



Reflecting the exclusiveness – the interior of the retail store.

Büttenpapierfabrik Gmund opens first store in Munich

Premium paper with a handcrafted look

Last September Büttenpapierfabrik Gmund opened an exclusive retail store in Munich, allowing end consumers to buy small quantities of the one-of-a-kind Gmund paper grades for the first time ever. Especially popular are the paper grades that look like they are handmade.

The door opens, and Birgit Liebe beams. We are in “her” paper store, which is right behind the Bayerischer Hof in Munich. This is not just any old paper store. “We are specialized in exclusive premium paper, paper you can’t find anywhere else”, says store manager Birgit Liebe.

The company behind the nice store with the fascinating paper grades is Büttenpapierfabrik Gmund. Steeped in tradition, the paper mill has been

producing specialty papers since 1829 in Gmund am Tegernsee, Germany. Today the papers are delivered to more than 70 countries. With two paper machines, papers can be made in 60 different colors with up to six different basis weights. One of the machines, a Fourdrinier machine with a maximum width of 1.60 m (5.25 feet) and a length of 40 m (approx. 130 feet), has been in use since 1883 and is hence the oldest machine still running in Europe.

“We are not a museum,” states Florian Kohler, owner and CEO of Büttenpapierfabrik Gmund. “Our old paper machine runs at a low speed, but that’s exactly what we need to make our premium papers.” Thus arises paper with a handmade character. With 110 different calender rolls, diverse paper surfaces can be produced in Gmund. Whether it has a linen structure or a leather grain, each paper has its own feel. The second paper machine is from Voith.

Originally built as the PM 407 in 1930, the Voith machine was rebuilt in 1979/1980 and installed in Gmund. It is one of the most modern premium paper machines of its kind in the world and enabled Gmund to add larger formats and basis weights to its product range.

One-of-a-kind papers

The secret to Büttenpapierfabrik Gmund’s success is the continuous development of unique, high-quality paper grades. A special creation is a paper with feathers incorporated into it. It is like velvet to the touch, nearly like a fabric. “The papers in the Naturals series are the most popular here at the store,” claims Birgit Liebe. They have high cotton contents and inclusions of plant-based raw materials such as straw, turf, bark, or feathers. Despite their felt marks and authentic deckled edges, they can even be used in inkjet printers.

“Paper fascinates me,” the shop manager says with a smile. “The quality one feels and the aura of a paper can transport many emotions.” Before working as a paper salesper-

son, she worked in the textile industry. “The road from textiles to paper is not long at all. Both industries are all about the characteristics of materials, about beautiful and high-quality products,” according to Liebe. She was involved in the creation of the Gmund paper store in Munich right from the start. July 2007 marked the beginning of the store planning, which also involved a well-thought-out architectural design.

Exclusiveness already reflected in the architecture

The store, designed by the Huchlers, an Austrian architect couple, exudes a cozy lounge atmosphere.

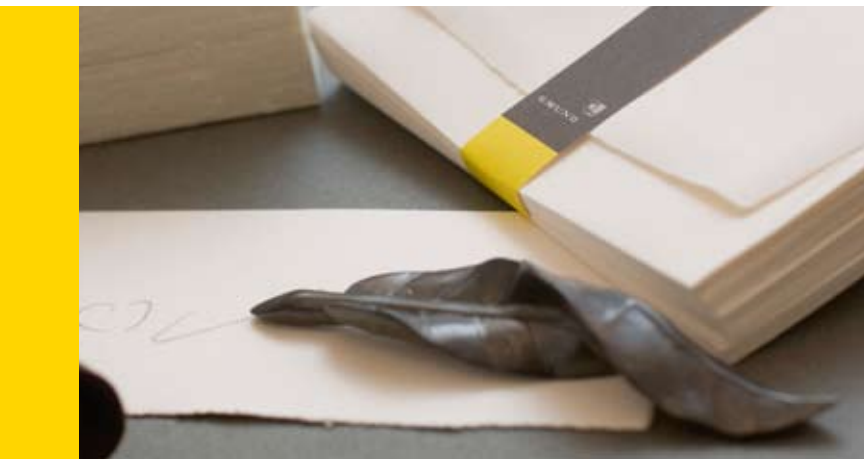
The architects decided to use the noble, dark bog oak wood furniture for two reasons:

“First, we are close to nature and have regional roots. Bog oak wood is common to the Bavarian and Alpine regions,” according to Birgit Liebe. Secondly, Kohler, Liebe, and their team spent a long time looking for a suitable basis for the presentation of the papers. The structure of the wood could not take away from the structure of the paper. The matt black-

brown surface is decent and noble – and without a red tinge, since this could disturb the color impression of the paper. They had been playing with the idea of establishing a retail store for a long time already.

“We were contacted by a number of interested parties who wanted to purchase our paper in small quantities as private customers,” reports Florian Kohler.

The small shop at the mill in Gmund at the Tegernsee first proved to be a success. Initially it was only open three afternoons a week. Now it is experiencing brisk business six days a week. The Gmund store in Munich was the next logical step in serving the many private customers and paper fans. Two-thirds of store visitors are private individuals who stock up on Gmund paper for high-quality wedding invitations, exquisite writing paper, or unique Christmas cards. The rest are commercial customers wishing to design their company stationery exclusively and individually. The concept is catching on. Since establishment of the store in September 2007 business has been outstanding, and more stores are being planned for major German cities.



Whether linen or leather structure, every paper feels different.



Store Manager Birgit Liebe offers unique papers.