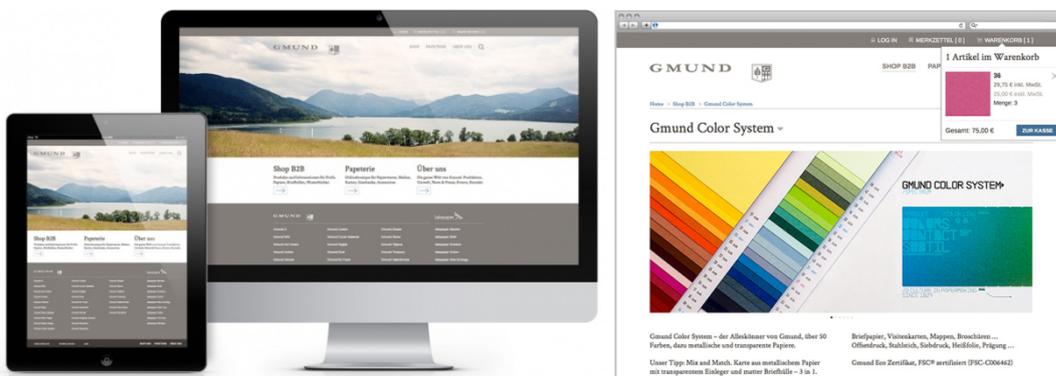


GMUND | PRESS RELEASE

Experience Gmund and order samples online:
The Gmund Paper Mill presents its new online shop

How could a computer monitor convey the quality of a sheet of paper and its special texture, look and feel? This might sound like a difficult challenge, but the paper makers at Gmund have risen to the task and created an intelligent new homepage with a B2B and B2C shop.

“We developed a very special and unprecedented method to depict our high-quality papers with absolute true-to-life fidelity. After months of programming, we’ve now launched an online platform with a cleanly modern design that meets and exceeds our users’ expectations”, says CEO and fourth-generation paper maker Florian Kohler.



Ill.: The new homepage: www.gmund.com. Design: Tolleson Design. Realization: Digitalagentur Valtech and Komma-D

To satisfy the requirements of our professional customers, we filmed all of our papers’ surfaces and then individually uploaded them onto our website. This lets each user form an accurate impression of the various microstructures of Gmund’s high-quality papers.

The new menu navigation is simple and readily comprehensible so users can quickly get their bearings and choose their desired papers from among the thirty-nine Gmund and lakepaper collections. Papers in DIN A4 format and envelopes are offered as individual samples or in practical boxes. Samples of large-format sheets for dummy construction and press proofs can be quickly and conveniently ordered online up to a maximum quantity of fifty sheets.

Direct linkage to our inventory-management system enables the shop to show the availability of all products in real-time. This convenience is also available for private connoisseurs who appreciate fine papers and would like to browse through our extensive assortment, where top-quality notebooks, pads, greeting cards, stationery and other paper items with seasonal themes can be easily ordered.

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Realization in so-called “Responsive Design” ensures that our homepage can be optimally depicted on all terminals. It also guarantees convenient, user-friendly access via mobile phones and tablets. Thanks to these innovations, Gmund’s papers can now be ordered online – easily, from any location, and from mobile or stationary devices with smaller or larger screens.

About the Gmund Paper Mill:

Gmund has been synonymous with the culture of paper since 1829. Family-owned since 1904, the Gmund Paper Mill currently employs approximately 120 people and is directed by fourth-generation paper maker Florian Kohler. The production takes place at Gmund on the shores of Lake Tegernsee, where these impassioned paper makers rely on energy-efficient, high-tech equipment to manufacture creatively designed papers. Innovation and ecology are the focal points.

CONTACT FOR JOURNALISTS:

Further information about the Gmund Paper Mill and its products is available for you from Caroline Pastor, Public Relations, tel. +49 8022 7500-73, cpastor@gmund.com or at www.gmund.com.