



Koehler scented paper

YOUR INDIVIDUAL SCENTED PAPER
FOR LONG LASTING MEMORIES!



innova-paper-form GmbH
Innovationen in Papier



Koehler
PAPER GROUP



Koehler in General

- The Koehler Paper Group had been founded in 1807
- Tradition of more than 200 years of paper making

Koehler in General

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Senses and Scents

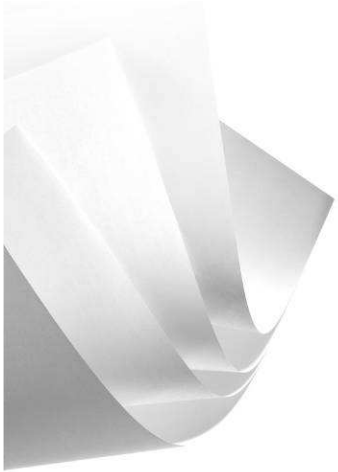
Koehler scented paper





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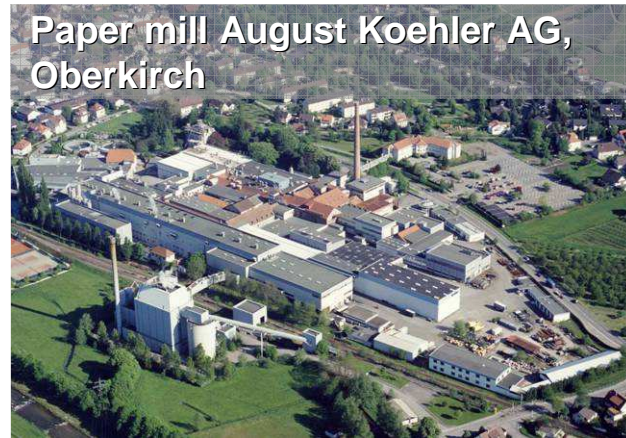
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Senses and Scents

Koehler scented paper

Koehler in General

- 4 production sites in Germany





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Senses and Scents

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Koehler in General

- Family owned:
 - The Koehler Group is one of the very few independent and family owned paper groups in Europe
- 7 sales offices:
 - Hamburg, Vienna, London, Paris, Milan, New York and Shanghai
- 7 paper machines and 1 board machine at 4 locations
- Sales 2008: Volume 456.000 t - Value 601 Mio. €
- Sales 2009: Volume 429.000 t - Value 540 Mio. €
- Forecast 2010: Volume 450.000 t - Value 573 Mio. €

(without Katz)



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Koehler in General – Various Products



reacto
CARBONLESS PAPER



THE **KAZ**™ GROUP
"THE BRAND CHOICE"



Koehler
FINETECH PAPERS



Koehler
DECOR PAPERS



EULER
COLORTECH PAPERS



Koehler
THERMAL PAPERS

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Koehler in General – Certifications

- **Quality** (since 1993)
 - DIN EN ISO 9001:2000
- **Environment**
 - DIN EN ISO 14001:2005
 - EEG (Kehl Mill)
- **IT Security**
 - DIN EN ISO / IEC 27001.2005
- **Safety**
 - OHSAS 18001
 - Precertification: 12/2009
 - Certification: 05/2010
- **Product certifications**
 - PEFC
 - FSC
 - ISEGA
 - “Blue Angel“ (Greiz)





Koehler in General

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Senses and Scents

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innova-paper-form – in General

innova-paper-form GmbH

- innovative business company
- developing new methods for processing paper
- innovations in paper and cardboard

Executive manager: Karl-Josef Oberbörsch

Paper technologist, responsible in various
ranges of production and refinement

Location: Seelow/Berlin, Germany



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Senses and Scents

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Multiple projects with paper and cardboard

Scented Paper

- A worldwide unique method to produce scented paper
- Various unique scents
- Long lasting scents

Multi-Effect-Structuring

- Innovative procedure with worldwide patent protection
- Light weight construction
- High stiffness
- Reduction of material costs and energy-saving
- Extraordinary design by different structures

Children Furniture to be coloured

- Highly qualified and solid cardboard
- To be coloured individually by children



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Senses and Scents

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Scented Paper

Innovation

- Worldwide unique method to fragrance paper with a scent being integrated during the time of process
- Treasured up scents in the paper for years

Communication medium

- Packages, mailings, flyers and books
- Business correspondence

Impacts on customers

- Increased interest in the information of your mailing or product
- Customer sticks longer than usual to your message

Individual scent according to your requirements

- Worldwide patent protection
- Corporate Identity



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Senses and Scents

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Senses and Scents – Daily Information Overload

→ Quality of communication is important, not the quantity!

because

- 99,996 % of all information is not consciously noted by the customer
- only 0,004% of information reaches their consciousness



Koehler in General

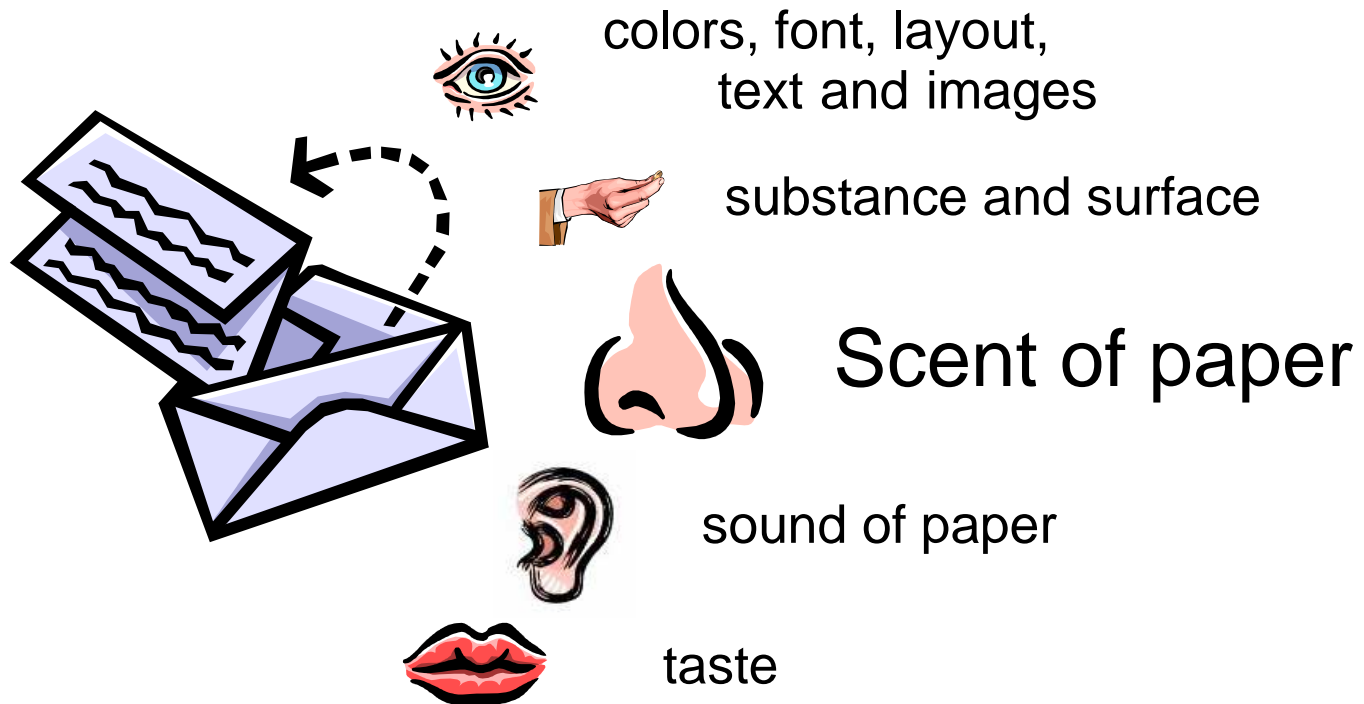
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Senses and Scents

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Senses and Scents – Paper communicates

- 66% of communication happens via our senses
 - sight: 58%
 - hearing: 41%
 - touch: 25%
 - smell: 45%
 - taste: 31%





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Senses and Scents

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Senses and Scents – Impacts on Customers

- Scents have an important impact on customer perceptions
- When using a positive scent :
 - customers stay longer in a place (+15,9%)
 - customers' willingness to buy increases (+14,8%)
 - impulse purchases increase (+6%)



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Senses and Scents

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Innovation meets Tradition

Koehler scented paper

- a cooperation of
 - innovative company „innova-paper-form“
 - AND
 - traditional paper making company „Koehler Paper Group“
- It requires a long experience in order to
 - create a positive scent
 - produce an adapted paper for your multiple uses



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Senses and Scents

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May 2010 / ccm
Folie 14



Advantages

Koehler scented paper

YOUR INDIVIDUAL SCENTED PAPER
FOR LONG LASTING MEMORIES!

Unique scent in paper

- Is our latest innovation, unique on the world market
- Distincts your brand from others
- Makes your brand even more interesting
- Supports your written messages
- Scent is set free automatically (without rubbing)

And therefore

- Creates automatically emotions
- Has a lasting effect

→ Customers associate a positive emotion with your brand



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Folie 15

Advantages

Koehler scented paper

- ➔ Scent in paper reaches the consciousness of customers and increases brand loyalty
- ➔ With scented paper you have a strategic advantage as it has an invisible positive impact on customers

**We provide your individual scent in paper
for your unique brand!**



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Senses and Scents

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Applications

Koehler scented paper

- Precious packaging
- Mailings
- Business cards
- Brochures
- Menus
- Business documents
- Note paper
- Postcards
- And many more...



Thank you for your attention!

Discuss your individual project with us!



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Folie 17



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