



Press Release - February 2, 2010

New product combines high quality with rational use of resources

**New Inacopia Office 75 g/m<sup>2</sup>: "The smart attitude"**

- **A new addition to the *Inacopia* range**
- **New product adopts the claim: "*The smart attitude*", reflecting the brand's environmental concerns**
- **From certified forests**
- **Brand established in the market for more than 25 years in more than 20 countries**

The Portucel Soporcel Group has just launched the new Inacopia Office 75 g/m<sup>2</sup>, a product which seeks to respond to the needs of a segment of consumers with a high level of environmental awareness, adopting a stance focussed on the advantages of a product manufactured using renewable raw materials and energy.

Styled as "The smart attitude", the new Inacopia 75 g/m<sup>2</sup> presents a distinctive emphasis on issues relating to sustainable forestry management and rational use of natural resources. More than 80% of the energy used in manufacturing Inacopia Office 75 g/m<sup>2</sup> is drawn from renewable sources, reducing the need for consumption of fossil fuels. Printing on Inacopia Office 75g/m<sup>2</sup> also contributes to the renewal and sustainability of Portugal's woodlands, which have grown in area by 74% over the last century.

In comparison with standard 80 g/m<sup>2</sup> paper, Inacopia Office 75g/m<sup>2</sup> uses less natural resources, such as water, energy and timber. In addition to the percentage gain in terms of grammage, the trees used – *Eucalyptus globulus* – offer a high yield in pulp production for the same volume of timber, representing a gain, which can be as high as 75% in comparison with conifer species. This dual factor – lower grammage + the fibre used – means that the same number of sheets can be produced from a smaller volume of timber, without adding any non-renewable raw materials. Because *Eucalyptus globulus* is an evergreen species, these renewable plantations also offer year-round renewal of the atmosphere through photosynthesis, absorbing large



quantities of CO<sub>2</sub> and releasing oxygen, at the same time as helping to stabilize the climate.

This new product, based on a low-grammage concept, complements the existing Inacopia range, already offering products from 80 g/m<sup>2</sup> to 160 g/m<sup>2</sup>, in Inacopia Elite, and 80g/m<sup>2</sup> products in Inacopia Office and Inacopia Fusion. The new addition to the range also seeks to cater for a segment which has grown significantly in the European market in recent years, and which associates the use of low-grammage paper with sustainable consumption of office paper.

The new Inacopia Office 75 g/m<sup>2</sup> product is produced from fibres sourced from forests managed on a sustainable basis, preserving them for current and future generations.

The Inacopia range has been established in the market for more than 25 years and is currently sold in more than 20 countries. This new addition will serve to refresh a brand, which has for long been associated with high levels of performance, making it suitable for the most testing and sophisticated uses.

[www.inacopia-paper.com](http://www.inacopia-paper.com)

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

*The Portucel Soporcel Group is one of Portugal's strongest players on the international stage, operating in one of the country's core sectors and occupying a highly prominent position in the international paper and pulp market. The construction of the new Setúbal Paper Mill will enable the Group to position itself as the European leader in the production of UWF paper, and allow Portugal to occupy the top spot in the European league table of producers of this type of paper.*

*The Portucel Soporcel Group is currently Portugal's 3<sup>rd</sup> largest exporter, and possibly the largest in terms of national value added.*

*With the new Paper Mill, the Group now has production capacity of 1.55 million tons of paper and 1.35 million tons of pulp (of which approximately 1.1 million tons is incorporated into paper), generating annual turnover in excess of € 1,100 million.*



*Once operating at full capacity, the new paper plant will boost the Group's annual exports by more than 400 million euros. This will be added to current annual exports of more than 950 million euros to more than 90 countries over five continents, corresponding to approximately 90% of its paper and pulp sales.*

*The commercial reputation and success of the Group's brands around the world is supported by an extensive sales network, backed by dedicated structures in its principal markets. Efforts are focused on maintaining a close relationship with clients and assuring a high quality of service. Special mention should be made of the Navigator brand, the world's best-selling product in the premium office paper segment. With a leading position in the eucalyptus forestry sector, the Portucel Soporcel Group is responsible for management of around 120 thousand hectares of woodlands. The Group recently obtained certification for the woodlands assets under its management under the prestigious PEFC - Programme for the Endorsement of Forest Certification Schemes, having obtained certification by the FSC (Forest Stewardship Council) in December 2007.*

*The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass. Generation of 977 GWh in 2008 represented approximately 60% of electricity obtained from biomass in Portugal, or 2.3% of all power generated in the country, four times the output of the Alqueva hydro plant in the same year.*

*The Setúbal Paper Mill is part of a wider plan being pursued by the Portucel Soporcel Group with a view to development, modernizing its technology, reduction of its environmental impact and increasing its power generation capacity. This plan is nearing completion and has involved total capital outlay of approximately €900 million, divided between its industrial units in Cacia, Figueira da Foz and Setúbal.*

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