



Press Release – 28th July 2014

Portucel Soporcel Group launches new **Navigator Home Pack**

Navigator focuses on families with new product tailored to home users

Navigator Home Pack is the new product from the world's best-selling premium office paper brand, especially designed and tailored for domestic users.

In order to reach out to the home users' market, Navigator has made the packaging lighter and easier to carry by reducing the number of sheets per pack, down from the traditional 500 to 250, as well as adapting its image to suit the home environment.



Navigator Home Pack encourages consumers to be creative in finding new ways of using paper, and stands out at points of sale thanks to its easygoing communication style.

The packaging design has been developed to illustrate a home environment, with more appealing colours, encouraging modern consumers of office paper to start using a premium product at home.

This new addition to the Navigator range will enable the brand to communicate directly with a target group that prefers convenience and value for money, without sacrificing the brand's high quality standards, all of which they will have access to with Navigator Home Pack.

"Navigator Home Pack is our response to changing consumer trends, in particular the increasing affordability of colour printing equipment, including home users. This means that paper quality has become more important, as contemporary consumers demand higher quality, even for their personal documents", explained Ricardo Ferreira, Navigator Brand Manager.

About the Portucel Soporcel group

The Portucel Soporcel group is Portugal's second 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 2013, the Portucel Soporcel group achieved new records for paper sales and output, consolidating its position as Europe's leading manufacturer of uncoated woodfree (UWF) printing and writing paper. The Group exported products worth €1 215 million and its turnover rose to € 1 530.6 million.

The leading European manufacturer, and the sixth largest in the world, of uncoated woodfree (UWF) printing and writing paper, the Group 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 Group's sales are made to 118 countries over five continents, with Europe and the United States as the two main destinations.

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 international 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 approximately of approximately 1.5 billion euros.

Thanks to recent investment in doubling the production capacity of its nurseries, the Group now operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million certified plants of various species, ready for use in renewing Portugal's woodlands.

In keeping with its strategy of international expansion, the Group is currently investing in a major vertically integrated forestry project in Mozambique, set to culminate in the construction of a cellulose pulp mill, a capital project worth 2.3 billion dollars.

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