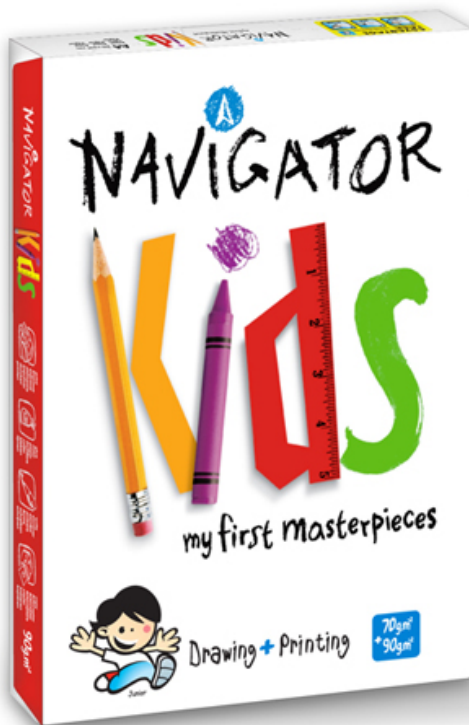




Press Release - September 2006

Grupo Portucel Soporcel launches new Navigator paper

**Navigator Kids: the first paper designed especially for children**



The grupo Portucel Soporcel has just launched Navigator Kids – the first paper designed especially for younger users. The launch of this new Navigator product is simultaneously yet another step in the consolidation of the brand's leadership of the world market, and a means of encouraging and stimulating creativity.

Especially aimed at young consumers, the new paper comes in a colourful and attractive packaging made of reusable cardboard. Each pack contains two 150-sheet reams that have been developed for a variety of different uses.

The 70g.m<sup>2</sup> ream is the ideal paper for children's manual activities, enabling them to draw, paint, make things and unleash their imagination. The 90 g.m<sup>2</sup> ream is a first invitation to the "world of printing" and is the best choice for children's initial digital work.



For further information's and download images please visit the web site [www.navigatorkids.com](http://www.navigatorkids.com).



## Communication based on the “My first Navigator” concept

This pioneering launch of Navigator Kids is targeted at consumers between the ages of 6 and 10 and is being accompanied by a major communication campaign based on the “My first Navigator” concept. This key concept seeks to convey the brand’s main values, which are intended to stimulate children’s creativity in an educational way and simultaneously promote their interest in artistic expression.



Navigator Kids is produced at the Figueira da Foz paper mill and will be marketed and sold in Europe through grupo Portucel Soporcel’s sales network.

## Junior helps our youngest customers to unleash their imagination

“Junior” is a fun character who, in a relaxed and happy way, personifies Navigator Kids’ values and accompanies children on a whole range of adventures in a world in which they can discover and obtain knowledge about our planet.



The new paper is also accompanied by the launch of the NavigatorKids Microsite – a place where users can learn in an interactive and fun way.

“Junior’s Club”, cartoons, pictures that can be printed out, a games area and, naturally, all the information about the product are just a few examples of the things that are to be found at [www.navigatorkids.com](http://www.navigatorkids.com).

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## About Navigator

Navigator, which is produced by the grupo Portucel Soporcel, offers a range of office paper solutions that are compatible with every type of office equipment and are specially designed to meet and even exceed the needs of modern users.

European consumers consider Navigator to be one of the leading brands in the Office Paper segment, particularly where quality is concerned. All these features allowed it to enjoy an unrivalled position and strong market growth.

Navigator office paper is currently the brand with the highest sales volume in the premium office paper segment of the world market. In 2005 it sold more than 50 million reams on five continents – a 25% rise compared to 2004 – a fact that reconfirms Navigator paper's position as one of Portugal's most successful brands at world level. Grupo Portucel Soporcel detains a share of just over 10% of the overall European office paper market and 23% of the premium segment, while on the US market it attained shares of 2% and 26%, respectively.

Navigator offers high performance with every type of office equipment: excellent print quality with both laser and inkjet printers, 99,99% jam-free, high thickness and opacity for double side use, the highest quality consistency over time, very low abrasive levels and other unrivalled features.

Navigator paper and the Navigator range as a whole were designed and developed on the basis of market research that included consumer surveys conducted all over Europe, technological research, and the results of product tests performed in European and North American laboratories. The paper is made from *Eucalyptus Globulus* fibre in one of the most advanced machines in the world, which is located at the Figueira da Foz paper mill.

[www.navigator-paper.com](http://www.navigator-paper.com)

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