



Press Release – 12 February 2007

European market leader in offset papers

## Soporset unveils new image

- **European market leader in the offset paper segment connects with the standards of top class motor racing to give: Soporset Superior Performance.**
- **Revamped image includes new packaging, logo and website ([www.soporset.com](http://www.soporset.com)).**

The Soporset brand has just celebrated 15 years as market leader. 2007 is therefore the perfect time for a change to its brand image that will reinforce its most important values: excellent performance and reliability, delivering outstanding print quality. With this in mind, Soporset is linking its new image to the qualities that characterise top class motor sport..



The new communication concept that is now being unveiled embodies the performance and high print quality provided by the whole Soporset range, which has led to absolute market domination in terms of unprompted recognition.

Soporset is sold in more than 55 countries. A recent market survey conducted in more than 15 European countries, in which 750 printers were interviewed by an independent market research company, shows that Soporset is the Offset Premium paper brand which is most widely used by Europe's graphic arts professionals, as well as being number one in terms of perceived quality.

The Soporset range has also recently increased its whiteness, thereby making it possible to achieve greater print contrast and even higher perceived quality.

[www.soporset.com](http://www.soporset.com)

## **About the Portucel Soporcel Group**

Portucel Soporcel Group is the largest producer of uncoated fine papers in the South of Europe and the sixth largest in Europe. The Group holds a very strong position in the office paper market and the leading position in Europe for graphical papers.

In 2006, the Portucel Soporcel Group gave the go ahead for the installation of a new paper mill at its industrial site in Setúbal, an investment of some €490 million. This will allow the company to significantly strengthen its competitiveness in the paper market and take on a leading position in the European market for fine uncoated papers (UWF).

The new production unit will house the largest and fastest UWF paper making machine in the world, a state-of-the-art facility that has a nominal paper production capacity of 500 thousand tons per annum.

The Group has sales offices in Portugal, Spain, France, Italy, United Kingdom, Netherlands, Germany, and Austria, as well as in the United States, and sells to over 90 countries in five continents.

[www.portucelsoporcel.com](http://www.portucelsoporcel.com)