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## Large Strategic Investment: Koehler Paper Expands Production Capacities for Premium Playing Card Board

- Foundation laid for further organic growth in the playing cards market
- Shaping the market together with all relevant partners
- Production capacity investment in the three-digit million range

**Oberkirch, Germany, 04/29/2026** - Koehler Paper, a Koehler Group company, is the global market leader in the production of playing card board. Koehler's top-quality specialty paper is used not only for trading cards, but also for playing cards in nearly every casino in the world. And by significantly expanding its production capacity, Koehler Paper is now laying the foundation for its next development stage and sending a clear message of long-term growth, innovative capacity, and global competitiveness.

### Koehler Paper Is Proactively Helping Shape the Future of the Playing Cards Market

The decision to expand the company's playing card board production capacities is the result of close and continuous collaboration with international partners. The needs, market trends and innovations, and long-term outlooks of all relevant partners have been systematically integrated into Koehler Paper's strategic development of its production infrastructure. With an investment volume in the three-digit million range, the storied company is sustainably reinforcing its industrial basis. The goal of this step is to be able to continue meeting the globally growing demand for premium playing card board reliably, efficiently, and with unrivaled quality well into the future.

Kai Furler, CEO of the Koehler Group, emphasized: "What we are doing is shaping the future of our market together with our partners. By closely working with our customers, we're developing solutions that not only meet the needs of today, but are also opening up long-term prospects for all stakeholders."

### Production Infrastructure Expansion Lays Foundation for Further Growth

This large investment represents a clear direction for the future of the company, which aims to continue expanding on its technological excellence, redefine industrial standards, and consolidate its leading position in the global market in the long term. At the same time, the project is laying the foundation for further organic growth and the ability to systematically align operations with the needs of existing and future partners. "The currently planned investment is a deliberate show of commitment to quality, productive partnerships, and sustainable growth," Furler added. With this step, Koehler underscores its goal of not just being a witness to market developments, but of shaping them together with its partners instead.



*Figure: With an investment investment in the three-digit million range, Koehler Paper is setting the course for an expansion of its playing card stock production capacity. Source: Koehler Group*



#### **2030 Sustainability Strategy**

*With this large investment in its playing card board production capacities, the Koehler Group is helping achieve sustainable development goals in the area of successful future-proof products and services.*

## 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 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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