



Pioneer
get inspired



Stay at the Hotel de Seteais, in historical Sintra

Pioneer offers customers a “night of their dreams”

From the start of January and until 15 May, the Pioneer brand of office paper, produced by the Portucel Soporcel group, is running a promotion that will reward those Pioneer customers who can demonstrate their knowledge of this brand, the first in the Office segment specifically directed towards business women.

The main objectives of this end-user promotion aimed are to strengthen brand positioning and at the same time increasing end-consumer recognition.



The prize awaiting the first winning entry to be drawn is a night for two people at the Hotel de Seteais, in Sintra, including two tickets for a show at the Estoril Casino, including limousine service and chauffeur.

To qualify for the draw, competitors should go to the brand's web-site at www.pioneer-paper.com, register there by entering their personal details, introduce the bar code of any Pioneer product they have bought, and then answer three questions about the brand.

The 2nd, 3rd and 4th people whose names are drawn will each win a wristwatch.

Very positive performance

Launched in Europe in mid-2003, Pioneer had a very positive performance in its first year, thus proving that its concept and positioning clearly appeal to its target market.

Sales have grown around 130%, largely as the result of major efforts made to communicate with high potential customers – including several trial promotions – and due to the introduction of the brand in new countries such as Morocco, Denmark and Macedonia.

A distinguishing feature of the Pioneer range of paper is that it has a set of different paper weights which meets all working needs, particularly when the situation calls for the use of colours, such as photocopying, laser and inkjet document printing, hand-written texts and faxes:

- Pioneer 80 g/m² – to everyday use in all types of documents
- Pioneer 90 g/m² – for documents with diagrams and text
- Pioneer 100 g/m² – for documents with images and colour
- Pioneer 110 g/m² – for work where high quality images are essential

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