

Press Release – 02 March 2011

Reaching out to “consumers of the future”

## **Navigator on show at Spain’s leading education fair - AULA 2011**

- **Navigator builds up awareness amongst young people**
- **Navigator range with new image and the EU Ecolabel**
- **AULA recorded more than 100 000 visitors in 2010**

Navigator, the world leader in the premium office stationery segment, is once again on show at AULA 2011, Spain’s leading annual trade fair for the education and training sector, running from 2 to 6 March at the Juan Carlos Trade Fair in Madrid.

Visitors to this year’s event will be invited to play a multimedia game, with 50 Apple iPod Shuffles as prizes, over the 5 days of the fair. This initiative ties in with the promotional campaigns for Navigator products, which have captured the interest of hundreds of thousands of consumers all over the world, with attractive hi-tech prizes.

Navigator’s presence at AULA expresses the brand’s commitment to building up awareness amongst the young – the “consumers of the future” -, especially by word of mouth, creating brand loyalty in this population group and building trust and a sense of partnership over the course of their educational and professional careers.

### **Navigator’s new image is more modern and appealing**

Navigator goes on show at AULA 2011 with a new image which represents the culmination of a two-year process, involving research into end consumers at small, medium and large companies in six of the main European markets.

The new Navigator image has been developed to offer updated, more appealing packaging and a clear sense of the brand’s distinctiveness, in line with ambitious plans for growth in the more than 90 countries where it is already established and with new international markets in its sights.

Firmly established as a quality brand in the eyes of European consumers, Navigator is the uncontested leader in its segment. The brand’s attributes have been repeatedly acknowledged by consumers and reflected in the findings of independent research.

The Brand Equity Tracking Survey – Office Paper, conducted by Opticom International Research AB, classifies Navigator as the only brand with outstanding performance on all assessment criteria – awareness, quality perception and loyalty.

Another study conducted annually by EMGE – Paper Industry Consultants in the wholesale/retail sector confirms Navigator as the leading European brand, in terms of both spontaneous awareness and brand performance, the weighted average of various technical and marketing attributes.

### **The Navigator Range: diversity and sustainability to meet the most exacting standards of international consumers**

The new Navigator packaging features the European Union *Ecolabel*, designed to promote eco-friendly products and services which meet strict standards of environmental performance.

This fresh endorsement has strengthened the brand's environmental values, founded on the sustainable paper cycle in which the entire chain of responsibility is certified. This starts from the raw material, sourced from expressly-planted renewable woodlands, through to the production of environmentally responsible paper.

In the office stationery and printing paper segment, the Ecolabel require the use of certified timber of known provenance and ban the use of substances harmful to the environment and human health. The rules also call for the use of renewable energy, implementation of a rigorous waste management system and reduction of greenhouse gas emissions, as well as of air and water pollution.

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

### ***About the Portucel Soporcel Group***

*The Portucel Soporcel Group is one of Portugal's strongest players on the international stage.*

*The new paper mill has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of UWF printing and writing paper and the 6<sup>th</sup> largest producer in the world. This has placed Portugal first in the European ranking of countries manufacturing this type of paper. The Group is also*

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*Europe's leading manufacturer, and one of the largest producers in the world, of bleached eucalyptus kraft pulp (BEKP).*

*The Group currently boasts 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/year, adding up to annual turnover approximately of 1,400 million euros.*

*The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 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 some 100 countries in five continents, with Europe and the United States as the two main destinations.*

*Woodlands management is a strategic area for the group. Most of the forests under its management, covering approximately 120 000 hectares, are certified under the internationally recognized FSC and PEFC schemes.*

*The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.*

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