

For immediate release

Premium-level sustainability: Riedle relies on recycled paper from Koehler Paper for its new bag line

- **Paper bag manufacturer Riedle launches carrying bag made of 100% secondary fiber material**
- **Greenium recycled paper meets the highest demands from Koehler Paper's Greiz mill.**
- **Sustainability in action thanks to production "Made in Europe" and responsible materials**

Oberkirch, Germany, 07/22/2025 – Sustainability and luxury are not mutually exclusive – they complement each other. This is proven by the new cooperation between the manufacturer of recycled paper, Koehler Paper, and the paper bag manufacturer, Riedle. With the market launch of the new "Pure" bag line, Riedle is relying entirely on recycled paper for the first time – and is relying on Greenium paper's premium quality that is produced in Koehler Paper mill in Greiz, Germany, and made from 100% secondary fiber.

Recycled paper without any compromises

Within the scope of this cooperation, a high-quality feel, brilliant printing results, and a wide range of finishing options are rounded off with consistent sustainability. "With our "Greenium" brand, we have succeeded in developing recycled paper that meet even the highest demands in the premium segment – without compromising on esthetics, functionality or subsequent processing," says Udo Hollbach, Managing Director of Koehler Paper's Greiz mill.

Riedle, known for custom-made carrier bag solutions, had been searching for quite a long time for recycled paper that would meet high requirements in terms of finishing, carrying capacity, and design. With the Greenium paper lines "creative print" and "Koehler Eco®", this gap has now been closed. The new product line stands for sustainable brand presence – with a high-quality look, light- and abrasion-resistant material and a choice of colors, ranging from natural white to solid-colored black and fresh pastel shades.

Sustainability "Made in Europe"

"The feedback from our customers has been consistently positive," says Corinna Tanak, customer advisor at Riedle, based in Langenbrettach, Baden-Württemberg, Germany. "The paper carrying bags are not only impressive due to their environmental friendliness but also due to their noble look. In this way, we show that ecological action and a stylish brand presence are not mutually exclusive." Another advantage of the cooperation: Riedle produces in Europe, Koehler Paper produces Greenium paper in Greiz, Thuringia, Germany – this ensures transport and communication routes, as well as a reliable supply chain. Together, Riedle and Koehler Paper are setting an example for a new era of packaging: local, high-quality and responsible.

Koehler Holding SE & Co. KG

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Figure: A high-quality paper carrier bag from Riedle, made from 100 percent recycled paper from Koehler Paper in Greiz, Germany. Source: BAGS BY RIEDLE®



2030 Sustainability Strategy

With the recycled paper with the "Greenium" brand, the Koehler Group is making its contribution to achieving the sustainability objectives 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, 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>

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