

For immediate release

LEONHARD KURZ Meets Koehler Paper: “60°” Packaging Concept with Premium Paper by Koehler Paper

- **LEONHARD KURZ brings new packaging edition to life**
- **The latest trends and innovative packaging design with premium paper by Koehler Paper**
- **Portfolio features a wide variety of paper offerings suitable for various applications**

Oberkirch, 07/03/2025 – The KURZ Group, a globally leading company in thin-film technology, decided to come up with its “60° – creative boxes to inspire” packaging concept for last year’s LUXE PACK trade show in Monaco in order to make a splash. This eye-catching concept consisted of four premium cardboard boxes with a sophisticated interlocking system that eliminates the need for adhesives. To bring the new packaging edition to life, Fürth-based LEONHARD KURZ brought its deserved reputation as an extraordinary surface finishing specialist to bear, all while using premium paper by Koehler Paper.

LEONHARD KURZ brings new packaging edition to life

As previously mentioned, the KURZ Group is an internationally leading company in the field of thin-film technology. KURZ is engaged in the development and production of decorative and functional coatings that are applied to film and foil substrates and can be used in an extremely wide range of industries. The company offers a comprehensive product range that covers surface finishing, decoration, label, and anti-counterfeit security needs, not to mention an extensive portfolio of stamping machinery and embossing tools.

Its aforementioned “60°” packaging concept, which was introduced last year for the first time, has received several awards already and is the first time that the company has come up with a triangular shape with base elements that are at an angle of 60° relative to each other. Perhaps not surprisingly, these new creative boxes have received tremendous international attention and praise. The concept consists of two elements: the “60° – creative boxes to inspire” and a “View what’s next” slipcase with four accordion-fold leaflets. Put simply, it is a packaging edition that takes the latest sociocultural developments and design trends and translates them into packaging designs and finishing choices. And yet there is much more significance behind it, as each box represents a trending topic in the world of today.

The latest trends and innovative packaging design with premium paper by Koehler Paper

For its current edition, the “60°” packaging concept used premium paper by Koehler Paper: The boxes used both Koehler Eco® Paper premium recycled paper and Koehler ICEWHITE IQ® digital printing paper. Meanwhile, the four accordion leaflets were printed on Koehler ICEWHITE IQ® digital printing paper. The

embossing details, some of which were particularly lavish, were made with tools and technology provided by Hinderer + Mühlich (H+M), a KURZ subsidiary. At the end of the day, the Fürth-based finishing specialist demonstrated once again how state-of-the-art finishing technologies can be combined with forward-looking design and the latest trends in order to produce fascinating compositions.

Koehler Paper portfolio features a wide variety of paper offerings suitable for various applications

Koehler Eco® paper offerings, which have been awarded both the “Blue Angel” and EU ecolabels, can be used for a broad variety of applications. Moreover, the recycled 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. Finally, Koehler ICEWHITE IQ® digital printing paper was developed specifically for digital printing. Accordingly, its quality is particularly well-suited to premium quality prints with bold colors, sharp contours, and vibrant printing results.



Figure: To bring its “60° – creative boxes to inspire” packaging concept to life, Fürth-based LEONHARD KURZ brought its deserved reputation as an extraordinary surface finishing specialist to bear, all while using premium paper by Koehler Paper.

Source: Koehler Group

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