

# ON THE GO

FAST HANDLE

FASTER & EASIER  
TO CARRY



Press Release – 15 July 2014

Portucel Soporcel Group breaks new ground with Navigator On the Go



## Navigator launches lighter easy-to-carry packaging featuring new handle

Navigator, the world's best-selling brand of premium office paper, has again broken new ground in the market with the launch of the new Navigator On the Go, combining a 3-ream pack (Navigator Universal 80 g.m<sup>2</sup>), instead of the traditional 5 reams, with a convenient handle, making it easy to carry.

Developed for contemporary paper consumers, this new solution extends the Navigator range with a user-friendly product, an attractive image and distinctive marketing, all specifically designed to set it apart from traditional office paper and to improve product visibility at the point of sale.



The innovative handle featured by Navigator On the Go makes it easy and convenient for consumers to carry. The pack contains 3 reams of Navigator Universal 80g.m<sup>2</sup>, making it 40% lighter than the traditional 5-ream boxes. The product is tailored to the needs of the SOHO (Small Office/Home Office) market, where convenience, reduced wastage and high quality standards are all highly prized.

The Navigator On the Go pack continues to offer the brand's unrivalled performance, combined with the superb printing quality demanded by consumers, fully compatible with all applications in any printing equipment.

This new concept will be available at the brand's main points of sale throughout Europe.

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

## **About the Portucel Soporcel group**

The Portucel Soporcel group is Portugal's second 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 2013, the Portucel Soporcel group achieved new records for paper sales and output, consolidating its position as Europe's leading manufacturer of uncoated woodfree (UWF) printing and writing paper. The Group exported products worth €1 215 million and its turnover rose to € 1 530.6 million.

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

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for more than 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 118 countries over five continents, with Europe and the United States as the two main destinations.

As a vertically integrated forestry group with its own forestry research institute, it leads the world in the genetic improvement of the *Eucalyptus globulus*. It manages vast tracts of forest in Portugal certified under the international 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) and power generation of 2.5 TWh, adding up to annual turnover approximately of approximately 1.5 billion euros.

Thanks to recent investment in doubling the production capacity of its nurseries, the Group now operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million certified plants of various species, ready for use in renewing Portugal's woodlands.

In keeping with its strategy of international expansion, the Group is currently investing in a major vertically integrated forestry project in Mozambique, set to culminate in the construction of a cellulose pulp mill, a capital project worth 2.3 billion dollars.

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

João Reis – [joao.reis@lift.com.pt](mailto:joao.reis@lift.com.pt) / 91 865 52 29