

**Press Release – 07.01.2009**

## **Portucel Soporcel announce their support for the NAPM's 'Two Sides' initiative**

“We’re delighted to support ‘Two Sides’” said António Redondo, Executive Director. “This Initiative perfectly supports Portucel Soporcel Group’s business which is based on a cycle of sustainable development. All our products come from forests managed with the strictest respect for the environment, with all the wood coming from controlled sources, and are manufactured using natural, renewable energies. The environmental performance of our mills reflects large-scale, permanent investments in the best available environmental techniques. Between 2000 and 2007, the Group’s investment in environment protection projects amounted to some 270 million euros”.

“Within the Company’s sustainable solutions we should highlight our paper with certified virgin fibre, eco-efficient options of lower basis weights and the options which combine new and recycled fibre. Our corporate responsibility is therefore present in our products and paper brands”, he added.

Commenting on this latest support for ‘Two Sides’, Alistair Gough, NAPM President, said that “Portucel Soporcel is a leading European manufacturer of uncoated fine paper and their participation completes the list of major European Groups which have joined the Initiative. Clearly ‘Two Sides’ is gathering momentum” says Gough.

Martyn Eustace, heading ‘Two Sides’, has announced that the first meeting of the ‘Print and Paper Sustainability Group’, who will take responsibility for the management of ‘Two Sides’ in the new year, will take place in January. “We’ve got a great bunch of experienced people drawn from all sectors of our industry”, said Eustace, “and I’m sure we can quickly demonstrate the sustainability of the sector and tell people about the tremendous efforts the industry is taking to further reduce its environmental impact”.

We look forward to our cooperation with ‘Two Sides’”, said António Redondo of Portucel Soporcel, and believe this is an industry wide initiative which is completely necessary”.

### **About Two Sides**

‘Two Sides’ is an initiative by companies from the Graphic Communications supply chain including Forestry, Pulp, Paper, Inks and Chemicals, Pre Press, Press, Publishing and Printing. ‘Two Sides’ seeks to dispel common environmental misconceptions surrounding Print and Paper whilst encouraging its responsible use; also providing paper users with factual information enabling Print and Paper to remain the preferred, environmentally sustainable, communications medium.

For further information or to become actively involved in ‘Two Sides’, please visit [www.twosides.info](http://www.twosides.info) or contact [info@twosides.info](mailto:info@twosides.info).