

For immediate release

## Bringing Sustainability to the Chocolate Section: nucao Uses Koehler Paper for Its Chocolate Bar Packaging

- Entire nucao range uses “Koehler NexPlus® Advanced” packaging paper
- Recyclable paper packaging promotes circular economy
- 360° sustainable approach: From cultivation to packaging—organic, vegan, fair trade, and packaged in paper

**Oberkirch, 04/17/2024**—Koehler Paper, part of the Koehler Group, has teamed up with chocolate manufacturer nucao and taken another big step toward boosting sustainability on the chocolate shelf. The new chocolate bars from Leipzig-based company nucao are not only organic, vegan, and fair trade, they also use 100% paper packaging. The “Koehler NexPlus® Advanced” flexible packaging paper from Koehler Paper provides ideal protection for the chocolate thanks to its excellent oxygen, mineral oil, and grease barrier properties. The nucao bars are available from German retailers in four varieties: “Roasted Hazelnut Butter,” “Almond Butter & Sea Salt,” “Salted Caramel,” and “Crisp & Crunch.” Koehler Paper will be presenting the chocolate bars and other applications for paper packaging at the Koehler Group booth A20 in Hall 4 at the drupa trade show in Düsseldorf from May 28 to June 7.

### “Koehler NexPlus® Advanced” Flexible Packaging Paper Is Ideally Suited for Reuse in the Recycling Loop

When developing “Koehler NexPlus® Advanced” flexible packaging paper, the focus was on making it recyclable and ensuring it offered outstanding product protection. As a result, the paper can be recycled as part of a standard paper recycling process and can often be reused. This is also certified by the Papiertechnische Stiftung (PTS, Paper Technology Foundation) and environmental service provider Interseroh. “The paper fibers can be reused up to 13 times. Working with nucao, a pioneer in the chocolate segment, we want to show that we are capable of putting the circular economy into practice and making sensible and sustainable use of the raw materials available to us,” says Christoph Wachter, Director of the Flexible Packaging Paper division at Koehler Paper, as he explains the sustainability aspect of this flexible packaging paper. Compared to conventional plastic packaging, flexible paper packaging also significantly reduces the carbon footprint.

With the 360° sustainability approach that nucao takes to its chocolate bars, the company is not only advocating for a deforestation-free supply chain and fair remuneration for cocoa farmer families, but it is also taking a stand in the fight against plastic waste by using eco-friendly packaging—this is a never-seen-before combination of USPs in the supermarket chocolate shelf segment. Mathias Tholey, Co-Founder of nucao: “Many chocolate manufacturers focus on one green attribute, but fair trade, organic, or vegan alone is not enough to ensure your business is truly sustainable. You need the full package! Having worked

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with Koehler Paper to develop our recyclable paper packaging, we know from experience that they are a reliable and trustworthy partner.“

### **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 100% 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 Interseroh.



Figure: nucao and Koehler Paper teamed up to develop the recyclable paper packaging for the new nucao bars  
Source: nucao

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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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