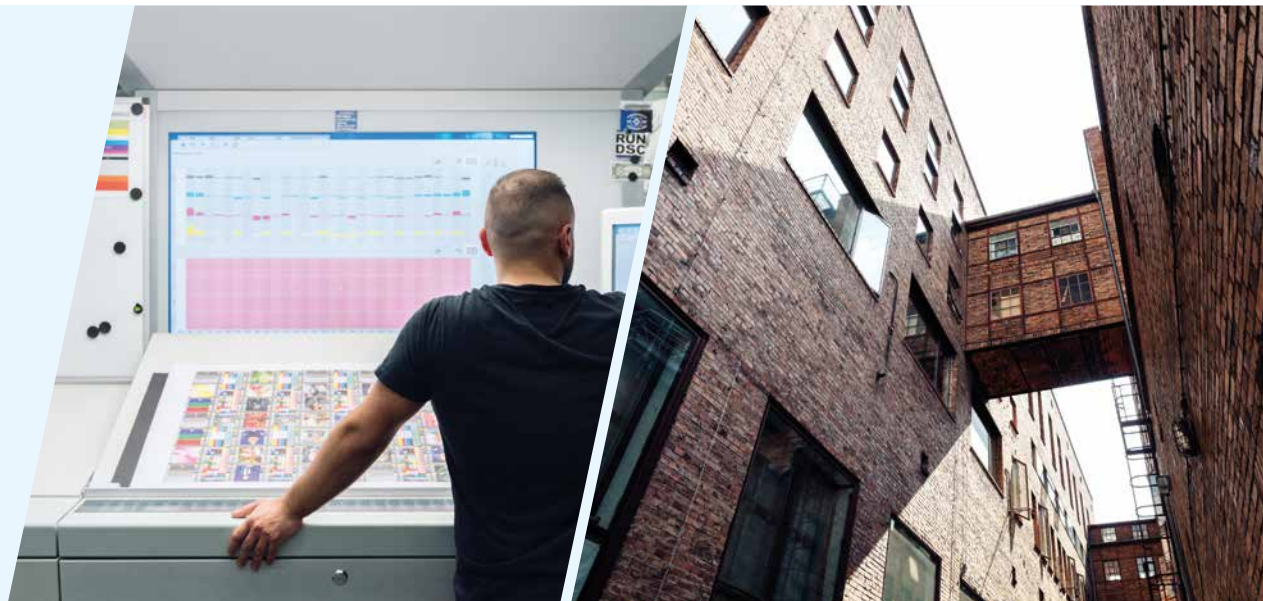


# Case *Regional Paper Loop for Pinguin Druck*



## **About**

Since 1997, Pinguin Druck has stood for passionate print products „Made in Berlin.“ The forward-looking print shop with 220 employees at two central locations in the heart of the capital combines sophisticated print production, expert advice and individual order support under one roof. As Berlin’s local print partner, the company focuses on a holistic regional value chain that not only significantly reduces the use of resources, but also shortens transport routes and avoids unnecessary CO<sub>2</sub> emissions.



## **The Challenge**

Whilst Pinguin Druck have been, like all printers, facing enormous pricing pressure, they have been focusing on their core market. A strong anchor in the region allows shorter processes and uncomplicated cooperation with their network. Berlin offers Pinguin Druck and their customers many advantages. But an expansion of offering was needed – a product that could offer sustainable merits, a relationship that could offer knowledge and resources and a concept that could revolutionise this medium-sized print shop in Berlin for Berlin and the region.

### **The Solution**

When LEIPA launched their new 130 gsm format paper made from 100% recycled paper, Pinguin became the first test partner. After successful testing, the grade was the start of a huge opportunity to launch a portfolio of 100% recycled papers from LEIPA to existing and new customers. Indeed today, the sustainability story from this partnership features on Pinguin Druck's homepage. The offering is truly unique and aligned with the long-standing approach to locality as LEIPA's paper is produced "practically on the doorstep," not even 100 kilometres away.



*Pinguin Druck sought a sustainable and closed paper loop. Based on a regional partnership and a resource-saving solution. So LEIPA delivered.*



### **Added Value**

With the requirement of 1.5 million tonnes of wastepaper each annum, LEIPA naturally focus on municipal areas close to the Mill site. Therefore, Berlin and Brandenburg are a number one choice for fibre collection. This region thrives on circular economy with the production site utilising wastepaper and feeding this back directly to the market of origin: Berlin. Pinguin Druck says "With regional recycled paper, we are expanding our sustainability strategy by another factor and creating a truly closed paper and print cycle in our region."

*"With print products made from regionally produced recycled paper, Pinguin Druck takes the next step and realizes its vision of a sustainable paper."*

Alexander Mende, CEO