

A tin figure travels around the world

»The Papyrer from the Göltzsch«



Pic 1: The cooperation project »Papyrer von der Göltzsch« focuses on two old handicrafts: the manufacture of paper and tin casting. The box impressively shows that sustainability and high-quality packaging can be combined for luxury items. Source: Koehler Paper SE

A small tin figure is currently on a world tour in ecological luxury packaging. Together with the Koehler paper factory in Greiz, the Nuremberg packaging manufacturer RISSMANN, the Essen-based druckpartner GmbH and the tin figure publisher bellazinnfigur, the project “The papyrer from Göltzsch” was started.

The start of this international project recently took place in the Vogtlandhalle in Greiz. Representatives from politics, business and the press were present. The MDR, the Funke media group and other media have already reported in detail. The Göltzsch papyrer will then be presented next at the Luxe Pack trade fair in Shanghai and in Monaco in September. Further events are planned for this year in London, Hamburg and in Essen's World Heritage Site Zeche Zollverein. With the international sales networks of Koehler and RISSMANN, the project will also be presented in the USA, Asia and Australia.

The box is strictly limited and is not sold. It is a prime example of how traditional craftsmanship and sustainability can be combined. The aim is to demonstrate that recycled paper and cardboard meet the highest standards of elegance and quality. With this project, the companies involved want to make a contribution to sustainability, to the promotion of fine craftsmanship and sensual media. Paper and tin complement each other. The Koehler company in Greiz an der Göltzsch in the beautiful Vogtland is the only paper factory in Europe to produce fine cardboard packaging exclusively from recycled paper. All papers have been awarded the Blue Angel.

In addition to the 54 mm tin figure engraved on both sides, the luxurious box contains a high-quality printed and refined booklet with interesting facts about the »Papyrer von der Göltzsch« and a postcard. The tin figure engraved in slate by Regina Sonntag depicts a paper maker at the end of the sixteenth century on his vat. In the background, a historical paper workshop can be seen on a watercolor diorama by the Leipzig artist Sascha Lunyakov. The motif was created especially for this project. High-quality paper has been made at Göltzsch in Vogtland for over 400 years.

The cardboard box with the tin figure has been certified by various national and international institutions, such as the Federal Environment Ministry, the European Commission or the Forest Stewardship Council (FSC). Together with the tin figure, it stands as a reference for fine craftsmanship, sustainability and sensual media. The two trades, paper making and the creation of cultural and historical tin figures are combined. With this project, the cooperation partners involved want to be a message for high artistry, for responsible work, for a return to the senses and for the sustainable use of our environmental resources.

Dieter Beller – bellazinnfigur

Further information is available on the Internet on the homepage www.papyrer.de. Anyone interested can also download the booklet as a PDF in German and English. In the ARD media library, search for "luxury packaging" to find an MDR documentary about the project.



www.papyrer.de



Pic 2: The model figure staged in color by Martin Lothar could be admired at the start in Greiz and is now in the reception rooms of Koehler GmbH in Oberkirch.



Pic 3: Regina Sonntag in her workshop while engraving the papyrus.



Pic 4: Sascha Lunyakov painted the background watercolor, which was then digitally reproduced by druckpartner and incorporated as a stage diorama in the luxury box by hand by the cardboard manufacturer RISSMANN.



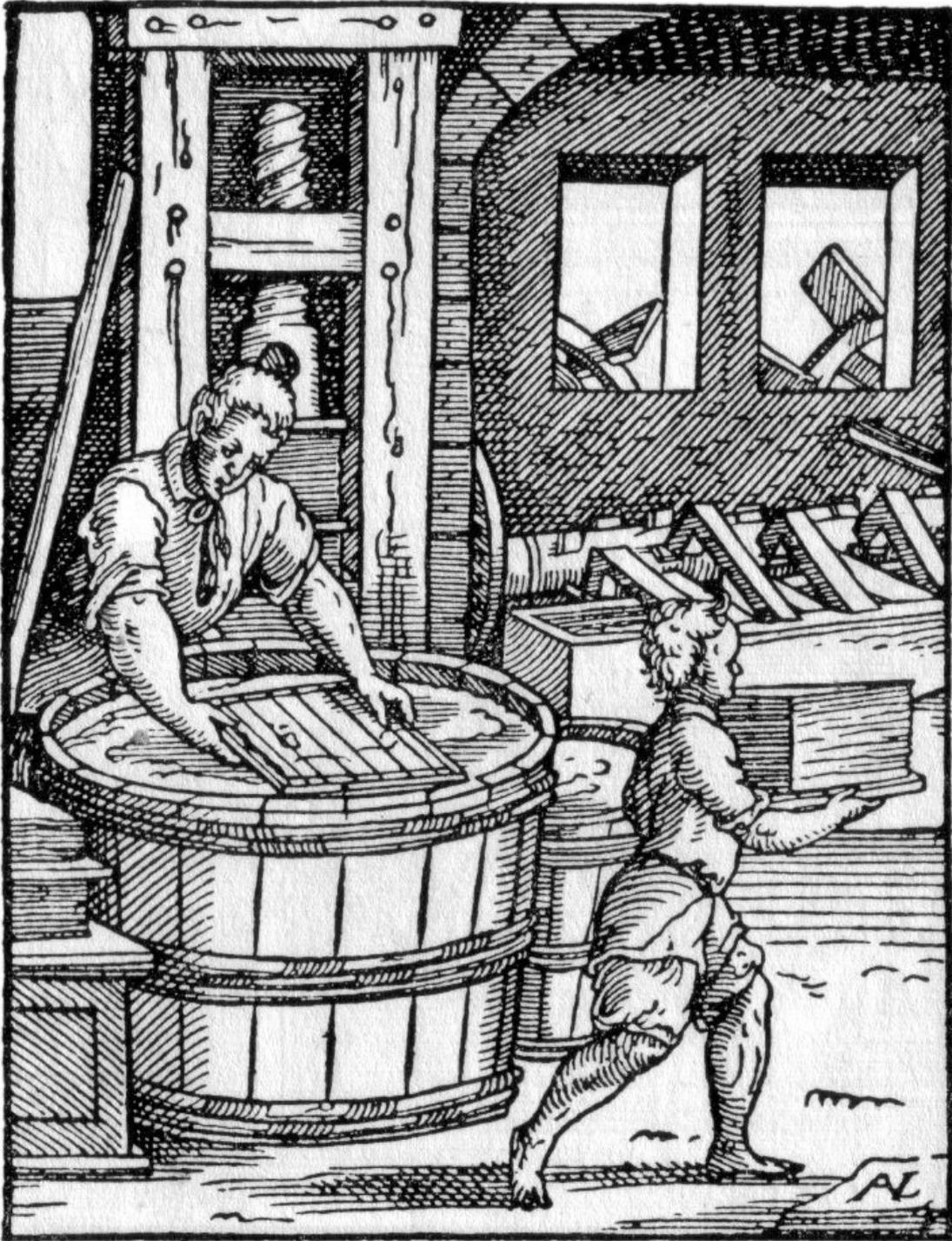
Pic 5: The illustration by Sascha Lunjakov.

Pic 6: Postcard, booklet and box.





Pic 7: The high-quality cardboard packaging was made exclusively with recyclable material and produced in a climate-neutral manner. There are various environmental labels for this.



Pic 8: The woodcut »The Papyrer« by Hans Sachs from Jost Amman's book of status in 1568 inspired the figure and name of the project.