

**For immediate release**

## **Ravensburger Chooses Koehler Paper for Its New “Disney Lorcana” Trading Card Game**

- **New “Disney Lorcana” trading card game enters the market**
- **Playing card board from Koehler Paper sets quality benchmark**
- **Koehler playing card board impresses with its ideal processing properties**

**Oberkirch, 03/13/2024** - From board games and cards to puzzles—tabletop games are enjoying a renaissance. Family business Ravensburger sells them all over the world and relies on high-quality playing card board from global market leader Koehler Paper for its games, including its new trading card game “Disney Lorcana”. The long-established brand Ravensburger is connected to family-run enterprise Koehler Paper through a partnership of more than 60 years.

### **Trading Card Game—Joining a New Segment with Disney**

Trading card games represent a major segment within the world of playing cards. Card games have been one of the world’s most popular types of games for decades. Even in the current age of digitalization, their attractiveness on the market shows no signs of abating. Until recently, Ravensburger did not have a foothold in the segment of trading cards. However, in the past year the company has made its move into the trading card games market in conjunction with Disney. Its new product is “Disney Lorcana,” a game that is easy to learn, even for those who are new to trading card games. However, it also meets fans’ highest expectations, not just in terms of the strategic depth, but also regarding the quality of the cards. “Quality plays a crucial role in the success of a game. Players have very particular expectations of how a card should look and feel, and how it bends or slides over other cards,” says Jürgen Leber, Sales Manager at Koehler Paper.

### **Playing Card Board from Koehler Paper Sets Benchmark**

As the global market leader, Koehler Paper’s different playing card board qualities set the standards for durability, aesthetics, and the unique sensory experience when a player touches the cards. The high-quality playing card board from the family-run business impresses with its ideal processing properties and optimum quality for the most demanding applications. “Manufacturers on the trading card market have certain quality benchmarks that we all know. And the benchmark is now being set by playing card board from Koehler,” says Hanspeter Mürle, CFO of Ravensburger AG. Ravensburger and Koehler Paper have been working together since 1964. It’s not simply a partnership based on delivering or receiving the ordered paper. It’s more about working closely together in a trust-based relationship right from the development phase of a new product.

**Koehler Holding SE & Co. KG**

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



*Figure: Ravensburger Chooses Koehler Paper for Its New “Disney Lorcana” Trading Card Game.  
Source: Museum Ravensburger*

### **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>

### **Your contact person:**

Alexander M. Stöckle

Koehler Group press contact

Phone: +49 7802 81-4749

E-mail: [alexander.stoeckle@koehler.com](mailto:alexander.stoeckle@koehler.com)

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