

**GMUND**



**GMUND**  
Gmund Used

Gmund Used —  
The re-used paper.

# Gmund Used

## The collection

The ecological paper with history: Gmund Used is made out of 100% used paper.

Combining vibrant new colors and solidity.

A collection which is the answer to all needs future papers require.



The background of the entire image is a close-up, high-angle shot of numerous large rolls of paper pulp. The rolls are tightly wound, creating a complex, swirling pattern of light beige and off-white fibers. The texture appears fibrous and organic, with some fraying visible at the edges of the rolls. The lighting is even, highlighting the natural variations in the paper's color and texture.

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Pulp & Recycling

Gmund Used

Recycled paper from  
100% used paper.

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## Gmund Used

PCW and PIW quantities

70%

PCW = Post Consumer Waste

30%

PIW = Post Industrial Waste

Gmund Used  
FSC – Certification

**FSC<sup>®</sup>**

Gmund Used is FSC<sup>®</sup> Mix certified.

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# Gmund Used

## Pulp & Recycling Industry comparison

### Recycling within Germany

- paper: above 85%
- plastic: appr. 30%
- clothing: only 1 %

Usually recycling of plastic and clothing is **down**cycling: high-quality packaging gets turned into agricultural foils, trash bags, park benches or insulating materials.

When turning cutting waste or copy paper into colored designed Gmund paper you can speak about **up**cycling.



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## Pulp & Recycling Industry comparison

A fresh paper fiber can be re-used up to 7 times.

It lives by the regular incoming supply of fresh fiber paper and since the demand is very high the prices for recycled papers are mostly higher.

SO LET'S ALL USE MORE PAPER!

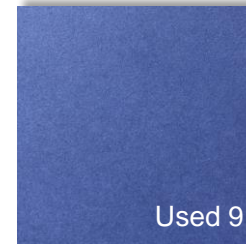
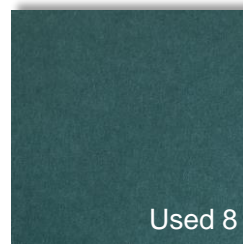
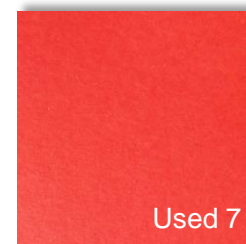
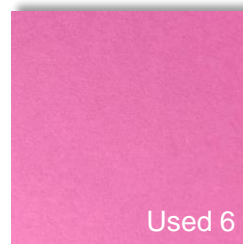
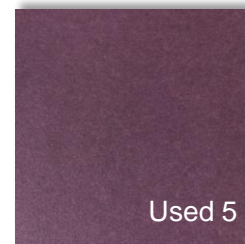
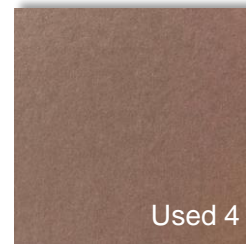
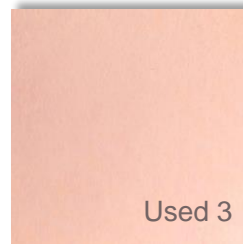
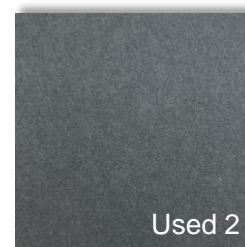
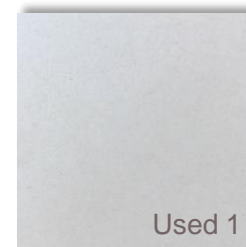
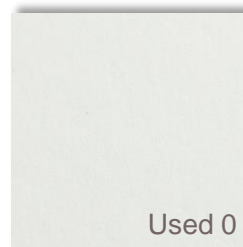
The image shows three large, rectangular bales of flattened cardboard boxes, stacked on a wooden pallet. The bales are made of various types of cardboard, some with visible labels and logos. The background is a dark, textured wall. The foreground shows a yellow and black striped safety line on a dark surface. A semi-transparent pink rectangle is overlaid on the left side of the image, containing the text 'GMUND' and 'Gmund Used'.

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Colors

# Gmund Used Colors

- 10 Colors, 9 of which were completely newly developed
- strong colors with a deliberately dusty character – for a shot of naturality
- partly deliberately undefined colors – neither brown nor purple, neither grey nor green – therefore the color assignment of the names has been omitted
- surface: machine-smooth/matte







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Specifications

# Gmund Used

## Specifications

300 g/m<sup>2</sup>

in 70 x 100 cm, LG

available ex works as stock goods

120 g/m<sup>2</sup>

In 102 x 70cm, SG

anticipated stock goods

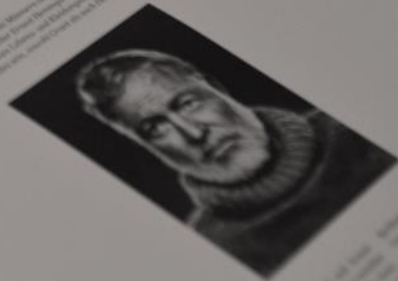


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Printing

## ZWEI SEITEN DESSELBEN MANNES

Stilkomen




WINTER-DECKEL  
Für lange, warme Stunden im Büro



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# Printing – anything works!

- Offset
- Letterpress
- Silk-screen printing
- Blind embossing
- Hot foil stamping
- Paper etching
- Die cutting



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Applications

# Gmund Used

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CO<sub>2</sub>

- 60 %



Gmund Used

Energy

- 50 %

Gmund Used

Water

- 40 %

Gmund Used  
no additional trees are being cut

Tree

- 100 %

# Gmund Used

GMUND

Gmund Used –

100 %

Used Paper.



Gmund Used –

100 %

Design

Gmund Used –

100 %

Gmund

# Gmund Used

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Gmund Used –  
From waste ...

GMUND





...to design!

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