

Press Release – 27 April 2012

Europe's largest print media trade fair now in 15th year

Portucel Soporcel Group at DRUPA 2012



- European market leader in uncoated paper for the printing industry
- Group refines branding strategy, offering products for the offset, pre-print and digital markets

The Portucel Soporcel group is set to make a strong impression at **DRUPA 2012**, Europe's highest-profile trade fair for the printing industry, running from 3 to 16 May in Dusseldorf, Germany.

The Group will occupy a stand with an area of more than 300m², displaying the brands which make it a top player in the printing market. In addition to traditional offset and pre-print papers, the Group will be at Drupa 2012 to showcase the success achieved by its various brands in the digital segment. Pride of place will go to **Soporset**, the European market leader in uncoated printing paper and the highest scoring brand in terms of perceived quality and spontaneous awareness. Also on display will be **Inaset**, **Pioneer Graphic**, **Explorer Graphic** and **Target Plus**, as well as **Navigator pre-print**, all brands which have won respect in the printing market for their quality standards.

Thanks to its standing as the world's largest print media trade fair, DRUPA offers an excellent opportunity to strengthen the leading commercial position enjoyed by the Portucel Soporcel group in the demanding European market, and to consolidate its presence in other markets to which it exports its products.

Regarded as the leading fair of the print industry, DRUPA takes place every four years, bringing together everyone from manufacturers of printing equipment to suppliers of consumables. This year's event will host some 2,000 companies and brands of international standing, and will allow the Portucel Soporcel group to boost its sales activities around the world.

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As befits a market leader, the Soporset brand will take centre stage on the Group's stand. The brand's current marketing concept, launched in 2011, uses avant-garde concepts to highlight the link between superb performance, the brand's core value, and technological and environmental innovation. Soporset was the first paper brand to launch pre-print products and is today marketed to more than 80 countries. It is also the best-selling premium brand in the European printing industry.

The Inaset brand will once again focus its communication strategy on its artistic credentials. Long regarded as ideally suited for the visual arts, and especially for painting, the brand will continue to make the link between the artist painting his masterpiece and the printer using Inaset paper to excel at his craft.

The Group's stand will also feature the Pioneer Graphic range, launched on the market in 2004 and based on values such as quality, high standards, flexibility, know-how and whiteness, associated with a concept of "let your imagination flow". Pioneer is a brand with pre-print and offset papers and a range of original and sophisticated solutions that respond to the specific needs of the printing industry.

The Group will also turn the spotlight on Explorer Graphic, whose communication concept draws on the excitement of adventure sports and travel, on the Target Plus range, which features two distinct products, Target Plus pre-print and Target Plus Offset, which use travel as their communication concept, with the claim "you'll never forget a first class print", and Navigator pre-print, where the communication concept ties in with the importance of first impressions, for success in business and for success in printing.

About the Portucel Soporcel group

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

The paper mill which started up in 2009 has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of uncoated woodfree (UWF) printing and writing paper and the 6th 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 the 6th largest in the world, of bleached eucalyptus kraft pulp (BEKP). The Portucel Soporcel group is one of Portugal's three leading exporters, and possibly the exporter generating the most national value added. The Group accounts for approximately 3% of Portuguese

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visible exports and 9% of containerized and conventional cargo exported through Portuguese ports.

The Group currently 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.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 64% 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 119 countries over five continents, with Europe and the United States as the two main destinations.

www.portucelsoporcel.com