



Press Release – May 2017

Navigator Dreams: Global Talent Design Contest, 2017

NAVIGATOR DREAMS' WINNERS ANNOUNCED

Daniela Guedes is the big winner of the 3rd edition and will have her project displayed on the reams of Navigator Students' 2017 version.

The young Portuguese designer Daniela Guedes, used the concept of imagination to create the winning layout proposal of Dreams – Global Talent Design Contest, an initiative of the world's leading premium office paper brand, Navigator. Nevena Katalina, from Bosnia, took the second place on the competition and Davide Piersanti, from Italy, the third. These inspired projects drew the jury's attention out of more than 450 others, from 57 countries.

The big winner translates her design project into words: "For an artist, a blank sheet of paper can sometimes be very intimidating when 'the big idea' just won't come out. But once we find the right inspiration, may it be a song, a picture, a sight, or a moment, the ideas start flowing like waves from our sea of thoughts".

Navigator Dreams is an opportunity for young designers to boost their careers and achieve awareness at global level: The winning layout will be displayed on the shelves of more than 110 countries, as it will be printed on the 2017 packaging edition of Navigator Students – a multifunctional office paper made for academic challenges.

Apart from being an opportunity for young talents, Navigator Dreams also represents a unique chance for the brand to strengthen its position with this specific target, as Navigator's brand manager, Ricardo Ferreira, points out: "Initiatives like these offer Navigator the chance of getting closer to its clients and future consumers, understanding their perceptions and letting them experience the brand their own way".

The author of the best proposal is now going to be awarded with a Microsoft Surface Studio and an Adobe Pack; the second winner receives a Wacom Mobile Studio Pro 13" along with a keyboard, whilst the third winner gets an iPad Pro and an Apple pencil & keyboard. The special prize – a Go Pro Hero5 Black – goes to Beatriz Diogo for the best making-of video.

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The 3rd edition of Navigator Dreams – Global Talent Design Contest generated more than twice the number of participations registered on the 1st edition and 100 more participations than the 2016 edition. Participants span across 57 nations from the five continents. Portugal, Russia and Mexico were the top three countries in number of participations, followed by Serbia, Greece and Brazil.

1st Daniela Guedes, Portugal – “Waves of Imagination”

2nd Nevena Katalina, Bosnia – “Creative Paradise”

3rd Davide Piersanto, Italy – “My life, my desk”

About The Navigator Company

The Navigator Company is the new face of the former Portucel Soporcel group, after its rebranding in 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 2016, the Company set a new all-time record for paper output, with an annual turnover of approximately 1.6 billion euros.

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 of key players in the continent.

The Navigator 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.

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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 company 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 Navigator Company acquired a tissue paper mill and is implementing a major vertically integrated forestry project in Mozambique, as well as a new pellets factory in the US.

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