



Press Release – 12 January 2011

After eight successful years in the European market
**Pioneer refreshes its image
with a dynamic and contemporary look**

Pioneer, one of the Portucel Soporcel group's premium office stationery brands, is celebrating its eighth birthday by revamping its packaging, to underline its dynamic and contemporary image.

Whilst keeping the female figure, which gives the brand its human touch and evokes the real mindset of the target segments, the refreshed look underlines the brand's concept and positioning: dynamism, elegance, professionalism and success – attributes with which the female consumers who choose Pioneer paper identify themselves.

The revamping of the Pioneer brand, first launched by the Portucel Soporcel group in 2003, represents the peak of two years' work involving specialised branding and packaging agencies and a number of market studies performed among end-consumers in several European countries.

The Pioneer range now features distinctive names and images for each product, making them immediately identifiable and easily guiding consumers toward the uses of each product. Each of the six new Pioneer designs establishes its own market presence, with the image clearly matching the respective product name: Special Inspiration (80gsm), Perfect Inspiration (90gsm), Distinct Inspiration (100gsm), Outstanding Inspiration (110gsm), Exclusive Inspiration (160 gsm, launched in 2005) and Shi Zen (80gsm with 30% recycled fibre).

The new layout communicates more clearly than before the partnership with the breast cancer charity *Associação LAÇO*, a cause to which our female consumers have attached great importance. This partnership reflects the Pioneer stance on social responsibility and will help develop closer ties with our local communities, a crucial factor in the development of the Group and of its distinctive and innovative brands.



Marketed in more than forty countries, Pioneer enjoys a high level of brand awareness and has presented excellent results in terms of performance and printing quality.

The vast Pioneer brand includes products certified by the FSC - *Forest Stewardship Council*. Recognized worldwide, the FSC runs a certification scheme for woodlands management, assuring that forest resources are sustainably managed and preserved for current and future generations.

About the Portucel Soporcel group

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage.

The Group's new mill, which started up in August 2009, has had a significant impact on the Portuguese economy and has positioned the Group as the European leader in the production of UWF printing and writing paper, allowing Portugal to occupy the top spot in the European league table of producers of this type of paper.

The Group currently boasts production capacity for 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into paper) and power generation of 1.84 TWh, adding up to annual turnover in excess of 1 300 million euros.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 60% of sales of manufactured products. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment.

The Group's sales are made to some 100 countries in five continents, with Europe and the United States as the two main destinations.

Woodlands management is a strategic area for the group. Most of the forests under its management, covering approximately 120 thousand hectares, are certified under the internationally recognized FSC and PEFC schemes.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.