

4<sup>th</sup> EDITION

Press Release – April 2018

## Dreams – Global Talent Design Contest Designers took the stage with Navigator.

### NAVIGATOR DREAMS GAVE THE SPOTLIGHT TO ALMOST 600 PARTICIPANTS FROM ALL OVER THE GLOBE!

Designers from the five continents took up Navigator's challenge to step on stage and show their creative talent to the world. From January 22nd until March 31st, the world's leading premium office paper brand received 591 proposals for Navigator Students' 2018 packaging layout, a staggering 32% more participation when compared to the previous edition. Out of these, 30 design proposals were already shortlisted by Navigator and published on the contest's official website. They will now be evaluated by a renowned jury and the three best design proposals will be announced on April 30th, as well as the best making-of video.

Under the claim "A Stage for your Talent", this 4th edition of Navigator Dreams brought together designers spanning 49 different countries, with Portugal, Russia and Ukraine the three most represented countries in the contest, followed by Mexico, Italy and Finland.

Apart from having his/her layout showcased around the World in the form of a Navigator Students ream, a multifunctional office paper made for academic applications, the winner of the best proposal will be awarded an amazing iMac Pro®. The author of the second placed design will receive a Cintiq 27 QHD®, and third place will be awarded with an iPad Pro®, along with an Apple Pencil and Keyboard. For the most creative Making-Of producer, a Polaroid® One Step 2 is the reward.

"The hike in participations received throughout these four editions is very positive. But the overall quality of the designs received has proved that there is a lot of young talented designers out there and they are increasing their will to push that talent further." explains Ricardo Ferreira, Navigator's Global Brand Manager.

"This initiative is focused on reinforcing Navigator's awareness within its younger audience. They were inspired to take the stage and boost their professional career start with Navigator. With more than 60% of the participants less than 24 years old, it makes us extremely proud to give them a voice and a platform to showcase their work."

### ABOUT THE NAVIGATOR COMPANY

The Navigator Company is the new face of the former Portucel Soporcel group, after its rebranding in 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 2017, the Company's annual turnover stood at 1.637 million euros, sustained essentially by strong performance in sales of pulp, power and tissue.

Having consolidated its position as the leading European manufacturer, and the fourth largest in the world, of uncoated wood free (UWF) printing and writing paper, The Navigator Company is also Europe's top producer of BEKP (Bleached Eucalyptus Kraft Pulp), the fifth largest in the world. In tissue business, the sales volume was up by 9% in relation to 2016.

The Navigator Company 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 Company with its own forestry research institute RAIZ, 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), 63 thousand tons of tissue paper and power generation of 2.5 TWh, adding up to annual turnover of approximately 1.6 billion euros.

4<sup>th</sup> EDITION

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.

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

**For further press information, please contact:**

**Lift Consulting**  
+351 21 466 65 00

**Joana Branquinho**  
[Joana.branquinho@lift.com.pt](mailto:Joana.branquinho@lift.com.pt) | +351 913 184 302

FIND OUT MORE AT =  
**WWW.NAVIGATOR DREAMS.COM**