



Press Release – 8 June 2012

The 21st Papiés Awards

Soporset Swatch Book wins prize for Graphic Innovation

The Swatch Book issued by the Portucel Soporcel group's Soporset brand was awarded the prize for "Graphic Innovation" at the *2012 Papiés Awards*, organized by the printing sector magazine *Do Papel* to showcase outstanding achievement in the sector's different areas.

Printed by *Grifos* and developed by the communication agency *By Design*, the Soporset Swatch Book was chosen as the winner in the category for "Graphic Innovation", focussing on creative and original use of printing and finishing processes.

The 21st Papiés Gala was held in Sintra, with prizes awarded in more than 15 categories. One of the highlights was the prize for "Printing Industry Person of the Year", sponsored by the Soporset brand and awarded to José Augusto Constâncio, chairman of APIGRAF and representative of the printing firm *Euro-Dois*.

The Soporset Swatch Book also caught the eye of the judges at the *Clube de Criativos de Portugal*, who shortlisted it in the sub-category for "Editorial Design – Brochures/Catalogues".

European leader in the premium segment for uncoated offset and pre-print paper, Soporset is sold to more than 80 countries. As the most widely used paper brand in the European printing trade, it has recorded 25% growth in sales over 2012.

About the Portucel Soporcel group

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

The paper mill which started up in 2009 has had a significant impact on the Portuguese economy, positioning the Group as the leading European manufacturer of uncoated woodfree (UWF) printing and writing paper and the 6th largest producer in the world. This has placed Portugal at the top of the European ranking of countries manufacturing this type of paper. The Group is also Europe's leading manufacturer, and the 4th largest in the world, of bleached eucalyptus kraft pulp (BEKP).



The Portucel Soporcel group is one of Portugal's three leading exporters, and possibly the exporter generating the most national value added. The Group accounts for approximately 3% of Portuguese visible exports and 9% of containerized and conventional cargo exported through Portuguese ports.

The Group currently 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 approximately of approximately 1.5 billion euros.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 64% 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 119 countries over five continents, with Europe and the United States as the two main destinations.

www.portucelsoporcel.com