

PAPER PIONEERS

Paper manufacturer Glatz is a well-known and established entity in the world of cigarette papers. The company, with a **135-year long history**, spoke to TJI about the current situation, future projects and industry trends.



The company headquarters are located at Neidenfels in the Palatinate Forest

In 1885, Wilhelm Adolph Glatz, Franz Julius Glatz and Hans Haehnle founded the Glatz papermill at Neidenfels in the Palatinate Forest where the company headquarters have remained to this day. Glatz began focusing on the cigarette market in 1990 and has not looked back since.

Sales Manager Michaela Ehrmann told TJI that many things have changed since the company first started out. Whether it be with regard to newer technology with higher productivity, the variety of different paper that has become available or rules and regulations that the tobacco industry in particular has been hit with quite hard over the past few years. “We have to make sure that our papers are in line with the law which differs from country to country. However, this also pushes us and allows us to come up with new solutions and options we can offer our customers,” says Ehrmann. Indeed, when it comes to different countries there are definite trends. Not only laws and regulations influence what is popular in a

specific country, it also depends on income structure and purchasing power as well as quality criteria. “Filter preferences such as firm filters, hollow filters with or without capsules differ from continent to continent,” says Ehrmann.

Glatz offers a broad range of products for the tobacco industry, from cigarette papers to plug wraps and tipping base papers. The latter being a very delicate and complex product that not many manufacturers are able to produce to such a high standard. Glatz finds that customers are looking into customising papers more and more. “Customers want to make their products stand out, and if this is not possible through packaging, where the design has recently been compromised by new regulations, they will try to make the papers unique,” explains Ehrmann. Whether this be through colour, design or weight, there are many different possibilities to explore. Ehrmann says that they can still see the trend going to white tipping base papers that are very delicately and sometimes fully printed. Also, so-called

“cork” tipping base papers have seen a rise in popularity again.

Ehrmann also explains that clients are willing to go the extra mile, and have become much more innovative than in the past when tipping base papers were on the conservative side. Another factor that is growing in importance is the impact cigarette butts have on our environment. Glatz says that its papers are biodegradable and can also be classified as “natural” in terms of food regulations. Furthermore, the company offers tipping base papers that are free from titanium dioxide, and will be adding other ecological solutions such as unbleached cellulose quality papers to its portfolio this year. Like every other company worldwide, Glatz has been affected by the outbreak of the coronavirus and has had to make some adjustments. Ehrmann says that many employees worked from home for a while and are currently only interacting with their clients virtually. She points out that in times of crisis more people turn to smoking and many stockpile, due to the lingering uncertainty. As a result, manufacturing companies have to cope with higher demand, and that comes with its own challenges. Machine capacity needs to be increased, logistics optimised, materials sourced on a broader scale and contingency plans put in place – all things which will continue to influence the industry in the future. Asked what the future holds specifically for Glatz, Ehrmann remains positive: “As a family-run business, we are interested in a long-term strategy with our clients’, employees’ and company’s best interests at heart. That is why we have invested largely in technology in the past 12 months, which has allowed us to streamline our processes and extend our production window.” One thing is for certain, paper as a sustainable product will always be a focal point for solutions in the tobacco world and the entire packaging industry.

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