



Press release – January 2006

## European leader in the offset sector

### **SoporSet launches a new catalogue**

European brand leader for offset paper, SoporSet has recently launched a new catalogue. Its aim is to create, in a single sales tool, an innovative catalogue displaying samples of work that can be printed on SoporSet paper.

Aimed at printers and end users (advertising agencies and large companies, amongst others), the new catalogue was developed with football as its theme following the choice of SoporSet as the official offset paper for EURO 2004.



This new catalogue is not only able to recreate work printed by the business world, from stationery to advertising material but also suggests the ideal type of paper for each application (SoporSet Premium Offset or SoporSet Pre-print), as well as its respective grammage.

To better illustrate the link between SoporSet paper and the world of football the new catalogue displays a variety of printed work carried out by a fictitious company that organises football events.

These applications are, for example, in the case of SoporSet Premium Offset, an annual report, a *newsletter*, an envelope, a *paper mouse pad*, a leaflet, an invitation, a fixture



list and a member's card and, in the case of Soporset Pre-print, a compliment slip, a visiting card, writing paper, a price list, a delivery note and an invoice.

### **Leader in brand awareness and the preferred choice of European printers**

2004 was an outstanding year for Soporset paper when the company invested heavily in promotion during EURO 2004. As a consequence Soporset was able to reinforce its image in the global market for offset paper.



Fourteen years after its launch Soporset is the number 1 offset paper in Europe: brand leader and the most popular with the European printing industry. With a strongly established position based on values such as confidence, performance and convenience, Soporset is highly recognised for its excellent printing qualities and for its high printing performance. Presently in the process of globalisation, Soporset is used in over 50 countries.

Soporset is stocked exclusively in the UK by the Robert Horne Group. For more information or samples visit [www.soporset.com](http://www.soporset.com) or speak to your local Robert Horne contact.