For immediate release

Luxury Perfume Brand Param Sara Chooses Koehler Paper Premium Recycled Paper

- **Packaging solution for exclusive perfume products**
- **greenium paper creates sustainable market experiences**
- **Premium recycled paper accentuates brand values**

Oberkirch, Germany, 08/11/2026 – Luxury perfume brand Param Sara is using premium recycled paper from Koehler Paper's greenium brand for its high-end product packaging. By using recycled paper made from 100% secondary fibers, the company is delivering on its vision of combining sophisticated design with a responsible use of resources.

Packaging Solution for Exclusive Perfume Products

Param Sara represents the next stage in the evolution of perfumery; one that respects and incorporates ancient traditions while combining quality, craftsmanship, and sustainability. The company makes exclusive use of ethically sourced ingredients, vegan cruelty-free formulations, and environmentally conscious packaging. Not surprising then that sustainable materials play a key role in the brand's choices.

That is why Param Sara decided on Koehler Paper's premium recycled paper when looking for materials for its perfume product packaging. More specifically, Creative Board proved to be the perfect choice, as its premium feel, excellent processing characteristics, and sophisticated appearance are all undeniably compelling. In addition, these paper products are made from 100% secondary fibers, meeting the highest standards when it comes to packaging solutions that conserve resources.

greenium Paper Creates Sustainable Market Experiences

The resulting packaging is impressive proof of the fact that premium recycled paper and luxurious design are perfectly compatible. In fact, the extraordinary surface quality of greenium paper enables the resulting packaging to deliver an unrivaled visual and tactile brand experience.

By combining a minimalistic design with Koehler Paper premium recycled paper, Param Sara has developed a packaging solution that bolsters its brand message while also emphasizing the fact that the company is careful in its use of natural resources.

Premium Recycled Paper Accentuates Brand Values

"For us, sustainably is much more than just a trend. It's an inseparable part of our brand identity; one that influences every single decision we make along our entire value chain. This is why Koehler Paper's premium recycled paper products proved to be an incredible find, as they're an ideal packaging solution that more than meets all our needs in terms of design, quality, and environmental responsibility. Their look and feel help our products deliver an impression of elegant exclusivity, not to mention that they convey our values the moment someone comes into contact with our brand," says Param Sara Founder, Ankita Gill.

Picture: Luxury perfume brand Param Sara is using premium recycled paper made from 100% secondary fibers from Koehler Paper's greenium brand for its high-end product packaging. Source: Koehler Group

2030 Sustainability Strategy

The use of premium recycled paper from our greenium brand shows how responsibility and accountability are an inseparable part of our focus on premium materials. This is an integral part of our sustainability strategy, which continues apace and should be fully implemented by 2030. For more details on the current progress of our sustainability strategy, please visit https://www.koehler.com/en/sustainability.

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, carbonless 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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