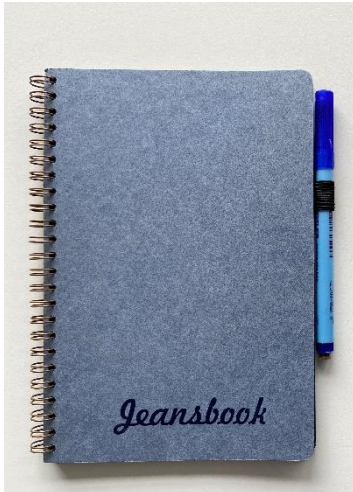




JEANS PAPER

Uniquely luxurious paper with a soft touch



Jeans Paper is a range of paper and board made with 50% fibres of recycled jeans. The use of this unique jeans fibre in paper and board manufacturing enables the creation of a wide variety of unique paper and board products for many purposes, including packaging, decoration, graphical applications, hobby purposes and of course: clothing labels for jeans!

Uniquely luxurious and sustainable paper & board

Jeans Paper is a **creative range of paper and board** products, developed in the **circular economy spirit**. After jeans are discarded by consumers, they are collected and torn apart to regain the fibers, for the purpose of spinning new yarns to be reused again for producing sweaters and other clothing items. Those fibers that are too small to be spun into new yarns again were previously unused and thus destroyed; but not anymore! With the help of over 400 years of experience in papermaking and fiber technology, these small fibers are now transformed into this **uniquely luxurious range of paper and board containing 50% jeans fibers**.



Jeans Paper offers **distinctive sensory options** that add a **premium feel** to any product or packaging. Its unique appearance, **typical jeans-blue color and soft, textile-like touch** elevates any product to the next level. Not only does this specialty paper provide an **eco-efficient image**, but it can also truly **differentiate your product** in the market.

Surprise your customers!

A range of concepts are available using the unique Jeans Paper; we like to think the sky is the limit. So far, Jeans Paper has been used in lower grammages (120 and 240 g/m²) for **hobby purposes, graphical applications** and to make **luxury shopping bags**. The 350 g/m² board has already been used very successfully to make **luxurious (gift)boxes** and **clothing labels** for, of course, jeans! Circular economy at its best!



About Schut Papier

The history of Schut Papier (member of the Clairefontaine group) dates back to the year 1618, when Marten Orges started a paper mill on the site where Schut Papier is still located today. Over the years, the paper mill has developed into a modern factory. Schut Papier's main products are art papers, watermarked papers, coloured papers and technical papers. In addition, the development of tailor-made papers, often in collaboration with its customers, is key to its business. Sustainability and the use of alternative fibres (such as tomato stalks, cocoa shells and recycled jeans fibers) are often at the heart of such developments.

For more information:

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