Z Zanders

PRESS RELEASE
October 2018

Zanders is Premium Partner at Creative Paper Conference

From 25 to 26 October, Zanders is presenting itself as a premium partner at Creative Paper Conference, a trade fair for paper innovation and high-quality print finishing, in Munich. The German manufacturer of high-quality specialty papers and boards will showcase the traditional Chromolux brand, which is celebrating its 60th anniversary this year, as well as Zanpack and the new product Zangrass, an uncoated multi-purpose paper containing up to 40 percent grass and with an exciting tactile feel.

High-quality paper and board grades that allow for versatile finishings: That's what Zanders is presenting at this year's Creative Paper Conference in Munich. The traditional **Chromolux** brand is a real expert in this field. For 60 years, the brand has been standing for worldwide paper excellence: Branded companies appreciate Chromolux for its unique glossy surface, its flawless smoothness and its high bulk properties that enable a brilliant print image and immaculate processing, as well as the complete range of finishings: from blind and relief embossing to hot and cold-foil stamping and all the way to unusual finishing techniques such as glitter varnishing, iriodin effects, flock printing or laser die-cutting. That is why Chromolux is particularly suitable for high-end products such as exclusive perfumes and cosmetics, fine confectionery, champagne and spirits as well as fine tobacco goods and many other luxury articles as well as a multitude of graphical applications. Chromolux is available in a huge variety of grammages and colors including elegant pearl and metallic surfaces or embossed versions. The extensive product portfolio is complemented by Chromolux digital which is ideal for small or personalized print runs.

The qualities of the Zanpack portfolio captivate with first-class printing results and outstanding processability. **Zanpack silk** with its exceptionally smooth surface is silky to the touch and presents an attractive appearance. This quality includes one-side double-coated versions with functional reverse side treatment in grammages from 180 to 380 gsm. In addition to cosmetics and healthcare products, these grades are equally well-suited for packaging confectionary, food and beverages, tobacco and non-food items as well as for graphical applications. **Zanpack touch** with its uncoated surface provides a pleasant, natural-grainy feel. It is especially suited for brands that want to emphasize their ecological orientation. Zanpack touch is available in grammages from 240 to 340 gsm. The "Zanpack touch" perfume packaging was selected last year by Lürzer's Archive as one of the 200 best packaging designs worldwide ("200 Best Packaging Design Worldwide 2017/18"): The packaging design plays with the contrast of the shimmering color effect of the transparent hot foil with the tactile influence of the natural-grainy Zanpack touch.

The solid-colored pulp boards **Chromolux tinted** and **Zanpack tinted** present themselves without white cutting edges. Also at spots of folding, die-cutting or embossing, they allow for flawless packaging.

"Each sheet is unique" – The grass paper **Zangrass** is the newest development by Zanders and offers a natural, heterogeneous look like no other paper with fine grass dots on a greenish-beige basic tone. 20 to 40 percent virgin fibers of sun-dried grass are being used for the new quality. The other part consists of bleached fresh fiber pulp. The natural optical and tactile character of Zangrass is topped off by the uncoated, textured surface. At the same time, the quality has very good stability and processing properties and can be used for flexo printing.

The sixth Creative Paper Conference is this year taking place in Munich under the theme "Analogue Revolution" and presents paper innovation, high-quality finishings and astonishing

printing projects. Besides the fair, in which Zanders will be participating, there will also be nine performances and a Pecha-Kucha-block, in which presenters discuss the topics of Editorial and Corporate Design, Packaging and Production and risography, screen print and typography in under seven minutes.

Chromolux allows for an entire range of high-quality finishings.

Lürzer's Archive selected "Zanpack touch" as one of the 200 best packaging designs worldwide.

About Zanders
Zanders is a German manufacturer of high-quality speciality papers and boards for labeling, packaging and graphic applications. Founded in 1829 by Johann Wilhelm Zanders in Bergisch Gladbach, the company still operates the Gohrsmühle paper mill thanks to around 500 loyal employees. The portfolio includes high-gloss label papers and premium board qualities of the traditional brand Chromolux, one of the world's leading paper brands, as well as high quality variants with extra smooth or naturally napped surfaces. These include Zanlabel label papers and Zanpack packaging board qualities. Especially designed for digital printing, Zanders offers the premium range of Chromolux digital and Silver digital brands as well as Zanjet, a double-sided coated paper for commercial high-speed inkjet printing. The natural grass paper Zangrass with an uncoated, lightly textured surface can be applied in various areas. The portfolio is rounded off by Zanbarrier, the barrier paper for flexible food packaging, which is available in the variants Zanbarrier OGR (Oil and Grease Resistant) and Zanbarrier NGR (Natural Grease Resistant

– a barrier function completely without fluorocarbon or other chemicals). The company's customers are manufacturers of beverages such as spirits; sparkling wine, wine, beer or water, food and luxury foods, tobacco products, pharmaceutical and cosmetic products.

For further Information, please contact:

Zanders
Tobias Müller
Marketing Manager
An der Gohrsmühle
51465 Bergisch Gladbach
T +49 (0)2202 15-6662
tobias.mueller@zanders.com
www.zanders.com

Press Office Zanders
c/o MuthKomm
Anika Nicolaudius
Hopfensack 19
20457 Hamburg
T +49 (0) 40 3070 70720
anika.nicolaudius@muthkomm.de

Follow us:

An der Gohrsmühle
51465 Bergisch Gladbach, Germany
T +49 2202 15 0
www.zanders.com
Insolvency administrator: Lawyer Dr. Marc d'Avoine
Registry court: Amtsgericht Köln · Trade register: HRB 51420