



Press release – 20 December 2007

European leader at Intergraphic 2008

Portucel Soporcel group promotes its graphic paper brands in Paris

- **European market leader in premium offset and pre-print papers, the Portucel Soporcel Group will have a strong presence as one of 250 exhibitors at the 28th Intergraphic fair**

The Portucel Soporcel group, European market leader in the offset and pre-print premium segment, will present its main innovations in this business area at the 28th Intergraphic trade fair, one of the graphic industry's most important European events, which will bring together around 250 exhibitors at the Porte Maillot Palais des Congrès in Paris, from 15th to 17th January 2008.

At a trade fair considered a privileged meeting place for all economic agents in the French graphic sector, the Portucel Soporcel group will be placing particular emphasis on its graphic paper brands:

Soporset, Superior Performance

A year since unveiling its new image, the Soporset brand returns to Intergraphic. Its new communication concept – motor sports – conveys the performance and high printing quality of the entire Soporset range, justifying its unchallenged market domination in terms of spontaneous brand awareness.

Sold in over 55 countries, Soporset is the Premium segment graphic brand most used by European graphic arts professionals and the first in terms of perceived quality*, maintaining the level of performance and reliability and the exceptional printing quality to which the market has grown accustomed.

** Market survey conducted in more than 15 European countries, in which 750 graphic professionals were interviewed by an independent market research company.*

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Pioneer Graphic, a paper with inspiration

Two years after its launch and in the year in which the brand aims to expand in the French market, the innovative Pioneer Graphic range will be present at the Intergraphic fair with the aim of promoting and strengthening its positioning and image.

This offset brand's innovative communication concept is based on values such as Quality, highest Standards, Flexibility, Know-how and Whiteness which, combined with the concepts "**Get inspired / Maximise quality/ Seek perfection**", are now part of the current image of the Pioneer Graphic brand.

The exceptional whiteness of the Pioneer brand guarantees high definition and contrast in offset printing, while the paper's excellent quality ensures the best printing results, even in the most demanding jobs. With its two products, **Pioneer Pre Print**, available from 80 to 160 g/m², and **Pioneer Offset**, available from 60 to 350 g/m², the range offers a complete set of solutions aimed at meeting the needs of the most demanding consumers who seek perfect results.

Inaset, a brand with tradition

As always a prominent feature on the Portucel Soporcel group stand will be the Inaset range products, namely **Inaset Plus Offset** and **Inaset Plus Laser**, two solutions that will enable this Premium brand to strengthen its position in the European Offset papers market.

Values such as tradition, experience and reliability continue to be central to the brand's communication concept, which has once again chosen a great contemporary painter for its 2008 communication campaign: Amadeo Souza Cardoso – a modern 19th century artist who worked alongside great names in contemporary painting, such as Spain's Pablo Picasso, or France's Robert Delaunay and Fernand Léger, all of whom were fascinated by colour and light.

In associating Inaset with the art of good printing, Amadeo Souza Cardoso is the ideal choice to present the brand's new communication materials. His works are the ultimate challenge to the quality and excellence of the brand's capacity to reproduce the chromatic splendour of this artist's paintings.

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For the Inaset brand, this association represents one more important step in affirming its position as a reference Premium brand in the offset papers segment; a perfect harmony between the creativity of the great names in universal painting and the capacity to reproduce their works, only possible thanks to the exceptional whiteness, opacity and volume of the Inaset range.

Office Segment – a vast range of options

In Office papers, special mention naturally goes to the presence of the Navigator range in the group's pavilion in Paris, which has just launched the new **Navigator Hybrid**.

Navigator Hybrid was specially formulated for consumers with environmental concerns, especially when it comes to reducing the use of natural resources by re-using existing ones. Thanks to its unique concept, the Navigator Hybrid guarantees the exceptional results that consumers expect, both in terms of performance and in printing quality, while at the same time maximising environmental protection.

The positioning of this product is based on three fundamental concepts related to saving natural resources – **Reduce, Re-use** and **Recycle** – a hybrid formula that is the result of a unique combination of recycled and raw fibres. Over 80% of the energy used to manufacture this product comes from renewable resources, thus contributing to sustainable development.

, The Pioneer, Discovery, Inacopia, Target and Multioffice ranges will also represent the Office segment in the group's exhibition space, and there is every hope that the group will once more attract the usual interest of the many thousands of visitors expected to attend Intergraphic 2008.

About the Portucel Soporcel group

The Portucel Soporcel group recently formalised a contract with METSO Paper Oy, one of the world's leading suppliers of paper machines to produce high quality printing and writing paper, for the purchase of the new machine to be installed at its Setúbal paper mill. The machine – a key piece of equipment in the group's new paper mill – is 11.1 metres wide and will produce around 500 000 tons annually, making it the world's largest and most sophisticated uncoated fine papers (UWF) machine .

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The new machine, expected to start up in August 2009, will offer the highest level of technological sophistication and focus on producing high quality office papers, a sector in which the group is a world reknown today.

The total expected investment in the new paper mill is around €550 million and will enable all the pulp produced at the Setúbal paper mill to be converted into paper, increasing the Group's total paper production capacity to around 1.5 million tonnes annually.

This growth will significantly strengthen the group's competitiveness in the paper market, enable it to attain a leading position in the European UWF market and build on the strong position it has achieved in the North American market.

The installation and operation project for the new paper mill will be subject to the exacting legal environmental standards laid down for this project, in line with the standards applicable in Portugal and in the European Community.

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