

For immediate release

## **Zollikofer Recycles 120 Metric Tonnes of Furniture at Motel One München-Deutsches Museum: Pilot Project Sets Standard for Circular Economy in the Construction Sector**

- **Furniture turned into secondary raw material wood chips for new wood-based materials**  
**Project promotes the circular economy in close collaboration with Motel One and Pfleiderer**
- **Zollikofer aims to use the knowledge gained for further sustainable projects**

**Bad Wurzach, Germany, 09/25/2024** – Zollikofer is a specialist in preparation, processing and logistics for wood products and has been part of the Koehler Group since 2021. The company recently successfully completed a pioneering project involving the recycling of wood-based materials in collaboration with the Motel One Group and Pfleiderer Deutschland GmbH, a leading manufacturer of high-quality wood-based materials. As part of a redesign of the Motel One München-Deutsches Museum, 120 metric tonnes of interior design materials were recycled and reintroduced to the materials cycle. Instead of being sent for incineration, the materials were prepared for use in the wood-based materials industry. The resulting secondary raw materials are being used to produce new furniture items and fittings for the hotel chain.

### **Future Prospects for the Circular Economy**

“This sustainable approach aligns with our objective of moving away from linear material flows and promoting the circular economy in other sectors where this topic is not yet well established,” says Stefan Zollikofer, managing director of Zollikofer. He adds: “The circular economy, with all its facets, is our strong point and we cover the whole chain.”

Zollikofer, Motel One and partner Pfleiderer all worked together closely and efficiently on the project. The materials were inspected on site beforehand and any suitable components for recycling were identified. “The materials were expertly and systematically processed and recycled as part of a floor-by-floor renovation, during which the hotel continued to operate as normal,” explains Dirk Strittmatter, Senior Project Manager Interior Design at Motel One Group. “Here at Motel One Group, we want our business activities to be sustainable to help make the world a better place. Our aim is to integrate social and environmental measures and do business responsibly. This joint project with Pfleiderer and Zollikofer allowed us to take a significant step toward achieving this in terms of renovating our hotels,” says Dirk Strittmatter, summing up the pilot project. Further joint renovations of Motel One hotels are already being discussed.

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*Figure: Turning old into new—Zollikofer recycles old furniture and returns them to the materials cycle / Source: Motel One Group*



### **2030 Sustainability Strategy**

*By implementing projects in the area of the circular economy, the Koehler Group is helping to achieve sustainable development goals in the area of successful future-proof products and services.*

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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, carbonless 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>

### **About Zollikofer**

The Zollikofer Group is an international logistics and commercial company that focuses on sawmill byproducts and reclaimed timber, forest wood, and fuelwood. It has been part of the Koehler Group since 2021. The company was founded in Bad Wurzach in 1966 and since then has become a large-scale supplier of processing, treatment, trade, and logistics services for wood and wood products – especially sawmill byproducts, bark products, reclaimed wood, and biomass used for recycling and thermal energy. The company uses its own fleet to handle most of the collection and logistics operations for its raw materials.

Find more information at: <https://www.zollikofer.de>

### **About the Motel One Group**

The Munich-based company was founded in 2000 and currently operates 96 hotels with a total of 27,223 rooms. The brand is characterized by a unique combination of high-quality features, exclusive design, high service standards, and prime downtown locations at an attractive price. As the originator and pioneer of the budget design concept, we are constantly looking to evolve. We take our social responsibility seriously, support our employees, involve them in the company's success by providing attractive incentives, and

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make an important contribution toward integration. We are passionate about hospitality and committed to sustainable development. We aim to achieve a high level of satisfaction among our employees and guests and are focused on doing so, as only then can we successfully expand in major cities in Germany and around the world.

Find more information at: <http://www.motel-one.com>

### **About Pfeiderer**

Pfeiderer is a leading manufacturer of high-quality wood materials, laminates, and resin-based adhesives. The Engineered Wood Products division produces high-quality wood materials and laminates for use in the rapidly expanding premium kitchen and furniture market as well as structural timber construction in Western Europe. Pfeiderer is also a leading producer of specialty and industrial resins through its Silekol division. These are used in Pfeiderer's own products and by external customers in the panel production, packaging, construction and building materials industries. Pfeiderer is headquartered in Neumarkt in der Oberpfalz (Upper Palatinate), Germany, and employs around 2,200 staff primarily across five sites in Germany and one resin production site in Poland. The company has operated for over 125 years with sustainability and the renewable nature of wood at its core. It also has a strong focus on sustainable sourcing and manufacturing, reducing carbon emissions and protecting the environment.

Find more information at: <http://www.pfeiderer.com>

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