



Press Release – 22 June 2009

Market Study Results for 777 European graphic companies

## **Soporset leads the sector in the European ranking**

- **Soporset shows prestige and the biggest growth. According to the research, it is the most used and favourite offset brand in terms of quality.**
- **Portucel Soporcel Group leads the sector with the best Pre-Print paper.**

The graphic paper brands of Portucel Soporcel Group lead the European ranking in different categories of the sector, according to the most recent International Study aimed at European companies that use the offset and pre-print graphic formats. The conclusions of this study that assesses, among others, quality, prestige and evolution of the main offset and pre-print brands in Europe, point out to the consolidation of Soporset products' leadership.

This study, carried out by phone during the first quarter of 2009, was anonymous. It was run by a renowned market research company that works in the sector, and that carried out 777 interviews to different graphic companies in 23 European countries.

The Soporset, Inaset and Pioneer offset paper brands appear in the top 10 positions in terms of brands' spontaneous recognition. Soporset is once again considered the brand with the highest spontaneous recognition and the most widely used offset paper brand by the European graphic companies, being also the brand that has registered the highest growth in these two parameters compared with the previous study, which was conducted in 2005.

In terms of quality perception, the Soporcel brand is once more the leader, showing Portucel Soporcel Group's success strategy when betting on high quality *Premium* products as a response to meet its customer's needs.

Comparing with the last studies carried out in 2005 and 2002, there has been a growth in quality perception of Soporset and Inaset brands, with Inaset going up two places in the final ranking.



As with pre-print papers, Portucel Soporcel Group is also recognized as the manufacturer with the highest quality on the market. Let's not forget that the Company was pioneer in the development of this type of paper as a way to respond to the demanding requests of pre-printing (invoices, letters, orders, etc). Sales on this area have increased significantly and in a sustainable manner throughout the last two decades, thus confirming the success of this bet.

The ideas associated with Soporset paper are excellent printing quality and unbeatable performance, in accordance with the results of this international study.

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

*Portucel Soporcel Group is one of the most well-known Portuguese names overseas, operating in one the most dynamic sectors of the national economy. It holds a highly significant position in the international pulp and paper market.*

*The Group is a major European producer of UWF (Uncoated Woodfree Paper), and also the biggest producer of BEKP (Bleached Eucalyptus Kraft Pulp) in Europe and one of the biggest internationally.*

*With a production capacity of 1.05 million tonnes of paper and 1.35 million tonnes of pulp (almost 765 thousand of which are integrated into paper), the group generates a yearly turnover of more than €1,100 millions, of which €950 millions are exported to over 90 countries, corresponding approximately to 93% of its pulp and paper sales. It is responsible for nearly 3% of Portuguese goods exports, which together with its domestic sales account for 0.7% of the national GDP.*

*The Group's current development plan has as its core project the construction of a new Paper Mill in its Setúbal industrial complex, located 50 kilometres from Lisbon, where the biggest and most sophisticated paper machine in the world for the production of uncoated fine papers (UWF) is being assembled, with a wire width of 11.1 metres; the new machine will produce some 500,000 tons per year.*

*With its launch set for August 2009, the new mill represents a total investment of €550 millions, increasing the total production capacity of paper to nearly 1.5 million tonnes/year, which will take the group to a leading position in the UWF European market and further expand its already prominent position in the North American Market.*

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