

For immediate release

Two Whisky Brands, One Shared Signature: Exclusive Packaging Solutions Brought to Life with Premium Black Recycled Paper

- **Premium black recycled paper as the packaging cornerstone for two whisky brands**
- **An elegant look and a pleasant feel combined with excellent finishing and subsequent processing properties**
- **Packaging solutions that perfectly combine sustainability and diversity of design with a premium presentation**

Oberkirch, Germany, 05/18/2026 - Premium liquors need sophisticated packaging that matches their exclusivity in every single aspect. Through two different whisky projects – one for “Preussischer Whisky” and the other for “Salzatal Whisky” – the black recycled paper from Koehler Paper’s greenium brand shows exactly how to deliver on this need while seamlessly combining sustainability and diversity of design with a premium aesthetic.

An elegant look and a pleasant feel combined with excellent finishing and subsequent processing properties

The packaging for both whiskies uses premium black recycled paper options that make an extremely compelling case as a result of their elegant appearance, enjoyable feel, and extraordinary subsequent processing properties. The corresponding design deliberately uses a simple, minimalist presentation in which the jet-black paper not only underscores the timeless value of the products, but also functions as a platform on which the brands themselves get a powerful spotlight.

Finishing details chosen with great care create vibrant contrasts between the matte surface and tastefully accentuated elements. This not only reinforces the visual depth of the corresponding packaging, but also makes the exclusive nature of these whiskies come alive so that it can be seen. In addition, just briefly touching the paper conveys an impression of unrivaled exclusivity, rendering the premium nature of these brands tangible.

Packaging solutions that perfectly combine sustainability and diversity of design with a premium presentation

Both packaging solutions illustrate how modern recycled paper can fully live up to the high levels of sophistication required by premium brands. “The jet black paper in our greenium brand makes an exceptionally compelling case with its exclusive look, luxurious feel, and outstanding suitability for premium finishing. This makes it the perfect material for packaging solutions that not only make sustainability visible, but

also combine it with luxury, distinction, and a strong brand identity in a single package,” says Udo Hollbach, the Managing Director of the Koehler Paper Greiz mill.



Figure: Two whisky brands, one shared signature: exclusive packaging solutions brought to life with premium black recycled paper from Koehler Paper’s greenium brand. Source: Koehler Group



2030 Sustainability Strategy

With the premium recycled paper offerings from its greenium brand, the Koehler Group is helping achieve the sustainability objectives in the area of "Successful, Future-Proof Products."

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. 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 2024, 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 is committed to generating, on an annual basis, more energy from renewable sources than is required for its paper production operations by 2030.

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>

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