For immediate release

Premium Packaging with Character: YESTAR Chooses Premium Recycled Paper by Koehler Paper

- **Strong brand identities with greenium-brand premium recycled paper**
- **Creative Board in ruby delivers air of exclusivity**
- **Endless possibilities for premium packaging designs**

Greiz, Germany, 10/14/2026 - YESTAR, a leading Chinese company in the field of medical aesthetics and health services, has chosen Creative Board premium recycled paper of the Greenium brand in ruby for its exclusive Lunar New Year VIP gifts. This natural paper from Koehler Paper's greenium brand is captivating thanks to vibrant colors, features fantastic finishing options, and has been awarded both the "Blue Angel" eco-label and EU Ecolabel.

Luxurious Greenium Recycled Paper Serves as Solid Foundation for Strong Brand Identities

With bold colors and an exquisite surface, the packaging for YESTAR's gifts conveys a sense of unmatched elegance. This should come as no surprise, as exceptional printability and processing characteristics make Koehler Paper's Creative Board the ideal foundation for sophisticated packaging designs and creative brand presentations.

Creative Board in Ruby Delivers Air of Exclusivity

The VIP gifts prepared for the Lunar New Year highlight YESTAR's exacting standards in regard to design, quality, and attention to detail. The deep-red paper in ruby hearkens back to the traditional colors that have long been part of Chinese New Year celebrations while simultaneously providing the gift packaging with an elegant, yet eye-catching look.

Endless Possibilities for Premium Packaging Designs

"Packaging is often the first point of contact with a brand, which makes it all the more important to choose materials that immediately win people over with their look and feel. Creative Board, from our greenium brand, is exactly that. It's perfect for packaging solutions that leave long-lasting impressions," says Udo Hollbach, the Managing Director of the Koehler Paper Greiz mill.

With an extensive portfolio, Koehler Paper offers a broad range of colored recycled paper that is made out of 100% secondary fibers and is ideal for premium packaging, printing, and creative applications. Within this context, Creative Board makes a particularly compelling case as a result of its expansive palette of color options, exceptional feel, and sheer versatility.

Creative Paper Conference 2026 in Munich, Germany

The creative, printing, and paper industries will be meeting at the Creative Paper Conference 2026 in Munich on October 29 and 30 of this year. The event will be combining presentations by renowned designers and printing experts with an accompanying comprehensive exhibition covering paper, packaging, printing, and finishing. Moreover, it should serve as a platform for specialized discussions and exchanges regarding the latest trends, creative applications, and new perspectives on communication using paper.

Koehler Paper will be on-site as an exhibitor to showcase select recycled paper offerings from its greenium brand. Visitors will get the chance to learn more about various paper options and application examples and talk with Koehler Paper's experts about the latest requirements and developments in the field of premium printing and packaging solutions.

Picture: YESTAR is using Koehler Paper Creative Board in ruby for its Lunar New Year VIP gift packaging. Source: Koehler Group

2030 sustainable development strategy

Our "Successful, Future-Proof Products and Services" objective is an integral part of our sustainable development strategy, which we want to implement by 2030. For more details on the current progress of our sustainability strategy, please visit https://www.koehler.com/en/responsibility.

About the Koehler Group

The Koehler Group was founded in 1807 and has been family-run from that moment to the present day. Its business segments include paper, renewable energy, and logistics. 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 two additional sites in the USA. The group operates internationally, with an export share of around 70% in 2025, and brings in annual revenue of around 1.059 billion euros. The family business works together with start-ups and technology partners extensively in order to drive new business models and future technologies.

As an energy-intensive company, Koehler is a forward-looking investor in renewable energy projects that include wind power, hydropower, photovoltaics, and biomass. The Koehler Group is committed to generating, on an annual basis, more energy from renewable sources at its own power plants than is required for its paper production operations by 2030.

Find more information at: https://www.koehler.com

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