



Press Release – 18 November 2016

## **2016 Opticom Survey**

### **Navigator is the #1 European Office Paper**

- **Navigator is the most widely recognised office paper brand in Europe**
- **Navigator is the brand with the highest acquisition rate**
- **Navigator is the highest-scoring brand for quality perception**

The Navigator paper brand has claimed top place, in Europe, in the Brand Equity Index developed by Opticom. In this year's survey Navigator scored top for brand recognition and sales, as well as being the brand with the highest loyalty index and the highest quality perception index.

Ranked first, for the first time in every category of the Brand Equity Index, Navigator is a paper brand in a class of its own and one of the best recognised office paper brands in Europe. In this already well established market survey, the top Brand is a pure paper brand produced by a single and distinctive paper manufacturer, The Navigator Co., as the remaining four on the Top 5: Xerox, Lyreco, HP and Staples, are brands manufactured by several different paper producers.

*“The recognition conferred by the Brand Equity Index is a source of pride and motivates us to push even harder to strengthen the leadership position enjoyed by Navigator”*, explained António Redondo, Chief Commercial Officer of The Navigator Company, concluding that *“the findings of the Opticom survey add further to the deep confidence we feel in our products and brands”*. These results highlight the Company's achievements and its position as the leading European manufacturer of uncoated woodfree printing and writing paper (UWF).

Another important factor in Navigator's top position on the ranking of the Brand Equity Index has to do with the growing importance attached to forest certification schemes. According to consumers they are the main criteria to make an office paper more environmental friendly. The Navigator Company has been a pioneer in forestry certification and is a by-word for good forestry management practices in Iberia, managing a vast area of certified forest under the prestigious international schemes of the FSC® and PEFC™.



This survey also confirms that distribution channels play a pivotal role influencing the choice of a given paper brand mainly through their sales teams, but also through their catalogues, web sites and stores.

The research seeks to analyse the brands' values on different markets, plotting variables that include recognition, satisfaction, loyalty and perceived quality. Data is obtained through telephone interviews of 1,500 professionals responsible for selecting and/or buying office paper in small, medium and large Corporations, throughout the five largest European markets: Germany, France, Spain, United Kingdom and Italy.

### ***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 key players in the continent.

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 13-23-001), 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 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](http://www.thenavigatorcompany.com)**

***For further press information, please contact:***

Lift Consulting – 21 466 65 00

Joana Branquinho – [joana.branquinho@lift.com.pt](mailto:joana.branquinho@lift.com.pt) / 91 318 43 02

Sofia Lareiro – [sofia.lareiro@lift.com.pt](mailto:sofia.lareiro@lift.com.pt) / 93 484 74 92