

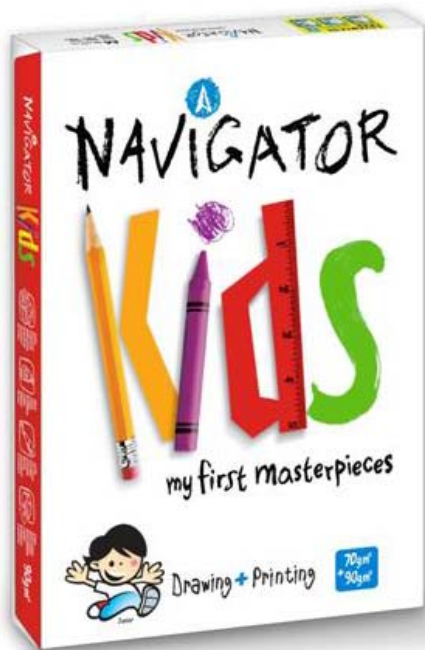


Press Release – 3<sup>rd</sup> April 2007

For the second year running Navigator is recognised by consumers

## **Navigator Kids awarded “Product of the Year 2007”**

**Navigator Kids office** paper has been voted “Product of the Year 2007” in the “Grand Award for Marketing Innovation” organised by TNS Euroteste and consultancy Peres & Partners. The Award is primarily intended to recognise and promote the most innovative products in the Portuguese market, and thus assist consumers in their product selection). The project involved a survey of 5,000 Portuguese consumers, who selected 50 of the 136 products listed in different categories.



Factors like the product's quality, design and packaging, but also the fit with its target market, all contributed to the election of Navigator Kids as “Product of the Year 2007” in the small household goods category, in a choice that recognises its innovative positioning. This choice is yet another reward for the Portucel Soporcel Group's business strategy, which involves developing products that stand out for their exceptional value, particularly in their customer segments. This has definitely been a successful option and one that is helping to consolidate the Navigator brand's leadership in the “home & office” segment, as well as another step forward in bringing the brand closer to its customers.

### **“My first Navigator “ – an innovative concept**

“My first Navigator” is the key concept that seeks to convey the brand's main values, which are designed to stimulate the creativity of 6 to 10-year olds in an educational way and simultaneously awaken their artistic expression. Especially dedicated to very young consumers, it offers a colourful and attractive packaging made of reusable cardboard, which contains two 150-sheet reams of paper with different weights (70 and 90 g/m<sup>2</sup>), that have been developed for a whole variety of uses.

The 70 g/m<sup>2</sup> ream is the ideal paper for children's first physical activities, enabling them to unleash their imagination by drawing, painting and making things. The 90 g/m<sup>2</sup> ream is an initial invitation to the “world of printing”, and is the best choice for children's first digital work.



This reusable cardboard multi-pack is already for sale at Portugal's Continente stores, and the two packs (70 and 90 g/m<sup>2</sup>) will soon also be placed on the market separately.

Like all the other products in the Navigator range, Navigator Kids is designed to develop and preserve natural resources. This "Product of the Year 2007" award will help to get this message across and to reinforce the strategy that the Portucel Soporcel has been following as the market leader in innovation and as an environmentally responsible company.

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