

For immediate release

Koehler Paper premium recycled paper used in Stefan Szczesny’s “Sailing #Art4GlobalGoals” art project

- **#Art4GlobalGoals is intended to help spread awareness of the UN’s 17 Sustainable Development Goals**
- **Stefan Szczesny’s colorful and powerful art is dedicated to the 2030 Agenda for Sustainable Development in spectacular fashion**
- **Koehler Paper premium recycled paper enables artworks to truly take center stage**

Oberkirch, Germany, 05/30/2024 – In 2015, the leaders of our countries and governments across the globe agreed on 17 goals that would result in a better world and that would be implemented by 2030. These United Nations goals have the power to end poverty, fight inequality, and stop climate change in its tracks. #Art4GlobalGoals is intended to help spread awareness of these 17 Sustainable Development Goals while being guided by them. As part of this initiative, artist Stefan Szczesny recently interpreted these 17 goals through an artistic lens and translated them into an exclusive limited edition run of art prints using premium recycled paper by Koehler Paper.

#Art4GlobalGoals is an initiative by UNESCO Special Ambassador and founder of the YOU Foundation Dr. h.c. Ute-Henriette Ohoven in collaboration with Geuer & Geuer Art GmbH, the Association for Art in Public gGmbH, and artstar Verlag. The project is supported by UNESCO and features work by various renowned artists.

Stefan Szczesny’s colorful and powerful art is dedicated to the 2030 Agenda for Sustainable Development in spectacular fashion

In 2021, international artist Stefan Szczesny was chosen to come up with 17 artistic motifs for the aforementioned Sustainable Development Goals. To do this, he decided to use the main sails of sailing yachts as his canvas. In fact, the idea for the “Sailing #Art4GlobalGoals” project arose together with the YOU Foundation based on an idea for a sailing exhibition that Dirk Geuer had in Düsseldorf.

Koehler Paper premium recycled paper enables artworks to take center stage

The team at Koehler Paper was more than happy to provide premium recycled paper for Stefan Szczesny’s exclusive limited edition run. Koehler Eco® Black 160 gsm premium recycled paper was used for the portfolio. This paper, which makes a compelling aesthetic case with its deep and rich black color, also makes a compelling environmental case with the “Blue Angel” and EU ecolabels. Koehler Eco® paper is made in a carbon-neutral manner and is lightfast and resistant to bleeding, color migration, and rubbing. Meanwhile, creative print 270 gsm was used for the impressive art prints. “We’re glad to be working with Stefan

Koehler Holding SE & Co. KG

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Szczesny to raise further awareness of these tremendously important goals. This is yet another striking instance of our premium recycled paper products showing how Koehler combines the most demanding and sophisticated standards for sustainability and luxury in recycled paper products,” said Udo Hollbach, managing director of Koehler Paper at the Greiz site. “Our paper offers a sustainable alternative that remains absolutely uncompromising in terms of quality, reliability, and appearance,” Udo Hollbach added. The Sailing#Art4GlobalGoals exclusive edition run was introduced to the international public for the first time ever on May 30, 2024 at the drupa trade fair in Düsseldorf.



Figure: The Koehler Paper site in Greiz is supporting Stefan Szczesny’s Sailing #Art4GlobalGoals art project. At the drupa trade fair, artist Stefan Szczesny (second from left) and Nico Overkott (Artstar Verlag) presented a portfolio from the exclusive Sailing#Art4GlobalGoals edition to Kai Furler, CEO of the Koehler Group (second from right) and Udo Hollbach (Managing Director Koehler Paper Greiz).

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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