



Press Release – 11th July 2016

Soporset Launches New Communication Concept

“City with Movement” aims to represent Soporset core values:

Performance and Results

Soporset, The Navigator Company’s leading brand for the printing industry, celebrates this year twenty five years of success in the market and is marking its anniversary by unveiling a new communication concept. As the European leader in the uncoated premium offset and pre-print paper segments, this new concept represents the brand’s strong commitment to an excellent performance and results– its core values.

Thus, the embodiment is translated into a “City with Movement” in which women and men are represented as a “machine” of success and achievement in an urban environment.

The Soporset brand always looks for dynamism and determination to reinvent itself, this time with a pragmatic, real life concept to bring the high-performance DNA closer to the consumer.

Seeking inspiration in the performance that each one of us puts to the test in everyday life, "City with Movement" is a concept that returns the brand to the ‘sports’ territory to reaffirm its essence in communicating performance and orientation towards results.

“Its status as a premium product and market leader, confirmed by market research, places special responsibilities on the brand’s shoulders, as it seeks to combine performance, quality and a high level of green awareness,” explains Catarina Novais, the Soporset Brand Manager.

With this refreshed communication concept, the brand will launch new communication materials, new press ads and also a renewed website.

Soporset, a reference in lower weights and a growing reputation in the digital segment, is the premium offset brand most widely used by printing professionals in Europe and the market leader in terms of spontaneous awareness. Sold in more than 80 countries around the World, the brand’s position as leader has been corroborated by a series of market studies, attesting to the excellent performance,



printing quality and awareness enjoyed by the entire Soporset range.

www.soporset.com

About The Navigator Company

The Navigator Company is the new face of the former Portucel Soporcel Group, after its rebranding in February 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 2015, the Group set a new all-time record for paper output, and increased its turnover by 5.6% to more than € 1.6 billion.

Having consolidated its position as the leading European manufacturer, and the sixth largest in the world, of uncoated woodfree (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, and has entered the tissue market, where it expects to become one of the key European producers.

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 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 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 FSC® and PEFC™ systems (FSC license C010852 and PEFC license 13-32-001), 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 of approximately 1.6 billion euros.

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.



As part of its strategy for expansion, the Group recently acquired a tissue paper mill and is implementing a major vertically integrated forestry project in Mozambique, as well as building a new pellets factory in the US.

www.thenavigatorcompany.com

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