

**For immediate release**

## **Brizzi Distribuzione Italia SPA: New Sales Partner in Italy for Koehler Paper's Premium Recycled Paper Products – "Greenium"**

- **Comprehensive premium recycled paper portfolio for the Italian market**
- **Koehler Paper Greenium range of products made from 100% secondary fiber material**
- **Broad range of recycled paper products suitable for an extremely wide range of applications**

**Oberkirch, Germany, 05/06/2025** - Brizzi Distribuzione Italia SPA, which is headquartered in Italy, has been one of the leading distributors of print media for the graphic design, publishing, luxury packaging, advertisement, and visual communication sectors in the Italian market since 1974. Today, the company runs several branches throughout the entire country, including a 5,000 m<sup>2</sup> warehouse at the company's headquarters in Pomezia and a specialized cutting center for packaging. Brizzi has now added the top product in the Greenium portfolio, Koehler Eco<sup>®</sup> paper, into its offerings for customers in Italy.

### **Comprehensive premium paper portfolio for the Italian market**

"We're tremendously proud of the fact that we're now the official sales partner for Koehler Eco<sup>®</sup> paper products in Italy, with the goal of offering luxury packaging manufacturers, high-end print shops, and paper project developers a wide range of colors and grammages of premium recycled paper," says Brizzi Italia Marketing Manager Wafaa Messouk. Premium Koehler Eco<sup>®</sup> paper products, made from 100% secondary fiber materials, will open new possibilities for creative designers, print producers, premium print shops, publishers, and processors of luxury packaging in Italy. Greenium, a premium range of recycled paper products, is made by Koehler Paper at its Thuringian site in Greiz, and is available from Brizzi in clay, dust, winter sky, mud, nautical blue, and black colors in a size of 72 x 102 with a grammage of 270, or 350 gsm.

### **Creative ideas in full color with Koehler Paper recycled paper products**

The premium paper offerings, which have been awarded both the "Blue Angel" and EU ecolabels, can be used for a broad variety of applications. Moreover, Koehler Eco<sup>®</sup> paper products are highly lightfast and resistant to bleeding and color migration. Their resistance to rubbing ensures that they will continue leaving an unforgettable impression for many years to come, making them perfect for packaging prized products or long-lasting printed objects. All of this helps deliver the breathtaking appearance and extraordinary feel that are needed for truly superlative product design – after all, creative professionals and makers of premium printed products have only one opportunity to leave a powerful first impression. In short, Koehler Paper Koehler Eco<sup>®</sup> paper products provide a wealth of options that make it possible to take creative ideas and make them a reality.

**Koehler Paper SE**

Hauptstraße 2 · 77704 Oberkirch · Germany · Phone +49 7802 81-0 · Fax +49 7802 81-4330 · [www.koehlerpaper.com](http://www.koehlerpaper.com)

Sitz: D-77704 Oberkirch · Amtsgericht Freiburg i. Br. · HRB 722393

Vorstand: Kai Furler (Vorsitzender), Dr. Stefan Karrer, Frank Lendowski · Vorsitzender des Aufsichtsrats: Wolfgang Furler



*Figure: Brizzi Distribuzione Italia SPA is the new sales partner in Italy for Koehler Paper's premium recycled paper offerings. The company has now added Koehler Eco® paper into its offerings for customers.  
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. 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>

## 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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