



Press Release – January 24th 2017

Dreams – Global Talent Design Contest 2017

DREAMS' THIRD EDITION IS ON! NAVIGATOR CHALLENGES DESIGNERS TO DREAM BIG.

Navigator, the world's leading premium office paper brand, just launched the third edition of Navigator Dreams – Global Talent Design Contest.

Designers from all over the world are encouraged once again to create the new Navigator Students packaging layout and to make a big impact in the design world. Those who prove to “Dream Big and Design Bigger” will get the chance of winning big prizes: top notch gadgets created to nurture talent and creativity.

Navigator Dreams competition has been gaining ground in the creative world over the previous editions which distinguished Alexandre Fontes (Brazil) and Renato Amaral (Portugal) as big winners, in 2016 and 2015 respectively. Layout proposals more than doubled from one year to another, to a total of almost 400 from 35 countries.

“It’s great to see young people interacting with Navigator, experiencing and thinking the brand in their own way, and showing their own particular perspective through the creation of a new layout for one of our products, especially one that is targeted at a younger audience”, explains Ricardo Ferreira, Navigator brand manager.

As in previous editions, the Global Talent Design Contest will reward the three best submissions. The author of the third best proposal gets an iPad Pro along with an Apple Pencil & keyboard, the author of the second best layout wins a Wacom Mobile Studio Pro 13” plus a keyboard, and the big winner will receive a Microsoft Surface Studio, an Adobe Pack, as well as the opportunity to see his/her work showcased in more than 110 countries around the World.

Entries are welcome until March 10th 2017, via the competition website. Until the 20th of March 2017 Navigator will select 30 finalists from all eligible proposals and the 30 shortlisted projects will be reviewed by an independent jury. Winners will be revealed on the 10th of April 2017.

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A first-class jury

Preeminent Navigator figures and distinguished designers compose the jury panel. On the one hand, António Redondo, member of The Navigator Company's Board of Directors, Ricardo Ferreira and António Quirino Soares, Navigator's brand and Marketing Directors, respectively. On the other hand, Javier Pereda and Anna Solsona, respectively creative director and art director at ESIETE, an awarded graphic design agency based in Barcelona; and Paulo Martins, who runs Left, an independent design studio in Amsterdam, and has been involved in highly acclaimed campaigns as a hands-on creative director.

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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 Company 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

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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 key players in the continent.

The Company 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 13-23-001), 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 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 Company 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.



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