



Press Release – 4 April 2011

Launch of new communication concept on brand's 20th anniversary

## **Soporset sets its sights on hi-tech performance and environmental innovation**

- **Fresh communication concept presents new swatch book, new press ads and new website ([www.soporset.com](http://www.soporset.com))**

Soporset, the Portucel Soporcel group's leading brand for the printing segment, celebrates this year twenty years of success in the market, and is marking its anniversary by unveiling a new communication concept. As the European leader in the uncoated premium offset and pre-print paper segments, the brand's new concept, currently being launched, represents a strong commitment to a combination of excellent performance – the brand's central value – with technological and environmental innovation.

In line with its connection with excellent performance and printing quality, originally expressed through an association with football and later with motor sports, the refreshed brand concept turns the focus onto innovation and green values. Soporset pioneered the pre-print category in the market, a product which is also 100% biodegradable and recyclable, manufactured from a renewable resource planted specifically for this purpose.

"Its status as a premium product and market leader, confirmed by regular market research, places special responsibilities on the brand's shoulders, as it seeks to combine performance, quality and a high level of green awareness," explains Catarina Novais, the Soporset Brand Manager.

With this refreshed communication concept, the brand will launch new swatch books, new press ads and also a redesigned website, in addition to other communication materials.

Soporset is the premium offset brand most widely used by printing professionals in Europe and the leader in terms of spontaneous awareness. In 2010 it achieved growth in sales of 19% over the previous year. This success is the result of continuous investment by the Portucel Soporcel group in marketing, technology, innovation and environmental good practice.

Sold in more than 70 countries, the brand's position as market leader has been corroborated by a series of market studies, attesting to the excellent performance, printing quality and awareness enjoyed by the entire Soporset range.

The Soporset range consists of Premium Offset and Premium Pre-print products, and has been designed to assure not only top performance in offset printing but also in subsequent personalization using any office equipment.

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

### ***About the Portucel Soporcel group***

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

The new paper mill has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of UWF printing and writing paper and the 6<sup>th</sup> largest producer in the world. This has placed Portugal at the top of the European ranking of countries manufacturing this type of paper. The Group is also Europe's leading manufacturer, and one of the largest producers in the world, of bleached eucalyptus kraft pulp (BEKP).

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 2.5 TWh/year, adding up to annual turnover approximately of 1,400 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.

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