

reams

Global
Talent Design Contest

NAVIGATOR  2016

Press Release – 28th March 2016

Navigator Dreams' participations increased by 77%

Dreams are on the rise

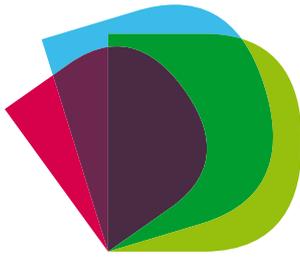
Navigator made a new call for talent and designers from all over the world dreamt again and embraced the challenge of creating Navigator 2016 Students' packaging layout. The 2nd edition of Navigator Dreams – Global Talent Design Contest, generated an incredible increase of 77% in the total number participations and 75% in terms of nationalities compared with the 1st edition. In total, 376 different layouts from designers originating in 35 countries around the World answered Navigator's call.

Until the first of April, 30 proposals will be shortlisted by Navigator, the world's leading premium office paper brand, and assessed by a jury of renowned specialists. The winners will be revealed on the 15th of April 2016.

The author of the best proposal will be awarded with a Macbook Pro 15", an Adobe Pack and will have his/her Navigator Students ream design showcased around the World. An award that offers a great opportunity for students and young designers to enrich their professional portfolio and give their career a new push. The author of the second placed proposal will receive an iPad Pro along with an Apple Pencil & Keyboard and the third placed layout will get a Wacom Intuos Pro Large.

"Prizes mirror Navigator's brand modernity and the state-of-the-art technology behind every Navigator product, especially designed to guarantee the best results and always enhance our creations, our work.", explains Ricardo Ferreira, Navigator brand manager.

"We are very proud of the level of involvement we are able to generate with every Navigator campaign and this was no exception, with a substantial increase when compared to the previous year. It is a recognition with pushes us to continue to improve and develop new campaigns".



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About The Navigator Company

The Navigator Company is the new face of the former Portucel Soporcel group, after its rebranding in February 2016.

The Navigator Company is Portugal's third leading exporter, and the exporter generating the highest level of national value added. The Group accounts for approximately 1% of Portugal's GDP, around 3% of the country's total exports of goods, close to 8% of all containerized cargo and 7% of all containerized and conventional cargo exported through Portuguese ports.

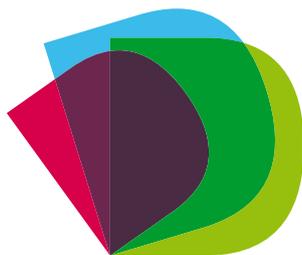
In 2015, the Group set a new all-time record for paper output, and increased its turnover by 5.6% to more than € 1.6 billion.

Having consolidated its position as the leading European manufacturer, and the sixth largest in the world, of uncoated woodfree (UWF) printing and writing paper, The Navigator Company is also Europe's top producer of BEKP (Bleached Eucalyptus Kraft Pulp), and the fifth largest in the world.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 62% 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 Navigator Company sells its products to 130 countries over five continents, with a special focus on Europe and the US, giving it the broadest export base of any Portuguese company.

As a vertically integrated forestry group with its own forestry research institute, it leads the world in the genetic improvement of the *Eucalyptus globulus*. It manages vast tracts of forest in Portugal certified under the FSC® and PEFC™ systems (FSC license C010852 and PEFC license 13-23-001), and boasts annual 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 2.5 TWh, adding up to annual turnover of approximately 1.6 billion euros.



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The Navigator Company operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million certified plants of various species, destined for use in renewing Portugal's woodlands.

As part of its strategy for expansion, the Group recently acquired a tissue paper mill and is implementing a major vertically integrated forestry project in Mozambique, as well as building a new pellets factory in the US.

www.thenavigatorcompany.com

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