

Sustainable gift-giving: Kaufland offers wrapping paper with Silphie fibers

Neckarsulm, 6 November 2024 - Around 8,000 tons of wrapping paper are consumed in Germany every year and a particularly large amount is used during the upcoming Christmas season. So it's all the better that there are now more and more sustainable alternatives on the market. This year, Kaufland is offering wrapping paper made from Silphie fibers for the first time. The Silphie paper is produced by PreZero, the environmental division of the Schwarz Group, and sold under the OutNature brand.

"Sustainable packaging plays a major role at Kaufland. Now we also want to give our customers the opportunity to wrap gifts and other beautiful things before Christmas in a more sustainable and visually appealing way. With Silphie fibers, a rapidly renewable raw material is used for the wrapping paper, which makes paper production more resource-efficient and also provides a trendy wrapping paper look," says Doreen Schwotzer, Purchasing Non Food Season at Kaufland.

The new wrapping paper contains 30 percent Silphie fibers, the advantages of which are obvious: little water and energy are used in the new biothermal fiber preparation process developed by OutNature. In addition, the fibers are extracted and processed without the use of chemicals. At Kaufland, four different designs of Silphie gift paper are available as promotional products and as sets. In addition to two rolls of Silphie gift wrapping paper, a set also includes cotton curling ribbons and paper rosettes and is available at a price of 3.99 euros.

The special thing about the Silphie plant is not only the ecological processing of its fibers but also its cultivation. Silphia is a robust, perennial energy plant that is cultivated on a large scale in Germany, particularly around Lake Constance. This local cultivation reduces transportation routes and the associated CO2 emissions. For farmers, the cultivation of the Silphie plant also offers a sustainable perspective, as it is insect-friendly, stores CO2 in the soil and protects it from wind and water erosion. OutNature is constantly working on further developing the silphia paper and equipping it with additional barrier properties, for example against water or grease. In this way, the paper can become a further substitute for plastic packaging. Kaufland already uses silphia paper in many areas and offers, for example, apples, cress, smoked salmon and, since this year, items from its natural cosmetics line bevola naturals in packaging with silphia content. In this way, Kaufland is contributing to the vision of the REset Plastic strategy jointly developed by the companies of the Schwarz Group - "less plastic - closed cycles".

More information about PreZero can be found at our [press portal](#).

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