



Press release 27 – 05 –2009

Inaset Catalogue wins APCE Award 2009

The Inaset Catalogue, which recreates Amadeus Souza Cardoso's graphic diary, won the 2009 APCE Award, in the Special Edition Category, in a ceremony held on the 25th May in Lisbon. The 2009 APCE Award is bestowed by the Portuguese Association for Business Communication and its mission is to reward the excellence in organizational communication strategy, encouraging, recognizing and publicizing the initiatives of professionals in this area.

This year, APCE had 204 projects, submitted by 60 competitors in 20 categories. This competition has become the reference in organizational communication in Portugal, rewarding excellence and promoting professionals from the sector.

Inaset, group Portucel Soporcel's European benchmark in Premium papers for the graphic industry launched this catalogue in 2008, under the creative marketing communications based on the brand image of the great Portuguese artist Amadeo Souza Cardoso. The Inaset Catalogue emerges as the recreation of an imaginary graphic diary where Amadeo himself would have written personal notes and drafted designs, sketches and paintings on loose pages that mix the day-to-day life of the artist but also of the man.



Those handling this graphic diary will appreciate the many features of excellence from all the different elements as well as the grammage offered by the Inaset Range, and the many technical applications that these papers contain, i.e. stamp, polish, foils, etc...



Tradition, experience and trust are values that are still part of the brand's position and communication. These, combined with the art of good printing, also represent an opportunity to pay tribute to the world of culture, art and some of its main figures, beginning with Silvia Porto and continuing more recently with Amadeo Souza Cardoso.

In fact, Amadeo's work –a more modern and internationally renowned artist for the communication campaign- definitely provides more colour, innovation and freshness to the brand's image, and this is clearly reflected in all the communication materials and in the design of its website.



About the Portucel Soporcel Group

The Portucel Soporcel group is one of the most well known Portuguese names overseas, operating in one of the most dynamic sectors in the national economy. It holds a highly significant position in the international market of pulp and paper.

The Group is a major European producer of UWF (Uncoated Woodfree Paper). It is also the biggest producer of BEKP (Bleached Eucalyptus Kraft Pulp) in Europe and one of the biggest internationally.

With a production capacity of 1.05 million tonnes of paper and 1.35 million tonnes of pulp (765 thousand of which are integrated into paper), the group generates a yearly business volume of over €1,100 million, of which €950 million are exported to over 90 countries. This represents roughly 90% of its total paper and paste sales. It is responsible for nearly 3% of Portuguese goods exports which together with its domestic sales account for 0.7% of the national GDP.

A dominant figure in eucalyptus forestation, the Portucel Soporcel group is responsible for the management of nearly 120 thousand hectares of woodland. 85% of this heritage has a FSC (Forest Stewardship Council) certification, which amounts to 54% of all certified forested areas in Portugal.

The Group's development plan has as its main project the building of a new paper mill factory in its Setúbal Industrial Complex, 50 km off Lisbon, where the world's most sophisticated paper mill is being built. It will produce 11.1 metre-wide UWF and its production capacity will be 500,000 tonnes/year.

The launch is set for August 2009. The new factory represents a total investment of €550 million, increasing the total production capacity of paper to nearly 1.5 million tonnes/year, which will take the group to a leading position in the UWF European market and further expand its already prominent position in the North American Market.

www.portucelsoporcel.com

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