



Portucel Soporcel Group at Graphispag 2007

## **New Soporset image and Pioneer Graphic are the exciting developments to be unveiled in Spain**

The Portucel Soporcel Group will have a strong presence at Graphispag 2007, which is being held in Barcelona from 19<sup>th</sup> to 25<sup>th</sup> February, where it will be unveiling its new developments in the offset market: the new Soporset brand image and the Pioneer Graphic range.



Soporset, which is the most widely recognised brand in the European market, will launch its new image, including new packaging, logo and website. Throughout the 7-day fair visitors will be able to test their skill as Formula 1 drivers in a simulator on the Group's stand. This initiative is designed to unveil the Soporset brand's new communication concept, which is linked to motor sport and underlines the brand's main values: excellent performance and outstanding print quality.

The Pioneer Graphic range, which was launched in 2006, will also have a strong presence at the event. Developed with the objective of satisfying the demanding requirements of the graphic sector, it is currently composed of two products: Pioneer Pre-Print, which is available from 80 to 160 g/m<sup>2</sup>; and the new Pioneer Offset, from 60 to 350 g/m<sup>2</sup>. The Pioneer Graphic range is also renowned for the innovative way in which the different products within the range have been communicated, by associating them with concepts that can be endorsed by the most demanding consumers: "Get inspired / Maximize quality / Seek perfection".





Inaset Plus Offset and Inaset Plus Laser will also be exhibited, thereby reaffirming the Inaset range as the reference Premium brand in the European offset segment. Tradition, experience and trust are values that continue to pervade the brand's communication, which associates itself with the art of good printing.



In addition to displaying the most widely recognised brands in the Offset market, the Group will also be presenting the revamped Target range: Target Offset and Target Pre-Print.

The Group will also be presenting its broad range of Office products including Navigator, Pioneer, Inacopia, Target, Discovery and the innovative Explorer Premium Recycled.

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

[www.inaset-paper.com](http://www.inaset-paper.com)

[www.pioneer-graphic.com](http://www.pioneer-graphic.com)

### **About the Portucel Soporcel Group**

The 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.

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 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)