



Press Release – 8th March 2006

In partnership with Laço association

Pioneer Paper commemorates International Women’s Day

Pioneer, the first Premium office paper specially designed for the women’s segment, will be present at a lunch organised by the Laço Organisation to commemorate International Women’s Day on March 8th.

This lunch, to be held at the Hotel Pestana Palace in Lisbon, will bring together everyone who directly or indirectly supports Laço, a non-profit-making organisation founded in 2000 that promotes early diagnosis of breast cancer through an intensive monitoring programme.



In addition to Laço volunteers and representatives of the companies supporting the association, the lunch will be attended by a group of about 350 prominent women of the Portuguese society who meet annually to celebrate International Women’s Day. Also present this year will be designer João Rolo, who will be presenting his creations dedicated to the dynamic, sophisticated woman of today.



Pioneer & Laço

Pioneer's support to Laço is publicised not only in Portugal but in all countries that sell the Pioneer brand through advertising campaigns, events and in particular the brand's packaging.

By supporting Laço, the Pioneer brand aims to make women aware of the huge social problem represented by breast cancer, the one with the highest incidence in Portugal (4,500 new cases annually) and one of the major causes of deaths in women (1500 deaths annually).

A pioneering brand aimed at women all around the world

With its clear women-oriented positioning, the Pioneer brand is committed to satisfying its most demanding consumers: several studies have shown that meeting the needs of women results in a high level of excellence in terms of product and brand that will also meet the needs of men.

The brand is currently sold by *grupo* Portucel Soporcel - with great success in 23 countries: Austria, Bahrain, Belgium, Cyprus, Denmark, Dubai, France, Germany, Greece, Holland, India, Israel, Italy, Lithuania, Macedonia, Morocco, Peru, Portugal, Qatar, Spain, Switzerland, Turkey and the United Kingdom.

An excellent performance achieved above all through the brand's investment in marketing and communication towards both distributors and end-consumers.

www.pioneer-paper.com