

Paperjam, from brand to company



As part of an ambitious growth project, Maison Moderne — the publisher of Paperjam — is changing its name to become Paperjam S.A. Here's why.

On the occasion of the 25th anniversary of its flagship brand, the media company Maison Moderne is adopting the name Paperjam S.A. to better reflect its development strategy, now centred on Paperjam.

Founded in 1994 by entrepreneur Mike Koedinger, the company today employs 100 people. Its organisation is structured around four departments:

- **Paperjam News**— economic, financial and political news
 - **Paperjam Club** – Luxembourg's leading private business club
 - **Paperjam Advertising** – advertising sales agency
 - **Paperjam Studio** – creative studio

"Paperjam is at the heart of a unique ecosystem in Europe," says Mike Koedinger. "While its success is based on independent and influential business journalism, it is strongly reinforced by a business club that organises conferences, panel discussions, award ceremonies, networking events, and training courses through its state-accredited training centre."

Over the years, the publisher has integrated content from its other titles into Paperjam: *Archiduc* (architecture and real estate), *Désirs* (culture and lifestyle) and *Explorator* (gastronomy and going out). In 2024, Paperjam became bilingual (French and English) and the print edition of *Delano* was discontinued, with the brand continuing in digital form on Delano.lu, serving the English-speaking expatriate community — where it is a true reference.

For Hugues Delcourt, Chairman of the Board, *“this rebranding reflects our desire to focus our resources on a single brand in order to accelerate growth, at a time when the information industry is facing both structural and cyclical transformation.”*

Etienne Velasti, CFO and COO, adds: *“Our aim is to stabilise, or even slightly increase, our advertising revenues over the next three to five years, while significantly expanding the Paperjam Club offering, thereby contributing to revenue growth. In parallel, we are investing in Nexus Luxembourg — the country’s largest AI, tech and business event — and in AllEyesonMe, an employer branding and recruitment platform helping to attract talent to Luxembourg.”*

Francis Gasparotto, Director of Paperjam Advertising, notes: *“Marketing and communication have now become strategic functions for companies, driven by specialised teams that have become highly professionalised over the past ten years. Today, advertisers, favouring the tangible impact of their already established communication strategy, primarily seek powerful media with certified audiences and a strong reach to their targets.”*

To support this ambition, José Campinho joined the company in early September as Chief Growth & Strategy Officer. With more than 20 years’ experience in media in Luxembourg and Europe (Amazon, Mediahuis, Editpress, New Media Lux) and as publisher of *Decisao*, he brings expertise in data, AI and strategy, backed by extensive training (Kellogg School of Management, London Business School, Solvay School of Economics, Nova School of Business and Economics, IE Business School). *“We have known each other for 25 years,”* says Mike Koedinger, *“and I am delighted to welcome such an entrepreneurial profile, whose contributions to Luxembourg’s media landscape I have followed with great interest.”*

“I am a media man, and I love the world of business,” adds José Campinho. *“By joining Paperjam, I can combine both and work with a team of passionate people alongside founder Mike Koedinger.”*

“On behalf of the entire company and its staff, I would like to warmly thank Michel Grevesse for his outstanding leadership over the past three years,” says Nathalie Bourdeau, HR Director. A member of the Executive Committee and Director of Paperjam Club, Michel Grevesse retired this summer but remains a Special Advisor to the Paperjam Club.

Stepping into the role on October 1st is Adel Nabhan, a well-known figure in Luxembourg’s business community and a long-standing, active member of the Paperjam Club. Since making

Luxembourg his home 27 years ago, Adel has brought his expertise in marketing and communication to leading financial institutions including Indosuez, Degroof Petercam, BGL BNP Paribas, BNP Paribas, and BIL.

In addition to his impressive corporate journey, Adel has built and led dynamic marketing teams, nurturing a culture rooted in collaboration, creativity, and excellence. His passion lies in crafting meaningful value for clients and driving impactful engagement.

"It's a true privilege to be joining Paperjam, a cornerstone of Luxembourg's media landscape that I've long admired and followed with great interest. I'm excited to build on the remarkable work led by Michel and the talented team behind the Club, while also bringing my own perspective to the table. I look forward to meeting the passionate teams at Paperjam and dedicated clients who continue to drive the Club's success."

The company's name change comes with a new visual identity designed by Reza Kianpour (Kianpour & Partners), featuring a graphic system rolled out in particular for Paperjam Club and a new magazine format, co-developed with Art Director Cassandre Bourtembourg. This new format will be unveiled on 23 September with the *Lëtzebuerg tomorrow* #NextGen issue, printed in 300,000 copies and distributed nationwide to all households.

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