



WORLD'S BEST-SELLING
BRAND OF PREMIUM OFFICE PAPER

Navigator unveils new image at Paperworld.

The leading premium brand of office paper, sold in more than 90 countries
Updated packaging designed to strengthen brand's positioning and distinctive look

Navigator, the world's best selling brand of office paper, is unveiling its new image at Paperworld, the largest international trade fair in the sector. This represents the culmination of a two-year process, involving consumer research in large and small businesses, in six of the main European markets.

The new Navigator image has been developed to offer updated, more appealing packaging and a clear sense of the brand's distinctiveness, in line with ambitious plans for international growth beyond the 90 countries where it is already established.

Clearly identified as a quality brand in the eyes of European consumers, Navigator is the uncontested leader in its segment.

The brand's attributes have been repeatedly acknowledged by consumers and reflected in the findings of independent research. The Brand Equity Tracking Survey – Office Paper, conducted by Opticom International Research AB, classifies Navigator as the only brand with outstanding performance on all assessment criteria – awareness, quality perception and loyalty. Another study conducted annually by EMGE – Paper Industry Consultants in the wholesale/retail sector confirms Navigator as the leading European brand, in terms of both spontaneous awareness and brand performance, the weighted average of various technical and marketing attributes.

The brand's main features include excellent performance in all office equipment, superb printing quality with laser and ink-jet printers, especially with intensive use of colour, and above all the fact that Navigator is guaranteed to be 99.99% jam-free. This performance has been certified by the Buyers Laboratory Inc (BLI), the leading independent testing laboratory for office equipment and consumer defence body.

In addition, Navigator paper offers excellent thickness and opacity for double side use, as well as unrivalled smoothness, which means significant savings in consumption of toner and better printing quality, as well as helping to extend the durability of equipment, due to lower levels of abrasiveness, and consequent savings in maintenance costs.

Like any market leader, innovation is part of Navigator's DNA. This brand, produced by the Portucel Soporcel group, has surprised the market by diversifying its portfolio.

This is a strategy which not only caters for the needs of the most demanding customers, but also allows it to create new market segments, as exemplified by the launch of Navigator Limited Edition, a 100 g/m² product designed for the most exacting consumers, who value exclusivity and distinction.

Similarly innovative have been Navigator's promotional campaigns, which have caught the imagination of hundreds of thousands of consumers, all around the world, supported by attractive hi-tech prizes.

The Navigator Range: diversity and sustainability to meet the most exacting standards of international consumers

The new Navigator packaging features the European Union *Ecolabel*, designed to promote eco-friendly products and services, which meet strict standards of environmental performance.

This fresh endorsement has strengthened the brand's environmental values, founded on the sustainable paper cycle in which the entire chain of responsibility is compliant, from the raw material, sourced from renewable woodlands planted for this purpose, through to the production of environmentally responsible paper.

The Portucel Soporcel group's forestry management activities are sustainable and based on best practices, as certified under two international schemes: the FSC (*Forest Stewardship Council*) and the PEFC (*Programme for the Endorsement of Forest Certification schemes*).

Eucalyptus globulus was introduced to Portugal some two centuries ago, and has adapted well to the edafoclimatic conditions in the country, to which it is well suited. In view of its properties, *Eucalyptus globulus* is regarded by experts around the world as the tree providing the ideal fibre for printing and writing papers. In addition to being excellently suited to paper production, this species allows for more efficient use of raw material and lower consumption of chemicals in the production process. The reduction in timber use, in comparison with certain species of pine and spruce, can be as high as 86%.

In the office stationery and printing paper segment, the *Ecolabel* rules require the use of certified timber of known provenance and ban the use of substances harmful to the environment and human health. The rules also call for the use of renewable energy, implementation of a rigorous waste management system and reduction of greenhouse gas emissions, as well as of air and water pollution.

About the Portucel Soporcel group

The Portucel Soporcel Group is one of Portugal's strongest players on the international stage.

The Group's new mill, which started up in August 2009, has had a significant impact on the Portuguese economy and has positioned the Group as the European leader in the production of UWF printing and writing paper, allowing Portugal to occupy the top spot in the European league table of producers of this type of paper.

The Group currently boasts production capacity for 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into paper) and power generation of 1.84 TWh, adding up to annual turnover in excess of 1 300 million euros.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 60% of sales of manufactured products. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment. The Group's sales are made to some 100 countries in five continents, with Europe and the United States as the two main destinations.

Woodlands management is a strategic area for the group. Most of the forests under its management, covering approximately 120 thousand hectares, are certified under the internationally recognized FSC and PEFC schemes. The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.

