



LEIPA: High quality magazine paper from secondary fibers

Recycled paper from Berlin used as raw material for “Lufthansa Magazin”

The production of magazine paper from recycled fibers has failed until now mainly because of the poor quality of the end product. LEIPA Georg Leinfelder GmbH, with mills in Schrobenhausen and Schwedt, Germany, faced this huge technological challenge together with Voith. And succeeded. Since July 2004, the PM 4 in the Schwedt mill has produced first-class LWC paper from up to 100% secondary fiber pulp. Since January this year, Lufthansa AG is one of the well-known customers of the recycled product with its magazines “Lufthansa Exclusive” and “Lufthansa Magazin.”

With a print run of 310,000 copies, the Lufthansa in-flight magazine is provided for guests of the airline in the airplanes and airport lounges. Since one copy is generally read by several passengers, the glossy magazine reaches around 1.4 million people in 16 countries each month. For a long time, the Lufthansa editorial team searched

in vain for an excellent-quality magazine paper with high recovered paper content. Only the recycled paper that is produced by LEIPA in Schwedt met the high requirements. The concept of producing high-quality LWC paper from up to 100% deinked recovered paper fiber, on a fast running online machine is a one of a kind worldwide.

Forerunner role in ecological magazine production

The Lufthansa magazine has been printed on LWC paper by LEIPA since January 2008. Up to 1,000 km of paper run through the printing machine for one issue. The IKEA magazine in Turkey, Israel and Belgium, the Rus-



The Lufthansa magazine is printed on high-quality LWC paper from LEIPA in Schwedt, Germany.

The recovered paper is made from up to 100% secondary fibers and meets the highest requirements.

sian “Newsweek” and the “Victoria’s Secret” catalogue from the USA are also produced from LWC paper by LEIPA. After 27 months of close cooperation with Voith Paper in the project and implementation phase, LEIPA put the PM 4 into operation four years ago. Back then, the paper machine led the way in ecological magazine production and it continues to do so today. It was the first to successfully produce coated magazine paper grades with such high recovered paper content while retaining a quality level in all relevant properties that is equal to primary fiber products.

Magazine paper made from up to 100% secondary fibers

A total of 300,000 metric tons of LWC paper are produced on the PM 4 each

year. Both the customer and the papermaker can be satisfied with the end product. Three years ago, coated magazine papers by LEIPA, consisting of up to 100% secondary fibers, was certified as meeting the Forest Stewardship Council (FSC) guidelines. LEIPA thus received official confirmation that their production is especially environmentally friendly.

The recovered paper that is recycled in Schwedt comes mainly from household collections in the greater Berlin, Brandenburg and Mecklenburg-Western Pomerania area. Approximately 800,000 metric tons of recovered paper are processed in the mill each year. With a wire width of 8,900 mm, the PM 4 can produce a basis weight range between 39 and 60 g/m². All processes from precalendering to

coating to supercalendering take place online at production speeds of up to 1,800 meters per minute.

To achieve better product quality, LEIPA assigned responsibility for the complete production process of the PM 4 to Voith Paper in 2003 in accordance with the Process Line Package concept. Voith supplied the entire process line, starting with bale dewatering to stock preparation and the paper machine through to the roll packaging machine. Even after the PM 4 was put into operation in July 2004, Voith remained involved in the project through classic and ongoing system partnerships. What is still a very successful reference paper machine today is the result of the continued, close cooperation between Voith and LEIPA.