

Information to Press- June



## **Pioneer – 2 successful years as a market innovator**

Pioneer, the office paper brand produced by grupo Portucel Soporcel, is celebrating its second successful year, reporting in those two years excellent results in terms both of its impact on the market and its market share.

The brand has managed a remarkable feat in establishing a presence in 17 countries across the world, based on the innovative concept of targeting the dynamic and sophisticated female executive. This result confirms the group's position strategy of brand differentiation, the best example of which being Pioneer, a brand that clearly matches its target market (those searching for the best results for their reports and presentations).

Pioneer whilst clearly having a feminine feel to its positioning, aims to satisfy its most demanding consumers. Research has shown that in satisfying the needs of women, both the product and the brand reach a level of excellence that also meets the needs of the demanding male consumer.

These excellent results were achieved both through considerable efforts in marketing and PR aimed at merchants and end users, and also due to the increasing number of countries in which Pioneer is present, the most recent additions to which are Morocco, Denmark, and Macedonia.

## **Pioneer & Laço – A future partnership**

In an innovative PR campaign, Pioneer has given its support to Laço- a non-profit organisation whose aim is to promote early diagnosis for breast cancer through an intensive monitoring program.

Pioneer supports this organisation both in financial and promotional terms in any country where the brand is present, through publicity campaigns, marketing events, and especially on Pioneer packaging.



Pioneer has chosen a partnership that aims to combat a condition that affects millions of women worldwide as one of the ways of celebrating its first two years of success.

**Pioneer  
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