



Press release - 10 February 2016

## **Portucel Soporcel Group is now “The Navigator Company”**

As part of the significant investment in the expansion and internationalization of its production activities, the “Portucel Soporcel Group” has taken the decision to change its corporate brand to “The Navigator Company”. This new corporate brand, represents a union of companies with over 60 years of history, and presents a more modern and appealing image for one of the largest Portuguese multinational groups.

*“There was a need to move towards a new, common brand to further unify the group. The Navigator product brand is a case of unequalled success. Created in Portugal, it took the world by storm and has become a market leader for its quality, innovation, strength and success. Navigator has all the attributes that we wanted to pass on to the corporate brand. “, states Joana Seixas, The Navigator Company Head of Corporate Communications.*

Now the group is The Navigator Company with a role to play stretching far beyond paper. The new three-dimensional logo is based on the Armillary sphere representing Portugal and the world at the same time. It is from this sphere that the letters of the new tailor-made font can be drawn, creating an exclusive typography for The Navigator Company. The stylized N, which stands out in the logo is very much the icon of this code. Now it is time to forge new paths in the certainty that they will be as reliable as our products.



### **About The Navigator Company**

The Navigator Company is the new brand, inheriting the legacy of the former Portucel Soporcel group as of February 2016.

The Navigator Company is Portugal's third leading exporter, generating the highest National Value Added. The Group accounts for approximately 1% of Portugal's GDP, around 3% of the country's total exports of goods, nearly 8% of all containerized cargo and 7% of all containerized and conventional cargo exported through Portuguese ports.

During 2015, the Group reached a new record high of paper production and increased its revenue by 5.6% to more than € 1.6 billion.

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, and the fifth largest in the world, of BEKP- Bleached Eucalyptus Kraft Pulp.

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 market.

In tissue business, the completion and successful start-up in September of the second reel production machine was a significant milestone, and allowed to double annual production capacity from 30,000 to 60,000 tons. The increase in quantities sold, combined with some improvement in the average sales price, resulted in growth of 9% in tissue sales, which stood at € 55.8 million.

The Group sells its products to 123 countries over five continents, with its prime markets in Europe and the United States, making it the Portuguese company with the broadest international sales base.

It is a vertically-integrated forestry group, with its own forestry research institute, and the world leader in the genetic improvement of the *Eucalyptus globulus*. 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 an annual production capacity of 1.6 million tons of paper, 1.4 million tons of pulp (of which 1.1 million is integrated into



paper) and an annual power generation of 2.5 TWh, reaching an annual revenue of approximately 1.5 billion euros.

The Group operates the largest nurseries of forestry plants in Europe, with an annual production capacity of approximately 12 million certified plants of various species, intended for the renewal of Portugal's woodlands.

As part of its strategy of international expansion, the Group has recently purchased AMS, a tissue paper manufacturer, and it is developing a major vertically-integrated forestry project in Mozambique, as well as a pellets factory in the USA.

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

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

Lift Consulting – 21 466 65 00

Joana Branquinho – [joana.branquinho@lift.com.pt](mailto:joana.branquinho@lift.com.pt) / 91 318 43 02

Sofia Lareiro – [sofia.lareiro@lift.com.pt](mailto:sofia.lareiro@lift.com.pt) / 93 484 74 92