

Press release – 31 March 2005

Eco-efficiency and Performance are the key concepts

Discovery with a new image

Discovery office paper produced by the grupo Portucel Soporcel has recently undergone a major change of image. These changes are based on the concept of **Eco-Efficiency** and **Performance** and are underpinned by values such as reliability, functionality, technology, innovation and dynamism.



After its January launch at Paperworld, the new Discovery image is now being presented at a European-wide road-show with the aim of making all our customers aware of the product's new positioning.

Above all, the new image seeks to establish 75 g.m⁻² as a reliable and good quality alternative to traditional 80 g.m⁻² paper, taking advantage of the exceptional production conditions of grupo Portucel Soporcel and a continuous investment in research.

Discovery is produced at one of the most modern paper mills in the world at Figueira da Foz (or, in Portugal), using the best combination of raw materials (*eucalyptus globulus* and precipitated calcium carbonate)

In addition to 75 g.m⁻², the Discovery range also includes a 70 g.m⁻² option. Both grammages are sold in over twenty European countries where the brand was already present, as well as in a further twenty countries around the world.

Performance and Eco-efficiency

Discovery's high reliability results in a jam-free **Performance**. This proves that it is specially adapted to the needs of professional users, who carry out large volume photocopying and laser printing.

Feeding large volume equipment is now easier due to FastPack packaging. These cartons comprise 2 500 sheets which are not ream wrapped. This allows the rapid feeding of equipment and, at the same time, reduces the consumption of packaging materials.

From the standpoint of **Eco-Efficiency**, the reduction of 5 g.m⁻² allows an even more effective use of resources since the same number of reams can be produced with a significant reduction in raw materials.


The next generation of Office Papers



Due to the fact that less raw material is used, the weight of a ream is reduced from 2.49 kg (for a ream of A4 80 g.m⁻² paper) to 2.34 kg (for a ream of A4 75 g.m⁻² paper), giving an Eco-Efficient solution that does not sacrifice paper quality.

The reduction of 5 g.m⁻², together with an efficient production process, results in consumption savings of wood (18%), of water (14%), of power (23%) and of consumable waste (6%).

In this context it is important to highlight that grupo Portucel Soporcel manages its activities in accordance with good environmental practice, being permanently committed to the sustainability of its forests. The Group is currently working towards obtaining PEFC Certification (*Programme for the Endorsement of Forest Certification*) which covers all the relevant standards existing in this industry, including the ISO 14001 environmental standard that has already been obtained by the Figueira da Foz mill.

Performance and **Eco-Efficiency** thus present a valuable set of benefits for the consumer making Discovery an innovative concept in the office paper market.

100% satisfaction guaranteed

Another important benefit of the new Discovery is the 100% satisfaction guarantee. If for any reason Discovery does not fulfil the expectations of a professional user, the product will be replaced. This is a further indication of the advanced business approach taken by grupo Portucel Soporcel and allows the customer to opt for the 75 g.m⁻² alternative in complete safety.

The new Discovery will be supported by a promotional campaign including direct marketing, a new product brochure and a new website, among others.

Discovery
The next generation of office papers

www.discovery-paper.com

DISCOVERY
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