



**PAPSTAR**

**Naturally sustainable!**

Report 2019



# Naturally sustainable!

## Sustainability Report 2019 for the company **PAPSTAR GmbH**

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The Sustainability Report 2019 of the company **PAPSTAR GmbH** refers to the year 2018 (basis for the statistical analysis) and also addresses additional activities and projects connected to sustainability carried out before 30th June 2019.

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# Our understanding of sustainability!

There is hardly another term that has developed as strongly as the word 'sustainability' in recent years. But what is 'sustainability'? One of the most common definitions is still the one used in the (Brundtland) report 'Our Common Future' published by the World Commission for Environment and Development of the United Nations in 1987. It states: "Sustainable development is development that guarantees that future generations will not find it more difficult to satisfy their needs than current generations."

This is an explanation that is very important to **PAPSTAR GmbH**. We firmly believe that sustainability has less to do with pursuing isolated measures and more to do with providing a real and comprehensive perspective. Accordingly, there are many tasks and challenges relating to sustainability that are top priorities for our day-to-day work. And: This is gradually becoming the core message of our **PAPSTAR** brand.

The introduction of our product line 'pure' ten years ago marked the start of our strategy of redesigning our product range so that it comprises 'products made of renewable raw materials' (wood, maize, sugar cane, palm leaves); we aim to successfully increase this percentage. We intend to continue along this path. The goal is to focus more on cardboard products produced from wood grown in domestic forests that have been certified by the Forest Stewardship Council® (FSC®) and more recently also by the 'Programme for the Endorsement of Forest Certification Schemes' (PEFC). Ultimately, our company has been working with wood as a raw material since 1873.

There are also complex research and pilot projects aimed at improving production procedures or offering mature and well

designed end-of-life solutions/services for our products (recycling, composting, fermentation etc.).

**PAPSTAR** not only shows its responsibility for humans and nature by using renewable raw materials for its products, but also by consistently arranging for the review of all company processes with respect to their ecological and economic criteria by independent institutes. By participating in the United Nations Global Compact (UNGC), we officially recognise and are committed to the ten universal principles relating to human rights, work standards, environmental protection and anti-corruption: the basic rules of Corporate Social Responsibility (CSR) as it were.

Keeping our ear to the ground and up-to-date: always planning and thinking ahead to ensure we can cope with all the challenges the market throws our way. This is our own standard that we at **PAPSTAR** like to live up to – being alert at all times, and also being transparent and authentic.

This report '**Naturally sustainable!**' aims to explain in more detail how we see and pursue sustainability.

Best 'forward-thinking' regards,

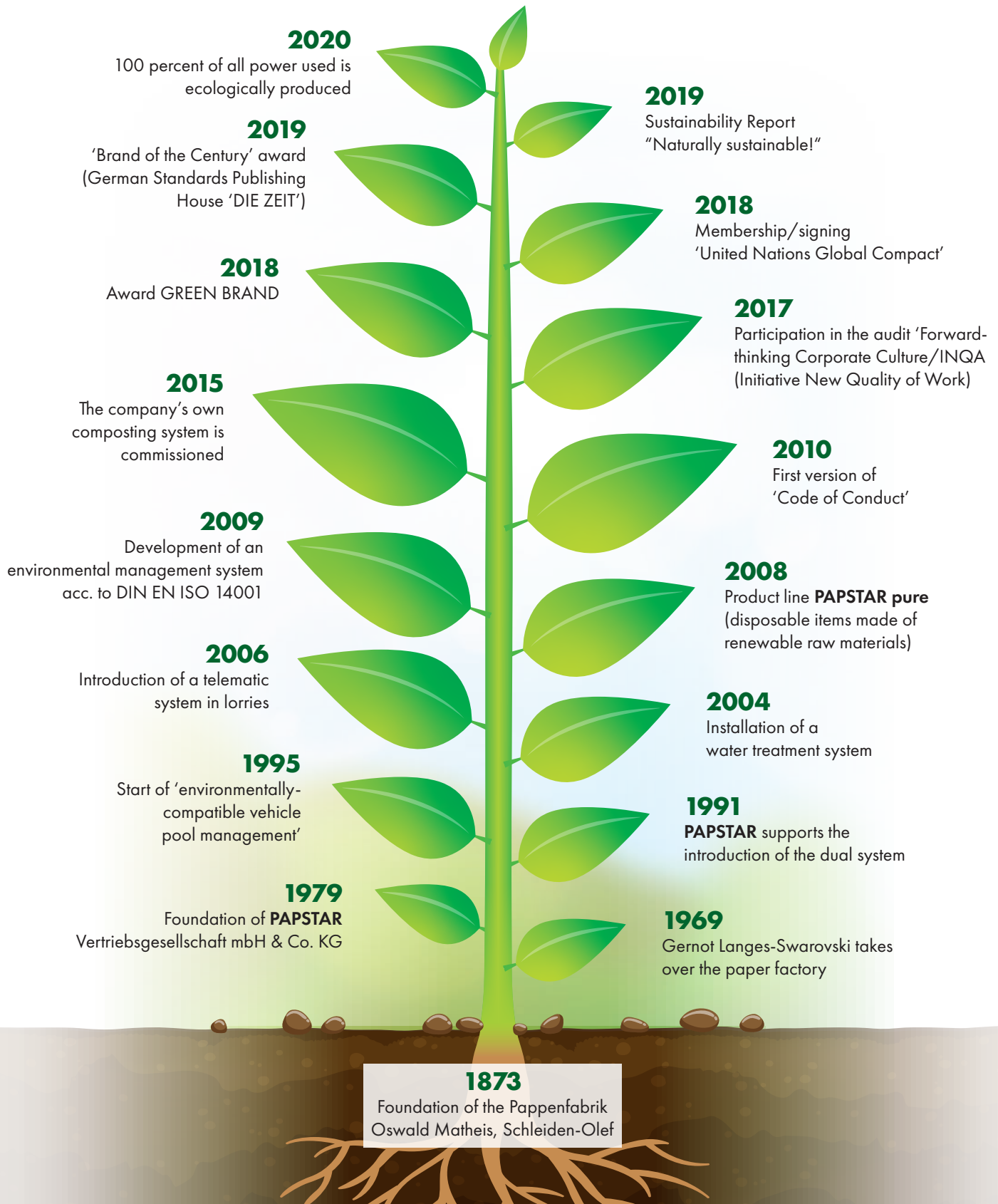


**Bert Kantelberg**  
CEO PAPSTAR GmbH  
In July 2019



# Spotlights (of sustainability)

# PAP\* STAR





## Support of the Global Compact

### WE SUPPORT



On joining the United Nations Global Compact (UNGC)

#### **PAPSTAR**

committed to continuously

support and improve the implementation of the ten universal principles of the Global Compact (GC) with respect to human rights, work standards, environment protection and anti-corruption, thereby officially confirming its own position regarding sustainability. Managing director Bert Kantelberg

signed an agreement drafted by the Global Compact of the United Nations that closely links **PAPSTAR GmbH** with the basic principles of Corporate Social Responsibility (CSR).

In this Sustainability Report and the annual progress reports that will follow, **PAPSTAR** informs about previous action and activities and also about its plans and goals with respect to:

- Human rights and work standards
- Environment and climate
- Corruption prevention

This gives customers and consumers, business partners and suppliers, and also other interested parties a detailed and transparent overview of the business activities and how the company has developed in the field of sustainability.

The Report will be published on the UNGC website and is therefore accessible to everyone. **PAPSTAR** sees its participation in the GC network as a special opportunity to share and obtain know-how in the field of sustainability, and to reinforce existing activity standards.



## Value base

The social and ecological environment is predominantly influenced by economic activities. **PAPSTAR** is aware of the resulting responsibilities and has acted accordingly for many years, in particular by enforcing an ecological, social and ethical approach and activities. The principle of sustainability is firmly anchored into the company's standards.

In 2010, **PAPSTAR** documented important basic values and norms in the first version of its Code of Conduct. The expanded Code of Conduct, which is based on the ten principles of the United Nations Global Compact (UNGC) 2018, documents conduct rules in the following areas:

- Human rights, social responsibility and work environment
- Environmental responsibility and sustainability
- Corruption prevention
- Data protection etc.

This Code of Conduct is binding for all members of staff and compliance is also a mandatory requirement for all suppliers and business partners who work with the company.

## Consumer-oriented product range concept

**PAPSTAR products are usually disposable products and consumables. The product range, which comprises almost 5000 items, is a combination of more than 200 production facilities across the globe, and is split into three categories: Disposable crockery and service packaging, table and room decorations, disposable products for the household, professional kitchens, hygiene and geriatric care.**

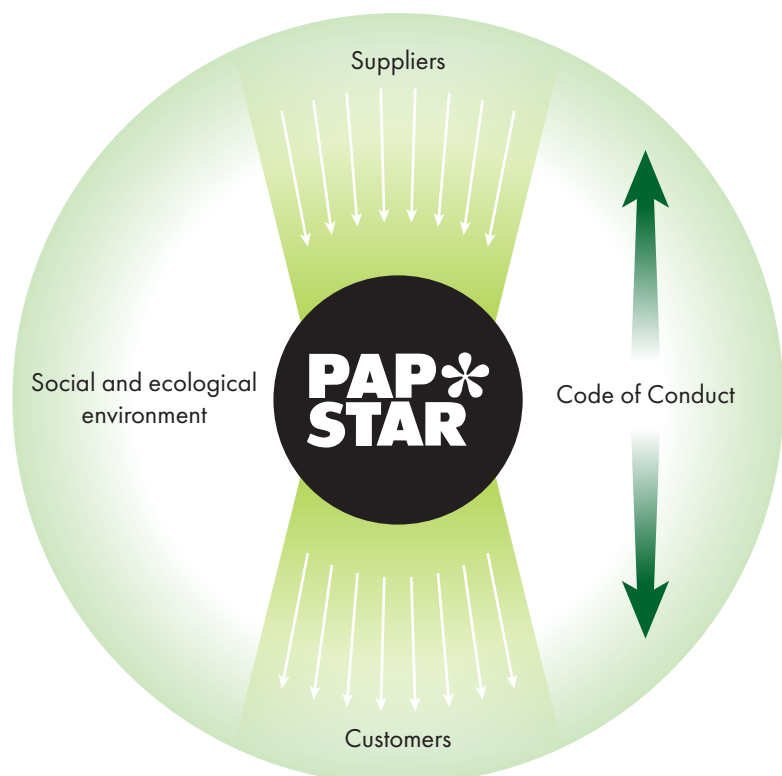
The company primarily focusses on Europe and has its own sales offices in Austria (Spittal/ Drau), The Netherlands

(Oosterhout), Spain (Tarragona), Sweden (Alingsås) and Poland (Buk) – and further sales partners in many European countries such as France, Italy, Croatia (with Bosnia & Herzegovina) or Switzerland. The head office of **PAPSTAR GmbH** is in Kall/North Rhine-Westphalia.

Thanks to the European-wide logistics and service concepts **PAPSTAR** ensures the constant availability of its entire product range. Primarily, the company supplies its product range to cash-and-carry supermarkets, department stores, consumer stores and supermarkets and also specialist wholesalers.

## Position

As a trading company and logistics service provider, **PAPSTAR** acts as an important interface between manufacturers, and trading groups and consumers throughout Europe. This means that the company is able to play an important role in ensuring the environmental and social compatibility of the production and promoting an 'awareness for the environment and social matters on the sales side'.





## Quality and environment Management systems

At **PAPSTAR**, environment and quality goals have always been given equal consideration in all company decisions and actions. The company is aware that economic success in the long-term is only possible if the customers' expectations with regard to the quality of the products and services are met. The company sees quality, ecology and social responsibility as one unit and as a requirement for economic success. An integrated management system guarantees continuous review and improvement of our own processes and activities in the following dimensions:

- Quality
- Ecology
- Social matters
- Economy

This is why a third party regularly reviews the following at **PAPSTAR**:

- Quality management system in line with the norm DIN EN ISO 9001
- Environment management system in line with the norm DIN EN ISO 14001

## Structure and fields of activity

**PAPSTAR** has identified five central areas in which corporate activities impact on the social and ecological environment (and vice versa):

- Employees
- Products
- Environment
- Networks
- Processes

Within these fields of activity,

**PAPSTAR** reports about its endeavours, progress and projects relating to sustainability.

## Strategy and vision

The resources on our planet are not inexhaustible. And yet, our need for raw materials and energy continues to grow as the global population increases. To ensure that we leave behind a sound and healthy environment for future generations, it is imperative that we take decisive action today (especially in industrial countries). As a result, companies are currently facing increasingly large ecological, societal and social challenges; this is something that **PAPSTAR** recognises and wants to face prepared. The development of these kinds of action and their implementation has long since become one of the company's central day-to-day tasks. In general, this issue spans all areas and hierarchy levels in the company and is carried and nurtured by the employees. The sustainability standard is consciously lived, especially

***"For us, sustainability is the foremost priority of all our activities. Sustainability is becoming the core message of our PAPSTAR brand."***

Bert Kantelberg, CEO PAPSTAR GmbH

by the top management, and is actively enforced internally.

**PAPSTAR** has underscored the special relevance of

this topic by creating a sustainability management position. The company firmly believes that sustainability does not mean pursuing isolated measures, but requires a comprehensive

perspective. Accordingly, the presentation of the five sustainability strategies stands for continuous implementation and a 360° view of ecological and social issues. The approaches serve orientation and also act as a standard for upcoming decisions in various company areas. Based on this, **PAPSTAR** has already developed a number of actions and has generated sustainable success.



## Forward-thinking corporate culture

**Expertise, a high level of motivation and the resulting quality of our joint work: A striking 'triad' for PAPSTAR's formula for success."**

Accordingly, it is in the company's best interest and one of its focuses to ensure that all its employees are happy at their workplace and that they also support and help reach the goals. As part of the initiative 'New Quality of Work' (INQA) by the Federal Ministry for Labour and Social Affairs (BMAS), **PAPSTAR** partnered up with its employees to completely redesign the

work conditions in the fields of management, equal opportunities and diversity (the international term used as

the opposite of discrimination), health, as well as know-how and expertise.

The basis for the certification process was a detailed survey of the workforce and a common definition of a development plan for the upcoming years. Because at **PAPSTAR** we are convinced that, in

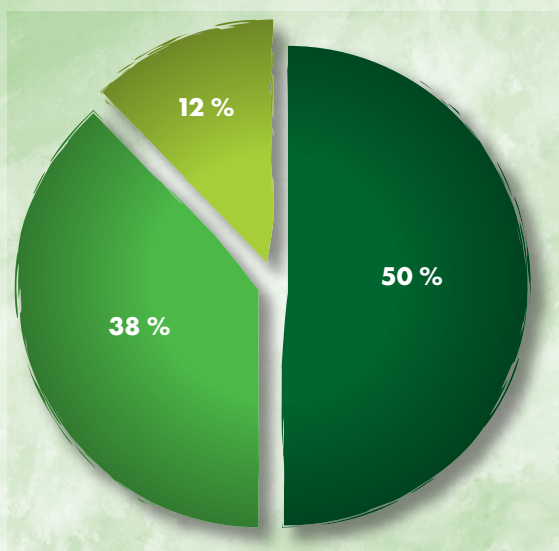
light of the ongoing internationalisation in Europe, highly motivated employees are an essential factor for consolidating and expanding the company growth.

**"PAPSTAR GmbH and its employees work hand-in-hand to create good working conditions and successfully participated in the 'Forward-thinking corporate culture' audit. The certificate is recognised for two years and is valid until 31 st December 2019".**

Official certificate from the Federal Ministry for Labour and Social Affairs and the 'Initiative New Quality of Work' (project responsible: Demografie Agentur, curators: Bertelsmann Stiftung, Great Place to Work Deutschland GmbH, Das Demographie Netzwerk e.V – ddn)



### Employees' number of years at PAPSTAR



Years with the company > 15
 Years with the company < 15
 Trainees

## Very high identification potential

At the moment, there are about 250 employees in the administration, warehouse and vehicle pool departments at **PAPSTAR** GmbH. Central goals are motivation and encouragement which leads to long-term binding to the company. More than 50 percent of the workforce has been with **PAPSTAR** for more than 15 years, the majority of this number since their apprenticeship: A decisive competitive factor that goes hand-in-hand with a high identification potential. There are currently 30 young men and women in apprenticeships in eight different professions (office management clerk, industrial clerk, e-commerce clerk, IT technician for system integration, IT technician for application development, warehouse logistics specialists, warehouse specialist, professional driver).

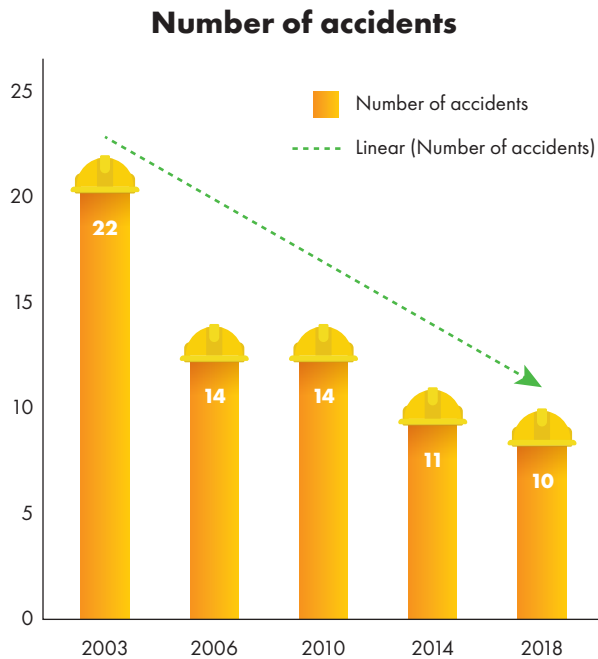


## In-house training

The future and performance of a company is highly dependent on the quality of the training: For instance, **PAPSTAR** also organises internal

training courses to ensure that its apprentices are in good hands. And training has also proven to be a central element of sustainable development: Within the

scope of the management system, systematic training plans are defined in the respective departments; also, there are inter-departmental courses.



## Safe work environment

To systematically identify potential sources of accidents and take precautions, regular health & safety tours of the company **PAPSTAR** are conducted (by internal and external specialists). As a result, we have been able to reduce the number of accidents, especially in the warehouse, considerably.

Here are some examples of the actions that has been taken:

- The use of safety cutter knives
- Personal protective equipment (PPE)
- Safety training at the workplace (also by external experts)
- Consistent compliance with correct driving and rest periods for drivers (health & safety aspect)
- Cooperation with the in-house safety committee, health insurances and company doctor

## Prevention and health support

Thanks to its company health management system, **PAPSTAR** is well equipped to face the challenges presented by demographic change. Top priority: To not only maintain but also improve the health of the workforce in the long-term.

To this end, **PAPSTAR** has taken numerous measures including:

- Investing in supporting equipment to minimise non-ergonomic situations in the warehouse (including manipulator lifting equipment and height-adjustable packing tables)
- Ergonomic driver seats in all **PAPSTAR** lorries

- Cardio and back courses in cooperation with a local fitness studio
- Promotion of the Job-Bike concept for the purchase of a new bicycle configured to the owner's wishes

**PAPSTAR** also offers its employees a well thought-through welfare concept comprising a company pension scheme and healthcare.



## Environment aspects and quality standards

**PAPSTAR develops and designs its product range based on clearly defined principles. Environmental and social aspects are considered to be equally as important as high quality standards.**

Central product ranges are designed to come into contact with food which means that **PAPSTAR** has a special responsibility to consider the many different aspects of food hygiene and

safety and ultimately to make the health of the end consumers the top priority for every product and product range decision. Important pillars of the obligatory performance process within the scope of the product range policy are health compatibility checks and analyses of the environmental compatibility of products through to their resource-saving production. The **PAPSTAR** brand therefore stands for excellent quality standards.



## Sustainable product range design

The main focus of the **PAPSTAR** products and product ranges is on a sustainable approach. The growing demand for sustainable consumption patterns and connected lifestyles by consumers requires the provision of product alternatives and motivates the company to continue its strategy of expanding its range of sustainable products.

Innovative thinking and approaches with respect to the input materials for products, the design and packaging are essential aspects here. **PAPSTAR** is consistently pushing the design of the product range toward these kinds of innovations and is also endeavouring to promote sustainable product alternatives that stand out, thanks to the use of regenerative raw materials, the fact that they can be composted and their mono-material composition.

**PAPSTAR** only uses sustainable disposable products of the brand 'pure' in the company canteen. The used crockery is processed together with food and organic waste from the offices in our own composting machine. The compost is then spread across the green areas of the large company grounds.



These kinds of innovative products are currently available under the sub-brand **PAPSTAR pure** and are made, amongst other things, of sugar cane, palm leaves, bamboo, PLA (polylactide based on maize starch) and CPLA (crystallized polylactide), and wood and fresh fibre cardboard.





## Promotion of efficient alternative products

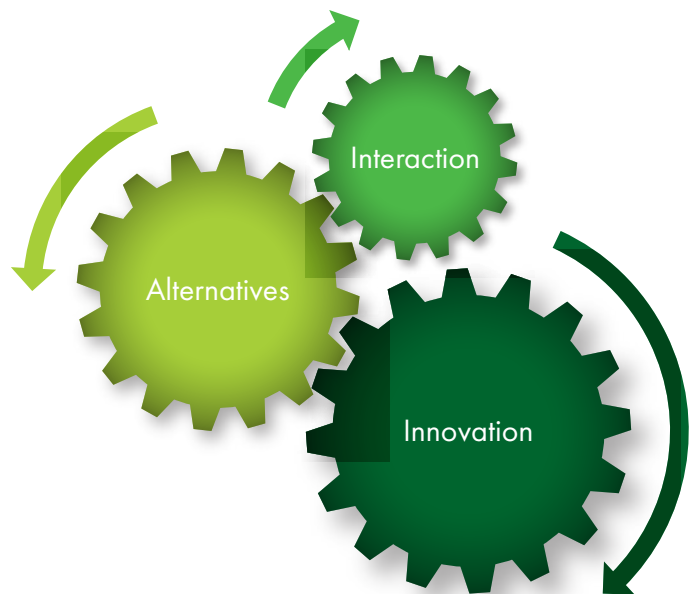


**PAPSTAR** has a sustainable approach – it is so sustainable that it is even willing to do without a range of non-sustainable products or materials. This does not restrict the options open to customers, instead it is about offering them efficient alternatives.

The company believes that positive impacts on the environment and resource savings can only be significant, if it is possible to achieve a high level of market penetration of sustainable product range innovations rather than simply providing product alternatives.

This is why **PAPSTAR** consistently focuses on promoting the use of sustainable products in its range, for instance by means of

- ... certification of product lines focusing on sustainability.
- ... targeted interaction with customers and end consumers.
- ... active, open and transparent communication.
- ... provision of in-depth information material.
- ... staff training.
- ... comprehensive information for employees via the Intranet.
- ... targeted PR work (trade media, online magazine etc.).



Innovation, alternatives, interaction – **PAPSTAR** sees important potential in all three determinants of the product range design for further promotion of the relevance of sustainable products and their use. Also, the formation of the company **PAPSTAR Solutions GmbH** pushes the development of alternative disposal solutions for sustainable closing of material cycles.



## “Come on, let’s make compost!”

**KLEVE! Thank you – PAPSTAR is still very impressed by you! Not only did you create a unique street-food atmosphere in great weather conditions, your contribution to the “Come on, let’s make compost!” pilot project was also excellent.**

The jointly initiated pilot project by **PAPSTAR**, Street Food Festival (Riekenbrauk Schmidt GbR) and the Schönackers environment services for the weekend event in Kleve (6./7. April 2019) could not have gone any better. Thousands of festival visitors participated in the ideal weather conditions and separated waste more accurately than we could have hoped for.

There was hardly a misplaced plate, cup or cutlery in any of the bins provided for these items made of regenerative raw materials (wood, fresh fibre cardboard, sugar cane, palm leaf and maize starch).

This impression was confirmed again by the compost plant in Goch.





We and our partner, Street Food Festival, are now very excited to see the results of the examination which will tell us about the quality of the compost material (about 400 kg) and the subsequent compost. The Rhein-Waal Polytechnic, course 'Biological Resources' accompanied the project scientifically.

**PAPSTAR** will of course be reporting about the results! Transparent and open! "Come on, let's make compost!" and enjoy good food with a clear and sustainable conscience.



## Pilot project structure

**The project for the Street Food Festival in Kleve with the motto "Come on, let's make compost!" was based on three pillars:**

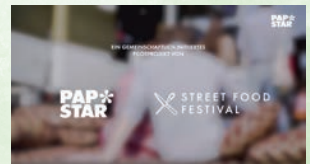
- The disposable items used at the Street Food Festival in Kleve are only made of regenerative raw materials, such as wood and fresh fibre cardboard, sugar cane, bamboo, palm leaf or maize starch.
- All visitors to the festival were called upon to participate: 'Please place your crockery, cutlery or cups into the specially provided bins!'
- The used crockery, cutlery and cups were brought to a nearby composting system after the festival. Also, in subsequent steps, the quality of the compost material that was used will be examined and assessed.

## "Come on, let's make compost!"

**The explanatory video for the pilot project**  
(0:55 minutes)



**The official video of the pilot project**  
(Impressions and interviews, 5:36 minutes)



## Environment management is an on-going process

For many years, saving resources and climate protection have been the centre of focus at PAPSTAR for all activities and decisions. As

part of the implemented environment management system pursuant to the norm DIN EN ISO 14001, the company keeps an extensive legal register and continuously checks compliance with statutory obligations.

Also, the management systematically defines an environment program, the

achievement of which is checked in regular audits by external institutions. In the first energy audit pursuant to DIN EN 16247-1 (Energy Service Act EDL-G), which was carried out in 2015, it was established that the topic of 'energy (efficiency)' was very deeply anchored into the company processes at **PAPSTAR**. Continuous internal checks or needs-based adjustments – the internal environment performance at **PAPSTAR** is subject to a continuous improvement process.



## Electricity

Reduction of power consumption is a defined goal at **PAPSTAR** and is continuously monitored within the scope of the environment management system.

Increases in energy needs are monitored and interconnections analysed. There may be some increases in need as a result of individual projects, such as the new automatic carton store unit (AKL) and other KEP workplaces in 2018 (courier express parcel service) in the warehouse. As a result, commissioning of these systems is reflected in the annual power consumption. In total, various measures were taken at **PAPSTAR** to reduce power consumption; in 2018 consumption was less than three quarters of the consumption level ten years ago.

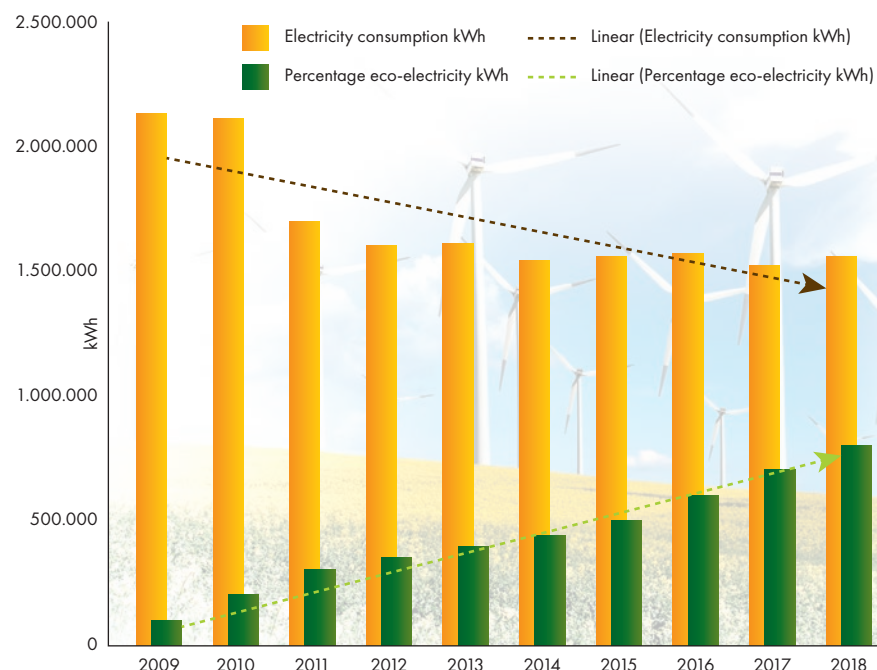
**PAPSTAR** consistently purchases electricity from renewable energy sources. The percentage of 'eco-electricity' has been continuously increased and, in 2018, totalled 800.000 kilowatt hours (kWh) which equates to half of the total energy consumed. It has been stipulated that all electricity will come from eco sources in 2020.

Energy measures for targeted reduction of consumption and efficient power consumption is an on-going issue at **PAPSTAR**.

### Electricity-saving examples:

- Use of a new hardware server in the IT infrastructure (savings: more than 50 percent)

- Space reduction of the IT hardware and therefore a reduction in the cooling needs
- Successive switch-over of the lights to LED equipment (in warehouses and administration buildings – better compatibility, less eye fatigue)
- Installation of motion detectors and brightness sensors



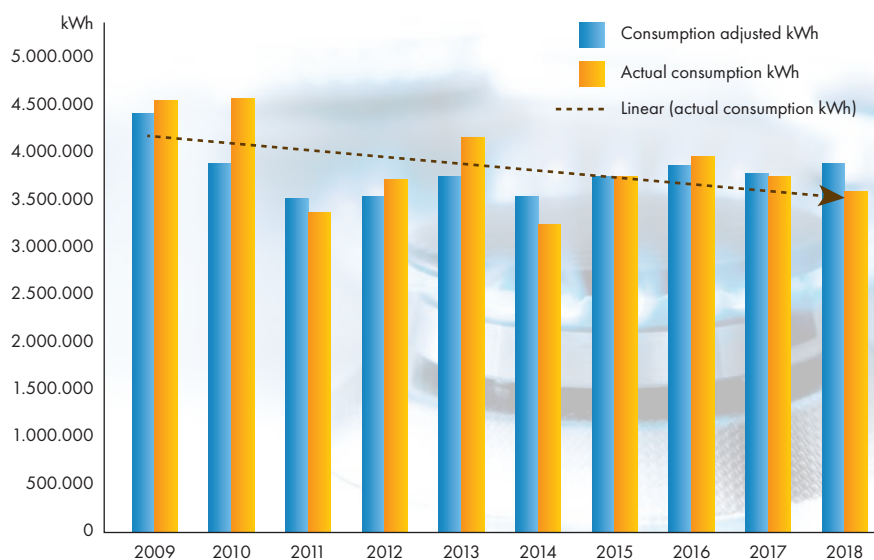


## Gas

**PAPSTAR** is also taking steps to reduce gas consumption, even though the weather at the respective sites and longer cold periods are important determinants over which the company has no control. As a result, the energy needs can only be controlled to a certain extent. Presenting the weather-adjusted gas consumption allows the company to compare various calculation periods and shows what the consumption would have been in average weather conditions.

Since 2019 **PAPSTAR** has been recording and monitoring actual and also weather-adjusted gas consumption as a regular performance indicator.

The company obtains the site-related climate factors required for the calculation from the German Meteorological Service (DWD). Using historical data, it has been possible to calculate the weather-adjusted gas consumption back to the year 2009.



### Measures for the efficient use of energy:

- Insulation and complete closure of obsolete gates in the warehouse
- Ceiling insulation in offices and social rooms
- Modernisation of heating systems
- Complete shut-down of the heating system in the summer months

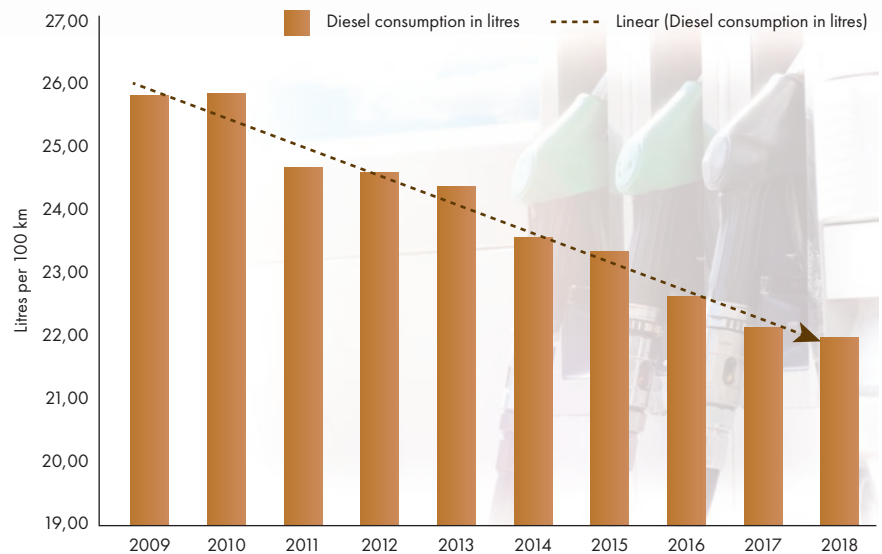
Over the past ten years **PAPSTAR** has achieved weather-adjusted savings of around 12 percent kWh; the actual savings are around 21 percent kWh.



## Diesel fuel

As a logistics service provider with its own vehicle pool, the issue of fuel consumption is of course of great importance – both from an ecological and also economic point of view. **PAPSTAR** continuously analyses the fuel-saving technologies available on the market and consistently invests in state-of-the-art and resource-saving equipment. The conversion of the entire lorry fleet to EURO 6 vehicles by 2018 was just one step toward environmentally-friendly vehicle management. Double-storey equipment in all lorries allows optimum use of the space in the vehicles. By using an integrated telematic system (for more than a decade), fuel consumption and driving styles are analysed continuously in order to develop common improvement action. Arranging driver training by experienced eco(nomic) driving instructors including health & safety has proven extremely beneficial in maintaining and even improving achieved performance levels.

In addition to the equipment and driving style, the weather and road conditions and also the utilisation of the transport equipment have a considerable impact on fuel consumption. In 2018, **PAPSTAR** was able to reduce fuel consumption for every 100 kilometres to 21.95 litres.





## Water

**PAPSTAR** also documents, checks and, if possible, reduces the consumption of fresh water, especially in the relevant vehicle pool area. The vehicle maintenance and cleaning in the company generate the high water needs. The

operation of a water treatment plant and a rainwater tank has lowered the need for fresh water considerably. Another measure was the partial switch-over to water-free urinals.



## Waste

**PAPSTAR** handles reusable materials in line with sustainable management principles. The reuse of waste materials to save resources always takes priority over disposal. In a waste management concept developed by trainees (including the briefing of all employees), the residual materials in the company are sorted and then returned to the material cycle if possible. The reusable material of the separate fractions must be reliably sorted from contaminants when disposed of. The goal is to undercut a soiling level of five percent. The separately collected reusable materials are recorded according to fraction in the

volume statistics and the results are monitored on a regular basis. **PAPSTAR** receives the relevant data from a certified disposal partner.

**PAPSTAR** is planning to expand the existing waste disposal concept in 2019. This will allow direct resource savings, a more differentiated collection of separate waste types and an increase in the return of these reusable materials into the recycling loops.

## Company composting system

**PAPSTAR** only uses sustainable disposable products of the brand 'pure' in the company canteen – primarily plates and bowls made of residues of the sugar cane plant. All disposable crockery has been disposed of together with the food and organic waste from the

offices as well as coffee grounds from all the company coffee machines in the company composting system since 2015. On average, seven cubic metres of waste are processed and/or composted every month.



The 'output' of around 480 litres is then spread across the expansive green areas on the company grounds in Kall. In line with the cradle-to-cradle principle, **PAPSTAR** implements a recycling process for its own products every day. This is not only good for the environment, it also saves on disposal costs.

## New cup recycling model passes practical test with flying colours

**Constructive and consistent: PAPSTAR is facing up to the sustainability challenges posed by the market; for instance in the middle June 2019 at the Zülpicher "Tag am See" Festival with the Cologne-based band Kasalla. A final follow-up analysis of this successful pilot project.**



In April 2019 **PAPSTAR** attracted nationwide interest by supplying a large street food festival in Kleve on the Lower Rhine with products made of renewable raw materials. The used crockery, cups and cutlery were then collected separately and sent for professional composting. In contrast, the latest pilot project implemented a convenient recycling approach, especially considering the fact that recycling is a more sensible disposable solution for the 25.000 or more PLA cups used for example at the "Tag am See" Festival.

The cold drink cups from the **PAPSTAR** pure line that were ultimately selected are smartly branded, very stable and are made of maize starch (PLA – polylactide, aka polylactic acids). They are completely biodegradable and can be hardly distinguished from conventional plastic cups.

### The sustainable idea:

- **PAPSTAR** takes back cups as they were delivered (i.e. in a box, 16 rows of 70 cups each)
- a rubbish bag was placed in the empty carton so that the used cups could be replaced into the box
- when the carton is full the rubbish bag is sealed with a cable tie and then the carton is closed so that the transport volume remains the same
- the used cups (in the cartons) can be stored temporarily at **PAPSTAR** before being transported in a logistically efficient system to a local recycling company
- The disposable cups with residual liquid inside underwent a final sorting process at the above-mentioned company (to rule out any impurities), then they were ground and washed before they were turned into PLA pellets and reused to manufacture other bio-based plastics







### The recycling system for bio-plastics

- ① Regenerative raw materials
- ② Starch
- ③ Intermediate product/granulate
- ④ End products
- ⑤ Compositing system or recycling company
- ⑥ Bio-mass or pellets for producing bio-based plastics

"We didn't need to pick up any cups from the floor!" The festival organiser was absolutely thrilled: "The situation last year was completely different; the festival grounds were completely littered with plastic waste." A cup deposit of 1 Euro was certainly one of the reasons that the return rate was almost 100 percent." Also, 'Viva con Aqua' from Cologne (water projects for the organisation of the same name and the World Hunger Aid) had set up cup donation points across the grounds and were able to collect a proud total of 1.250 Euro".

**PAPSTAR** employees were also at the festival to see this 'sustainable solution model with disposable cups' for themselves. Insights: The festival visitors all played their part and were very willing to accept the deposit system. Information published in social media and local newspapers prior to the event also raised awareness for the issue so that almost no explanations were needed on the day itself.

And another extremely positive side-effect was noticed: The fact that no empty cups were thrown away on the floor also had a positive effect on the usual throw-away behaviour of the

concert visitors: This impression was confirmed during the nightly clean-up work.

The task that **PAPSTAR Solutions GmbH** will be facing is to further optimise and individualise the insights gained from the pilot project. What has already been decided: The tested recycling system can be classified as 'absolutely recommended' in many aspects for large events. Word has gotten out about the positive effects of the all-round carefree package with the maize starch cups. A large triathlon event, a city marathon, rock festivals and a reputed brewing company with 300 outdoor events every year have also discovered this 'sustainability principle'.

## Central responsibility

**In the interface function between producers and customers or consumers PAPSTAR believes it is able, and also has a duty, to assume central responsibility for all products along the entire supply chain.**

Sustainability is therefore not an isolated basic principle within the company,

instead it is a value system that extends beyond the confines of the company and is something that **PAPSTAR** demands from its supplier and contract partners. An essential requirement is an eco-efficient approach in the supply chain management for the basic product groups. Suppliers and logistics service providers assume a central role in this process.



## Procurement management

Since 2009, the supplier base has been regularly evaluated with respect to sustainability and socially responsible work practices. In addition, there are also binding purchasing or minimum standards (including those relating to health and the environment) demanded by the suppliers. **PAPSTAR** will terminate partnerships in case of unacceptable business practices.

## Code of Conduct

A central element of the procurement requirements is the Code of Conduct that was revised and adopted by **PAPSTAR** in 2018. This forms the basis for contracts with the company. Based on the ten basic principles of the Global Compact of the United Nations, the Code of Conduct formulates **PAPSTAR's** requirements with respect to compliance with human rights and work norms, the environment, climate or corruption prevention. Other points are the zero

tolerance strategy with respect to child or slave labour and discrimination, requirements relating to healthy and safe working conditions, avoiding conflicts of interest, data protection and, last but not least, responsibility for the environment. **PAPSTAR** not only sees the Code of Conduct as a voluntary duty but also demands its implementation and compliance from suppliers and business partners which they confirm with their signature.



## Supplier self-disclosure

The supplier self-disclosure is a questionnaire with several pages and is a proven method for systematically collecting information about suppliers and their performance potential. As part of the quality management system, **PAPSTAR** also demands this self-disclosure to

underscore its own requirements with respect to quality and the environment. This tool is much more than just a formal way to protect against risks, it serves **PAPSTAR** as an important lever to promote the development of the sustainability principle among its suppliers.



## Analysis and evaluation

As part of the supplier evaluation process, supplier performance is checked and analysed at regular intervals. Continuous meetings and tours of production facilities help to find out about the ecological and social norms, and ultimately audit them. Particular attention is paid to compliance with human rights and ensuring the health & safety of employees. This is a procedure that also heightens awareness for one's own issues and leads to the expansion of the internal requirement profile.

The focus of the current and future analysis strategy will be on specifying social and ecological minimum requirements for the suppliers. At the moment, **PAPSTAR** is also checking other options for organising extensive social audits so that it can guarantee more continuous monitoring of the above-mentioned criteria (compliance, implementation, improvement).

## Corruption prevention

**PAPSTAR** does not tolerate corruption – this is one basic principle of the Code of Conduct and applies to employees and business partners alike. To ensure general compliance with regulations, the company drafted a Compliance Ordinance Guideline in 2018 which was published in the **BE A PAPSTAR** Intranet and came into effect in 2019. As corruption is very hard to identify on a day-to-day basis at work, steps were taken to draft an Anti-Corruption Guideline in 2018. The internally appointed 'Head of Compliance' offers professional and legal advice, and is also the contact person for the compliance officers for any questions or in case of dubious events. In addition to the guideline, the employees will undergo training (rules of behaviour for corruption-free work) to raise awareness for this issue in the future. Reviews and checks are also part of day-to-day business. If corruption cases are discovered, sanctions will always be taken.

## Supplier development

**PAPSTAR** has set itself the goal of further developing sustainability standards in its own delivery chain. The aim is to ensure and promote the continuous transfer of know-how, in particular with regard to sustainability issues, by means of partnerships.

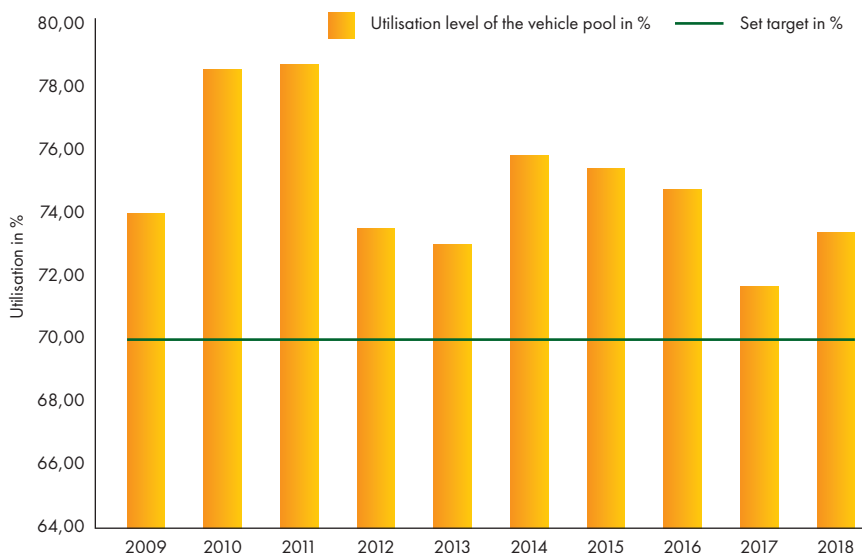


## Vehicle pool: Driver training and tour optimisation

**PAPSTAR also deploys state-of-the-art equipment combined with targeted training for all drivers (Economic Drive, driving lorries fuel-efficiently) as part of its vehicle pool management system.**

The goals – the company strives to use resources efficiently, reduce consumption levels and minimise emissions – are not just carried by the drivers, but are anchored into the day-to-day processes. **PAPSTAR** identifies an important indicator that impacts on these goals during the vehicle pool analysis process.

A 'circular system' is used to plan the use of the vehicles, which is an important ecological efficiency variable. Goods delivery to customers, transshipment hubs and collection from suppliers. Here, **PAPSTAR** endeavours to reach the highest level of utilisation of its vehicles and monitors the utilisation level every month, although punctual goods deliveries are always the first priority.



The utilisation goal of 70 percent has proven realistic in recent years. This illustration clearly shows that **PAPSTAR** has always achieved a vehicle pool utilisation level of more than the set target of 70 percent over the past ten years. Our aim is to maintain this level.

The utilisation level of the vehicle pool depends on a variety of factors that are taken into account when tours are planned:

- Punctual delivery of goods
- Order levels / volume
- Available freight capacities

To avoid trips by empty vehicles as far as possible, the vehicle pool management team always plans tours in the previously mentioned 'circular system' so that the lorries are filled to the optimum or fully utilised thanks to the double-storey system. If this cannot be guaranteed, thought is given to using qualified transport service providers to ensure efficiency. However, it is not always possible to subcontract shipments due to the shortage of freight space and drivers. Continuous monitoring of the deployed transport service providers by the loading supervisor is an integral part of the process at **PAPSTAR** – from the vehicle equipment, the condition of the vehicle through the safety aspects of the deployed drivers.

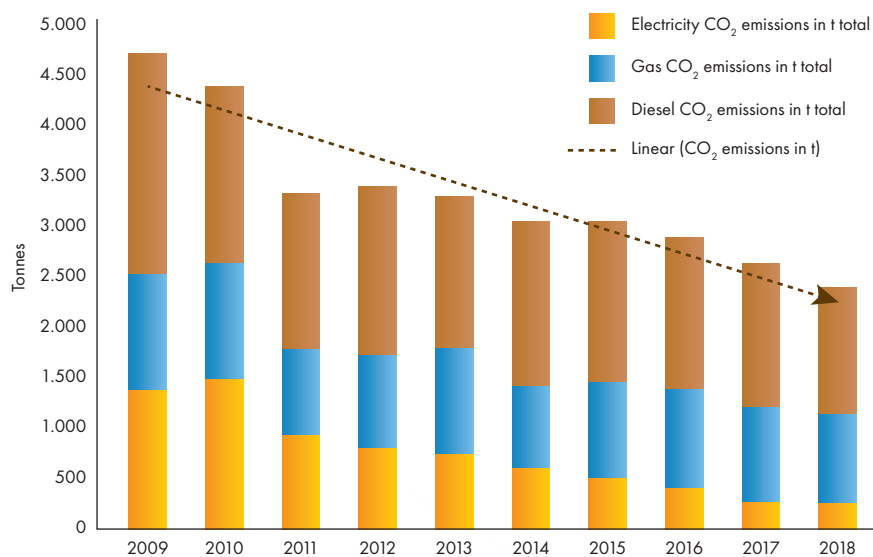






## CO<sub>2</sub> emissions have been halved since 2009

An optimum vehicle pool utilisation level also helps to use resources more efficiently (lower CO<sub>2</sub> emissions) and also less fuel. **PAPSTAR** has set itself the task of reducing its own CO<sub>2</sub> emissions (electricity, gas, diesel fuel). Initial successes in recent years have been based on the rise in the use of electricity generated from regenerative energies and a decrease in electricity consumption. There has been a drastic drop of around 83 percent in this field since 2009. Emissions originating from the use of gas have been reduced by 21 percent and even by 43 percent due to a drop in fuel consumption.



In total, the identified CO<sub>2</sub> emissions since 2009 have been reduced by 2320 tonnes. This corresponds to a CO<sub>2</sub> storage capacity of a wood covering an area of 250 football fields.

And **PAPSTAR** intends to further reduce CO<sub>2</sub> emissions, in particular by means of the set strategy of only purchasing eco-electricity as of 2020.



## The most important quality seals and certificates at a glance

The main focus of the PAPSTAR products and product ranges is on a sustainable approach. Environmental and social aspects are examined as well as high quality requirements.

PAPSTAR focuses on quality seals that stand for clear statements when selecting and producing products.

The company not only prefers items that bear the quality seal from independent

bodies or certification organisations, but also actively nurtures certifications and the continuous monitoring of all products.



### Quality management ISO 9001

- **Type:** Certificate DIN EN ISO 9001:2015
- **Issued by:** DEKRA Certification GmbH, Stuttgart
- **Validity:** 14th November 2018 – 13th November 2021

The company DEKRA Certification GmbH certifies that the company **PAPSTAR GmbH** and the company

**PAPSTAR Service GmbH** have introduced and maintain a quality management system in line with the norm for the 'sales, logistics management and services for non-food goods concepts' as stated in the certificate code at the site in Kall. DIN stands for 'Deutsches Institut für Normung' (German Institute for Standards), EN for 'European Norm' and ISO for 'International Organization for Standardization'. This norm is therefore recognised in Germany, Europe and across the globe.



### Environment management ISO 14001

- **Type:** Certificate DIN EN ISO 14001:2015
- **Issued by:** DEKRA Certification GmbH, Stuttgart
- **Validity:** 14th November 2018 – 13th November 2021

The company DEKRA Certification GmbH certifies that **PAPSTAR GmbH** has introduced and maintains an environment management system in line with the norm for the 'sales, logistics management and services for non-food goods concepts' as stated in the certificate code.



Das Zeichen für verantwortungsvolle  
Waldwirtschaft

### Forest Stewardship Council® – FSC®

- **Type:** Certificate TUVDC-COC-100722 (Registration number)
- **Issued by:** DIN CERTCO Gesellschaft für Konformitätsbewertung mbH, TÜV Rheinland Group, Berlin
- **Validity:** 27th March 2018 – 17th November 2021 (fifth issue)

The company DIN CERTCO GmbH has certified the company **PAPSTAR GmbH** and **PAPSTAR Vertriebs AG**

**Austria** to the FSC® standard for certain product groups. The Forest Stewardship Council® (FSC®) has set itself the goal of using the earth's forests in an environmentally-compatible, socially-compatible and sustainable manner. The global uniform basic principles for responsible forest management are defined. The seal indicates that the raw materials of the respective product come from a forest that is managed responsibly. To ensure this, the proven product chain certification tool is used. Traceability is guaranteed by means of the test number.





### Keimling

- **Type:** Certificate DIN EN 13432:2000-12 – Sub-certificates
- **Issued by:** DIN CERTCO Gesellschaft für Konformitätsbewertung mbH, Berlin
- **Validity:** varies depending on the product certification

A European norm for compostable materials is the DIN EN 13432 (Keimling). In industrial composting processes, more than 90 percent of the product has biodegraded after 80 days. After six months, even the smallest of particles (smaller than two millimetres) have completely metabolised.

DIN CERTCO has certified a number of products made of compostable materials by the company **PAPSTAR GmbH**. Also, the company DIN CERTCO issues sub-certificates for certain items. The validity of the certificates therefore varies depending on the item.

The producers of the certified items keep the main certificates. Traceability of the product chain certification is guaranteed based on product-specific registration numbers below the Keimling conformity symbol. The 'Keimling' logo acts as proof that the products are made of compostable materials. **PAPSTAR** uses internal company registration numbers on the products.

### TÜV Rheinland (suitable for food)

- **Type:** Certificate TV 60100515
- **Issued by:** TÜV Rheinland LGA Products GmbH, Cologne
- **Validity:** 13th March 2015 – 12th March 2020

Objects that are designed to come into contact with food are known by the generic term 'food contact materials'. TÜV Rheinland checked whether or not hazardous substances can be passed from them onto the food that could be harmful to health or change the composition, the smell or the taste of food. To this end, TÜV Rheinland has drafted a test catalogue that defines minimum standards for each product for the 'food-suitable' characteristic, if the product is used properly. Also, the information provided by the manufacturer is reviewed. The test catalogue is oriented on national laws and ordinances for consumables and the accepted standards in the industry, and also goes above and beyond these. Sensory tests of changes in taste and smell, and chemical and chemical-physical analyses were conducted in the

laboratory. The product was also subjected to a load simulation (e.g. heat and weight). The key word 'Suitable for food' confirms that the product satisfies the test criteria of TÜV Rheinland.

The company TÜV Rheinland LGA Products GmbH has certified the food-suitability of some of **PAPSTAR GmbH's** products. This includes products made of paper or cardboard, for instance cake bases or plates and dishes. The respective TÜV seal confirms that the certified product is suitable for contact with food, and the regular monitoring of the items.





### SGS-TÜV Saar (examined for dangerous constituents)

- **Type:** Certificate number TSG152642
- **Issued by:** SGS-TÜV Saar GmbH, Sulzbach/Saarland; the SGS SA based on Geneva is a publicly listed international goods examination group.
- **Validity:** 21st December 2016 – 2nd June 2020

The company SGS-TÜV Saar GmbH certified some of **PAPSTAR**'s products confirming that 'various product properties are safe'. The products are examined for various contaminants to confirm product safety. The corresponding TÜV symbol 'HAZARDOUS SUBSTANCES TESTED' confirms the chemical and also the mechanical-chemical product safety of the certified products. At the moment, almost all items in the balloon range bear this symbol.



### Nordic Swan Ecolabel

- **Type:** **PAPSTAR** Sverige Aktiebolag (AB) – Licence number 30880015; Paper Print Converting GmbH (PPC) Austria – Licence number 30010051
- **Issued by:** Miljömärkning Sverige AB
- **Validity:** 25th May 2018 – 31st October 2020 (Sweden); to 31st December 2019 (Austria)

The company **PAPSTAR Sverige AB** is certified in the field of candles, the company **Paper Print Converting GmbH Austria (PPC)** is certified for various products, such as napkins and table cloths. The 'Nordic Swan Ecolabel' is an environment seal issued by the Nordic Minister Council that was developed in 1989. In Scandinavia, the paper and wood manufacturers have

joined forces and continuously assess the entire production process with the 'Nordic Swan Ecolabel'. The goal is to only certify products whose entire production – from the production of the raw materials through to the production and ultimately the disposal of the waste – causes as little pollution as possible to the environment.

In general, the label stands for compliance with various ecological, qualitative and health-relevant criteria. The logo marks the origin of the product by means of a product-specific licence number (placed below the logo). It may only be used for specific products and in line with the guide. In the candle sector **PAPSTAR** places its own internal number below the seal; the certified products by Paper Print Converting (PPC) bear their production number below the seal.



## PAPSTAR: One brand, three awards

**Always planning and thinking ahead to meet the market's requirements and challenges in the field of sustainability! This is one of the most important principles at PAPSTAR GmbH that has long since become part of our daily motivation.**

Awards, like the inclusion in the reputed '**German standards – Brands of the century 2019**' (publishing group DIE ZEIT)

and '**The big German brands 2019**' (German Design Council), the **GREEN-BRANDS** quality seals or even the growing popularity of the **PAPSTAR-pure** products made to 100 percent of regenerative raw materials are both motivation and obligation to continue on the path we have taken: Alert and committed!



### German standards – Brands of the century 2019

A (certain) item is a grammatical word that is regularly used to accompany a noun – or highlight this noun. For instance '**PAPSTAR** – disposable crockery'. The company TEMPUS CORPORATE GmbH, as a 100% subsidiary of the ZEIT publishing house, and publisher and publicist Dr. Florian Langenscheidt selected **PAPSTAR** for the compendium 'German standards – Brands of the century 2019' after a selection process by a high-ranking jury.

"'Brands of the century' is an encyclopaedia of important brands that stand out, and presents icons of the German economy," says Florian Langenscheidt: "The book shows who has set standards in their field. It takes the reader on a walk through our day-to-day mythology because most of us have grown up with the brands, their background, history, importance and aura described here.



### GREEN BRAND

**PAPSTAR** was awarded the GREEN-BRANDS award for its responsibility to humans and the environment. Based on a norm, this international quality seal recognises brands and companies that are verifiably highly committed to the environment, sustainability and ecological living and production conditions, and who live and communicate this in a transparent manner to their customers and employees.

GREEN BRANDS is an international brand marketing organisation whose head office is in Veitsbronn in Germany. The organisation cooperates with other independent institutions and societies in the field of environment protection, climate protection and sustainability and also with market and polling institutes in a multi-level test procedure to award the GREEN-BRAND seal.



### German Design Council – The major German brands 2019

All good things come in threes:

**PAPSTAR** is also featured in the new volume 'The Major German Brands 2019' issued by the German Design Council.

**PAPSTAR** and **PAPSTAR pure** have not just been included in the esteemed circle of 'excellent German brand companies', they have also been classified as 'proven ecological companies with clearly formulated sustainability goals'. The German Design Council is one of the world's leading competence centres for communication and knowledge transfer in the design/brand field and was founded in 1953 at the initiative of the German Parliament.





## Intranet with installed motivation push

**Various administrative sites. Logistics centres. E-commerce hubs. Sales teams in the field. International mobile purchasers. Internal communication is a huge task for a company of the size of PAPSTAR.**

In collaboration with an Aachen-based advertising agency, the idea was developed to revolutionise one of the classic internal channels: The Intranet **BE A PAPSTAR**.

- Social network for those at **PAPSTAR**
- Easy to use
- Timeline-based visuals
- Push notifications for news
- Embedded in the IT and design world

### BE A PAPSTAR

The employees in the logistics centre faced special challenges because they did not all have their own terminal screens. Here, **BE A PAPSTAR** works with its own content-reduced templates for presentation on large screens in the break and recreational rooms of this logistics specialist company. Visitors can be welcomed by means of other functions in the foyers of the connected

sites. The user does not need a special login in the Intranet – login is integrated into the **PAPSTAR** system world via LDAP.

‘The idea of ‘Hey knowledge, what’s up!’ is behind the renaissance of the Intranet. It is this simple message upon which internal transparent communication concentrates. This communication must be consistent, simple, engaging and continuous to bind people even more closely to the company. It provides topics for employees to discuss at work, it connects departments and sites to one another, it creates fertile ground for thinking outside the box of one’s own responsibilities,’ says CEO Bert Kantelberg at the start of the new internal communication channel.

Another factor that is just as important is the opportunity for employees to interact – from the timeline through to the classifieds market – and to link functions that attract visits, for example room bookings, FAQs, information about new products or marketing tools: Knowledge platform and ‘corporate identity fuelling station’ in one. **BE A PAPSTAR** combines all this and guarantees full editorial management and support.



The **PAPSTAR** world is full of stories that are worth telling. It's the stories ...

- of the customers
- of broad-based social and cultural commitment
- of products and innovations
- of our nature and sustainable thinking
- of know-how at **PAPSTAR**
- of human lifestyles (with the products or about the innovations)
- from the world in which we at **PAPSTAR** live: Art, culture, sports, technology, events and trends

### STORY\*TELLER

Das Online-Magazin von **PAPSTAR**

[www.papstar-storyteller.de](http://www.papstar-storyteller.de)

Trendy, entertaining, informative and freshly served: STORYTELLER – the online magazine by **PAPSTAR**. Nicely done, wonderfully different and as sustainable as the standards we set ourselves. [www.papstar-storyteller.de](http://www.papstar-storyteller.de) – always worth a CLICK!

The online magazine will include well-written articles and aims to become a high-standard news channel in which **PAPSTAR** will always play a subordinate (but charming) role.



## Market

It is in the nature of things: Products made of paper and cardboard have always been one of **PAPSTAR**'s strengths.

'Plastic' is currently a hot topic of debate in the disposable crockery and service packaging market; the demands made of involved companies to react to the population's demand for more sustainability, environment protection and a healthy lifestyle are growing steadily.

**PAPSTAR** recognised the signs of the time long ago: Since 2008, the 'pure' product range only features disposable products made to 100 percent of



renewable raw materials that are biodegradable. This also includes waste products from nature or agricultural

operations, such as palm leaves or sugar cane residues.

## History

There are consumables that are so simple, almost mundane. And, yet, their design and shape are unique. Even more: They bring back memories, generate emotions. Especially in the culinary field. Can you remember the first time you ate a hot dog in your hand? Or the summer at the open-air pool where your lunch comprised chips and mayonnaise? These memories are inextricably linked to the typical paper bowls with the wavy edge that are practically part of our cultural history. Or paper plates: They are always to be found at children's birthday parties in the garden or at picnics.

The company **PAPSTAR**, which is based in Kall, was started by Oswald Matheis as a paper factory in 1873. In 1969 Gernot Langes-Swarovski took over the paper factory and, as part of the development strategy of the company that now produced much more than just paper plates and cups, renamed the company **PAPSTAR** Vertriebsgesellschaft mbH & Co. KG in 1979. Today, the company **PAPSTAR** produces and sells almost 5000 consumables in the categories: disposable crockery and service packaging, table and room decorations ('table top'), disposable products for the household, professional kitchens, hygiene and geriatric care.

In the first segment **PAPSTAR** is the market leader in Germany, Austria and Switzerland. The items are now produced and sold across the globe; around 200 suppliers contribute to the portfolio. Primarily, **PAPSTAR** supplies its product range to cash-and-carry supermarkets, department stores, consumer stores and supermarkets and also specialist wholesalers.



## At a glance

- Year of foundation: 1979
- Company headquarters and logistics centre in Kall (Germany/ North Rhine-Westphalia)
- International sites: Austria (Spittal/ Drau), The Netherlands (Oosterhout), Spain (Tarragona), Sweden (Alingsås) and Poland (Buk) – also other sales partners in many European countries such as France, Italy, Croatia (with Bosnia & Herzegovina) and Switzerland.

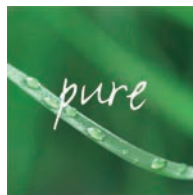
## Spotlights

- **PAPSTAR** products are usually disposable products and consumables. The product range, which comprises almost 5000 items, is a combination of more than 200 production facilities across the globe, and is split into three categories: Disposable crockery and service packaging, table and room decorations ('table top'), disposable products for the household, professional kitchens, hygiene and geriatric care.
- The choice of consumables and decoration items is based on consumer tastes and also on the product requirements of professional users.



## Brand

One aspect that has been particularly important to **PAPSTAR** for many years is the sustainability of the products, especially in the field of packaging and disposable products. **PAPSTAR** has a number of items made of renewable raw materials that are biodegradable and compostable. The label '**PAPSTAR**



pure' contains paper plates made of contaminant-free fresh fibres or crockery made of unbleached wood that have been certified by the FSC® (Forest Stewardship Council®), defined criteria and principles for respon-

sible forest management). Also, materials like the bio-plastics PLA and CPLA (Crystallized Polylactide, aka polylactic acids) made of maize starch are used to produce compostable drinking straws or cups. Stable bowls made of sugar cane or 100 percent natural plates made of leaves of the Areka palm tree are other alternatives available for ecologically optimised use.

By the way, all materials are tested first in our own composting system before being approved as suitable for sustainable day-to-day use. Furthermore **PAPSTAR** invests in disposal solutions for disposable crockery and service packaging. In this way the company ensures that future generations can also use its products with a clear conscience. And that the cultural history of paper plates & co. is continued.



## Successes

Today, more than 45 percent of all **PAPSTAR** products from the disposable crockery and service packaging field, and 75 percent of the products from the 'table top' range are completely made of renewable raw materials (wood, maize, sugar cane, palm leaf), and are biodegradable. The company's central warehouse in Kall (Germany, North

Rhine Westphalia) has 70.000 slots alone; every month in the fully automatic high-rack warehouse 3800 tonnes in around 10.000 deliveries are moved by the collection and delivery logistics division. The big advantage: Thanks to the European-wide logistics and service concepts, **PAPSTAR** ensures the constant availability of its entire product

range. The company is the absolute market leader in the cash-and-carry segment (cash-and-carry supermarkets). **PAPSTAR** is also professionally organised in the steadily growing e-commerce field and is expanding and optimising further online sales channels connected to its shop websites.



## Green facts

**PAPSTAR** not only shows its responsibility for humans and nature by using renewable raw materials for its products, but also by arranging for the consistent review of the company processes with respect to their ecological and economic criteria by independent institutes.

**PAPSTAR** has implemented the environment management system DIN EN ISO 14001 and is regularly certified according to internationally recognised norms. This shows that the company is clearly committed to continually improving its environmental activities. Currently, the consumption of power and water is being continuously reduced by the use of modern LED equipment in lights and efficient water treatment systems; the percentage of regenerative energy in a power mix (eco-electricity) is continuously increasing.

This is accompanied by an effective waste management concept and the permanent minimisation of the fuel consumption, the reduction of CO<sub>2</sub> emissions also in the vehicle pool and training the drivers by means of experienced eco(nomic) coaches.

## Green future

The task portfolio for a 'green future' could not be any more comprehensive: In addition to the consistent use of renewable raw materials, **PAPSTAR** will also continue to address the topic of sustainable recycling solutions. The top priority remains the implementation of economically optimised and environmentally-compatible solutions based on this. The latest examples of this are pilot projects such as the recent 'Come on let's make compost!' (Street Food Festival in Kleve) or a new well thought-through recycling model connected to the PLA cups made of maize starch (Tag-am-See-Festival in Zülrich) – recycling end-of-life solutions that **PAPSTAR**, as a forward-thinking company, has long since included in its company profile as reflected, amongst other things, by the foundation of the company **PAPSTAR Solutions GmbH**.

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One brand, three awards



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