

Press release- May 2005

40 million reams sold in 2004

Navigator : the world's premium office paper bestseller

- **Navigator is one of the most internationally successful Portuguese brand names**
- **In 2004 sales rose 34% against 2003**
- **The market share for premium paper rose to 23% in Europe and 26% in the USA**
- **16 new countries bought Navigator in 2004**
- **For European consumers Navigator is the best quality**

Produced by the Portucel Soporcel Group, Navigator office paper is currently the top selling brand worldwide of premium office paper. More than 40 million reams were sold on five continents in 2004, an increase of 34% against 2003, confirming Navigator paper as one of the most successful brands worldwide.

In Europe in 2004 the Portucel Soporcel Group gained a share of more than 10% of the global market for office paper and 23% of the premium segment, while in the USA the share was 2% and 26% respectively.

Marketing did much to boost the results achieved by the Navigator brand and made it top brand in the world market for office paper. This brought greater international recognition and also took the brand into new world locations throughout the world.

Important steps were taken in 2004 in the strategy to make the brand better known internationally. Marketing was launched in nine new European countries (among them new EU member states and some in the north of Europe), in three more countries in Asia (Syria, Kyrgyzstan and Korea) and in four more in the Americas (México, Nicaragua, Columbia and Puerto Rico). This brings the total to 61 countries on five continents.



The need for marketing and communication led to an association with UEFA EURO 2004, as a national partner and official brand. Customer-focussed events and promotions during the championship together with a considerable investment in advertising led to a significant increase in brand value among existing consumers.

European consumers recognise superior quality

According to one of the most credible and wide-reaching European studies published in 2004 on the office paper market by Opticom International Research, Navigator is the brand with the highest quality rating of all those marketed in Europe. This is a result that confirms the intrinsic qualities of the product that have been a determining factor in the success of the brand abroad.

This quality is assessed based on a list of key characteristics, particularly those related to performance and the final appearance of printed documents. I query the need for this paragraph.

The study done in 2004 by Opticom International Research involved seven European countries and included 4200 interviews with industrial clients.

Extending the range and new packaging

Two 2004 milestones for the brand were the launch of Navigator Eco-Logical and Navigator Advantage Pack 90 g/m².

Navigator Eco-Logical is an innovative product aimed at a new environmentally conscious consumer segment for office paper and is the result of in-depth research. It demonstrates that the Portucel Soporcel Group can create high quality products with sustainable use of natural resources.

This is the first time that an office paper combines a premium quality with a significant reduction in natural resources. High performance is maintained despite a reduction of 5 g/m² compared with the European standard of 80 g/m².

Navigator Eco-Logical is the first office paper to guarantee 100% customer satisfaction, or a suitable replacement.

The Navigator 90 g/m² Advantage Pack comes in a new reusable rigid box. This Pack is a revolutionary packaging solution that meets the needs of SOHO (small office, home office) users.

The new opening and closing system is more convenient for the end user, providing better protection and storage and, Marketed in packs of 400 sheets, it is the perfect solution for SOHO users.

www.navigator-paper.com