

## Press Release

### **Folding without creasing: coated fine paper from Feldmuehle now with processing advantage for printing houses**

*Uetersen, 16 November 2017 – Feldmuehle Uetersen GmbH now offers its coated fine papers with improved features for the converting process in printing houses: the paper with a grammage up to 250 g/m<sup>2</sup> can now be folded without prior creasing of the end product. In the future, the expansion of the product portfolio in the business area Graphical Options will also provide printing houses with a broader range for a variety of end uses.*

Printers can now benefit from an innovation in the *Exceo* basis weights range of 170 to 250 g/m<sup>2</sup>: The product characteristics were optimized so that the printed material no longer has to be prepared for the folding. The processing step of creasing is usually necessary with grammages starting at 170 g/m<sup>2</sup> to minimize the cracking of paper and inks on the folding lines. “The further development of our paper allows printers to save an additional working step”, explains Marcus Weise, who is responsible for the business area Graphical Options at Feldmuehle.

In the future, other innovative products with special features shall extend the graphic portfolio of Feldmuehle which does beside coated fine paper also includes the high white cardboard *VivaCard*. “With our graphic products we want to provide printers with a varied and high-quality portfolio”, says Marcus Weise, Director Graphical Options. “We will expand our product range, enabling us to offer a broad product range for standard and high-end applications.”

In addition, the company will enable its customers to purchase all graphic products directly from the producer. As before, products can also be purchased from wholesalers.

Free of charge samples can be requested by e-mail to [sales@feldmuehle-uetersen.com](mailto:sales@feldmuehle-uetersen.com).

**About Feldmuehle Uetersen GmbH**

Feldmuehle Uetersen GmbH develops and manufactures high-quality white coated label papers, packaging papers and graphic papers for the German and international market. In Uetersen, near Hamburg, the company has more than 400 employees. The annual production capacity is about 250,000 tons of paper.

In the three business areas of Labelling Applications, Packaging Solutions and Graphical Options, the company offers a broad product portfolio for the label and packaging industry, printing and publishing houses, brand owners, agencies and converters.

The company was founded in 2015 after a long-standing affiliation with Stora Enso. It is continuing the 100-year old tradition of paper production at the Uetersen site under the name Feldmuehle.

For more information, visit [www.feldmuehle-uetersen.com](http://www.feldmuehle-uetersen.com).

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