



## Press Release

### **Scheufelen goes packaging.**

**The phoenolux brand showcases the company's new focus on packaging and board products.**

*Innovation at Scheufelen has a new name – phoenolux. The company's latest development, a premium packaging board with one or two-sided coating and outstanding technical properties, heralds a new expansion into high-quality packaging and graphic applications.*

Lenningen, October 2015 – Scheufelen, a traditional company based in Baden-Württemberg in Germany, is breaking new ground with a major realignment programme. "We've decided to expand into the packaging market because it is a highly promising sector. The market for graphic papers has become very difficult," explains Horst Lamparter, Director of Sales for graphic papers.

The two new high-quality board products – the phoenolux c1s with one-sided coating and the phoenolux c2s coated on both sides – are testament to the unparalleled wealth of experience and skill in the art of paper making offered by the world's leading manufacturer of premium coated papers. The outstanding technical properties that phoenolux delivers meet the **highest standards** in the field of premium boards.

**Flexible applications:** The phoenolux brand provides the ideal basis for graphic applications and high-quality packaging. The spectrum ranges from covers for brochures, magazines, reports and books to postcards, business cards, folders and CD sleeves. In terms of packaging, the premium paper product is ideal for use in even the most discerning industries, including food and beverages, pharmaceuticals and cosmetics/beauty.

**Extensive product range:** Scheufelen offers phoenolux c1s in grammages of 180, 220, 250, 275, 300, 330 and 350 gsm. phoenolux c2s with two-sided coating is available in grammages of 250, 280, 300, 330, 350 and 400 gsm.

**Premium quality:** The phoenolux premium board delivers exceptional whiteness in the packaging and board sectors. It is double-coated for maximum printability, and its high proportion of long fibres ensures optimised folding properties, a matt silk surface, a pleasing touch and high rigidity.



**Printing and processing:** The phoenolux brand from Scheufelen ensures fast final processing thanks to exceptional runability and stacking properties, excellent rub resistance, high dimensional stability and rapid drying. All of this is combined with superb aesthetic results and excellent ink gloss.

“Our aim is to use this premium board to take the step from graphic applications into the packaging market – and thus establish ourselves in a key future growth sector,” Horst Lamparter sums up.

### **About Papierfabrik Scheufelen GmbH + Co. KG:**

Papierfabrik Scheufelen specialises in developing high-quality coated premium papers and boards that are now exported to more than 40 countries. Originally founded in 1855, the company was taken over by Paper Excellence in May 2011. Each year, the roughly 330-strong workforce at the Scheufelen site in the German town of Lenningen produces up to 140,000 tonnes of high-quality coated, wood-free premium paper and premium board from FSC/PEFC-certified pulp. The paper brands phoenixmotion, heaven 42 and bvs/bro and the packaging board phoenolux launched in March 2015 are available in various grammages and finishes. Typical applications for these papers include high-end annual reports, image brochures, advertising brochures, high-quality books, art prints and calendars. In addition to graphic applications, phoenolux is ideal for packaging in highly discerning industries including cosmetics, beauty, pharmaceuticals, and food and beverages, and can also be used for folding cartons of all kinds. Both quality and environmental protection are key to Scheufelen’s paper production operations – the tradition-steeped company is the only paper manufacturer in Germany with its production site based in a biosphere reserve.



**Scheufelen**

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