



Press Release

Paper culture at its best – Lenningen-based Papierfabrik Scheufelen leads the way in quality, service and innovation.

Steeped in tradition, Papierfabrik Scheufelen, based in Baden-Württemberg in Germany, is headed for the future with an innovative new strategy. The main aim is to address the current market situation in the paper segment and satisfy both customer and demand-related requirements.

Lenningen, October 2015 – Against the background of an ever-changing paper market and slowing demand for graphic papers, Papierfabrik Scheufelen is well equipped for the future with a range of new products. The company's realignment focuses on several different key areas, namely, a global premium strategy, and on newly developed products such as the phoenolux packaging board.

The launch of the phoenolux brand marks Scheufelen's expansion into high-quality packaging after 160 years producing paper for graphic applications. This premium packaging board comes in a one-sided and two-sided coated quality and is ideal for even the most discerning industries. "We are continuing to work on further product developments in the board and packaging sectors, as these, alongside high quality and fast availability, are key to long-term success on the paper market," says Horst Lamparter, Director of Sales for graphic papers.

As part of the repositioning programme, the company has also redefined the target markets for its paper products, with sales strategies adapted accordingly. The phoenixmotion and heaven 42 premium papers are now being marketed globally – with impressive results. "Despite the downward trend in the market for wood-free coated papers, our sales for phoenixmotion and heaven 42 have increased," says Horst Lamparter. All the company's paper products are produced in Lenningen.



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.

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