Lipps, Katja Meier from “Gaisbacher Hof”, Nadine Decker from “Elfen-Naht”. Daniela Scherer from “Cecil-Store”, Sebastian Früh, Director Thermal Paper Division at Koehler Paper, Sylvia Renner from the “Julius Renner” vineyard, Cecilia Hardenberg, Marketing & Communications Manager at Koehler Group, Nicole Singler from “Renchtal Tourismus”, Mirko Slager from “Hotel die Alm”, Roberto Greco from the Italian deli “Lui e Lei”, and Frederic Fies from “Bauzentrum Rendler”. 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 information at: <https://www.koehler.com>

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