

Press Release – October 2005

Inacopia launches new image and positioning

Inacopia, the premium brand office paper marketed by the grupo Portucel Soporcel has just undergone a complete re-branding operation whose aim is to reinforce its market position as well as the benefits it has offered its customers for over 20 years.

The repositioning is based on values such as an up to date image, sophistication, competence and quality. This has been achieved, through new packaging that directly highlights the brand benefits.

At the same time, the re-branding also highlights the continuous evolution of the Inacopia paper production process since 1982. This was the year it made its mark as the first European paper brand to be produced from *Eucalyptus globulus* pulp and a new slogan was born:

“Printing Quality Since 1982”

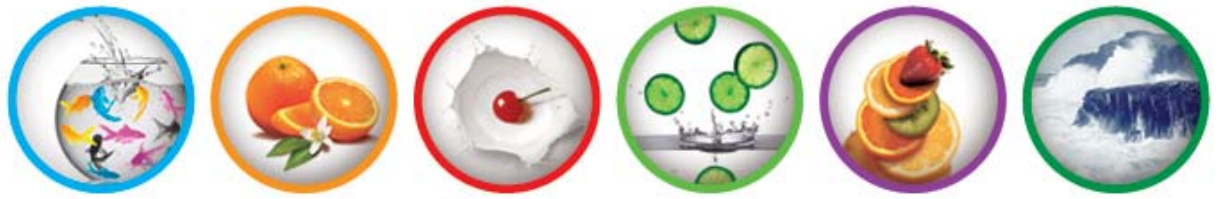
The new image will be launched in the countries where the brand is present, namely Portugal, Spain, France, UK, the Netherlands, Italy, Germany, Switzerland, Belgium, Greece and Luxembourg.

A new website will also be available in each of the national languages where the brand is marketed.

The images harmony and the use of colours associated with each one of the products are some of the features that stand out in the new Inacopia brand image. They represent a positive leap forward in communicating the benefits of the brand.

A Wider Range

Alongside the brand re-launch, the wider product range was also extended (an Inacopia Elite Colour Printing sub-range) with special emphasis on the new Inacopia Elite Colour Extreme of 160g/m².



Inacopia Elite 80 g/m²

Its extraordinary quality guarantees perfect results for more demanding applications.

Availability: A4 and A3 in 500 sheets/ream

Inacopia Elite Colour 90 g/m²

Suitable for all documents requiring a high level of quality, especially in colour.

Availability: A4 and A3 in 500 sheets/ ream

Inacopia Elite Colour Plus 100 g/m²

Its amazing whiteness and opacity will allow you to obtain ideal colour contrast and sharp images, maximising the impact of all your documents.

Availability:

A4 in 250 sheets/ pack

A3 in 500 sheets /ream

Inacopia Elite Colour Extreme 110 g/m²

The highest quality paper, developed to exceed all your expectations in printing quality. It achieves the best results both in contrast and sharpness of colours.

Availability:

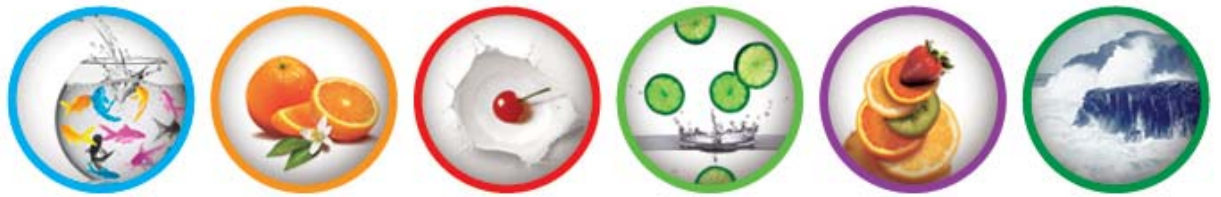
A4 in 250 sheets/pack

A3 in 500 sheets/ reams

Inacopia Elite Colour Extreme 160 g/m²

Inacopia Colour Extreme 160g/m² is the right choice to obtain optimum results in terms of printing quality and colour definition. Inacopia Colour Extreme 160g/m, with its unparalleled whiteness and thickness, will bring a new impact to your communications for more demanding applications such as visiting cards, leaflets and mailings

Availability: A4 in 250 sheets/ pack



Inacopia Office 80 g/m²

This is the ideal paper for your daily requirements, especially for high volume copying and printing. Developed to guarantee excellent results in all your documents it has a high level of whiteness to optimise the text's reproductive quality.

Availability: A4 and A3 in 500 sheets/ ream

Inacopia – Printing Quality since 1982

www.inacopia-paper.com