

Reflex®

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Reflex on course for success

Düren, Germany: after a difficult year, the Reflex paper mill records highest first quarter sales yet.

While the traditional business with office and corporate communications papers is still stagnating, sales have gone up in other segments. Reflex has been developing paper alternatives to plastic for years. As demand for papers with plastic-like characteristics like wet strength, climate resistance and barrier properties soars, this investment is now paying off.

Demand for fine art papers and high quality uncoated labels is also growing, which led Reflex to expanding its offering of these products.

In order to be prepared for the recovery of demand after the Covid crisis, Reflex is currently relaunching its ZETA brand of graphic fine papers, with an updated range that reflects the requirements of the changing market.

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Reflex GmbH & Co. KG

Reflex GmbH & Co. KG, Düren, Germany, produces and distributes high quality fine- and specialty papers. In the 160 years of its existence, the Reflex mill has constantly pushed the envelope of what is possible with paper.

The product range includes many heritage brands, like GOHRSMÜHLE, ZETA, EFALIN and ELEPHANT HIDE, as well as a wide range of fine art and translucent papers.

Next to these traditional fine paper products, Reflex produces high wet strength uncoated label paper as well as specialty papers for demanding applications like security printing, food- and luxury packaging.

Reflex products are distributed worldwide, under the motto "Our paper – your ideas".