



Press Release

Packaging by Scheufelen phoenolux – at FachPack and Luxe Pack.

Scheufelen unveils its latest development – the phoenolux brand – at leading international trade fairs for the packaging industry. The phoenolux brand, a single and double-coated premium board with outstanding technical qualities, heralds an expansion into high-quality packaging and graphic applications.

Lenningen, November 2015 – Papierfabrik Scheufelen from Lenningen (in Baden-Württemberg, Germany) has made the strategic decision to move into the packaging market. The tradition-steeped company presented its latest products at the leading European packaging trade fairs – FachPack in Nuremberg and Luxe Pack in Monaco – in September and October.

At FachPack, the trade fair for industrial and consumer goods in packaging, technology, surface finishing and logistics, the new premium board was on show at the stand run by Faltschachtelwerk Gebrüder Schmidt GmbH & Co. KG from Garbsen. A creative array of folding cartons and displays was printed exclusively on phoenolux “c1s” with one-sided coating in a grammage of 300 gsm. Matthias Bähre, managing director of Gebrüder Schmidt, says: “phoenolux won me over straight away, and for very good reasons. With its exceptional whites, matt silk surface and fast final processing, it’s an out-an-out winner. It offers very good printability and dries quickly. Thus we are happy to recommend phoenolux to our customers for premium applications such as cosmetics and beauty products, healthcare, luxury packaging, etc.”

Luxe Pack in Monaco, where the top manufacturers of packaging and packaging materials gather from all over the world, provided Scheufelen with an outstanding opportunity to showcase phoenolux to a truly international audience and interact with auspicious visitors and representatives from the sector. “Our premium board was extremely well received by the visitors and exhibitors at both trade fairs. We are delighted to have moved one step further towards our aim of bridging the gap between graphic applications and the packaging market with these well-placed displays of our premium board,” Horst Lamparter, Director of Sales for graphic papers, reports.



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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