

from forest to paper

Mecenas da Exposição

grupo Portucel Soporcel



santa maria da feira câmara municipal



museu do papel terras de santa maria



Press Release – 18 September 2013

Scheduled to open in 2014

Portucel Soporcel group funds new permanent display area at the Paper Museum

- **New major section "From Forest to Paper" will form part of the permanent exhibition at the Paper Museum, illustrating the more recent history of the Paper Industry in Portugal**
- **Visitors will learn about the sustainable paper production cycle**
- **Group steps up its support for cultural and educational projects**

The Portucel Soporcel group and the Municipality of Santa Maria da Feira today signed a cooperation agreement for the design and creation of a new permanent exhibition area at the Santa Maria Paper Museum, devoted to the theme "**From Forest to Paper**".

The new display area is scheduled to open to the public in 2014 and will form part of the visitors' route around the museum, offering an insight into the sustainable paper production cycle and the history of the pulp and paper industries in Portugal.

For Ana Nery, of the Portucel Soporcel group, *"this cooperation agreement is in line with the Portucel Soporcel group's policy of social responsibility and its specific aim of supporting cultural and educational projects with a view to preserving and adding value to Portugal's woodlands and its forest-based products."*

"The new exhibition area will help raise awareness among the general public, and especially the student population, of the structural importance of the eucalyptus forestry sector in generating economic, social and environmental wealth for Portugal, at the same time as telling the story of the Portuguese paper industry", explained Ana Nery from the Portucel Soporcel group.

For Teresa Vieira, the member of the Santa Maria da Feira Municipal Council responsible for Tourism, Library and Museums, *"this new exhibition will enrich the visitor experience at the Paper Museum, providing a fresh view of the modern-day use of virgin fibre as a raw material in paper manufacture. This will complement the historical perspective offered by the existing permanent displays at the museum, dealing with the history and manufacture of paper."*



“Without undermining the museum's message about the importance of recycling, as the museum will continue to produce recycled paper manually from cotton and linen rags, the aim is to provide a rounded view of the raw materials traditionally used in paper production. This will allow for fresh interpretation of the meaning of Pulp and Paper Industries today, in line with the aims originally defined for the development of the Paper Museum .”

Exhibition to highlight diversity and sustainability of paper products

The Portucel Soporcel group has agreed to donate materials and equipment to serve as exhibits in the "From Forest to Paper" section, complementing and adding to the museum's existing displays on the history of paper in Portugal. The Group's contribution will enrich the display on the raw materials traditionally used in making paper.

The new exhibition area will highlight the diversity and sustainability of paper products and their contribution to renewing and improving Portugal's woodlands, and also the importance of this industry to the country, in economic, social and environmental terms.

The exhibition, designed primarily for school groups, will make use of interactive technologies, raising awareness of the complementary relationship between using paper, as a sustainable means of communication, and the use of digital communication technologies.

The new section will provide visitors with an overview of paper manufacture today, based on the use of virgin fibre, from Research and Development, through to reforestation, biodiversity concerns and conservation practices, whilst also looking at measures taken to protect woodlands, the use of renewable energy and new eco-efficient production processes for cellulose pulp and paper.

About the Portucel Soporcel group

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

The new paper mill 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. The Group is also Europe's leading manufacturer of bleached eucalyptus kraft pulp (BEKP), and the fifth largest in the world.

The Portucel Soporcel group is one of Portugal's three leading exporters, and possibly 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, approximately 9% of all containerized cargo and 8% of the total containerized and conventional cargo exported through Portuguese ports.



Its position as an international frontrunner in its sector, its contribution to the Portuguese economy and the strategy of growth and innovation it has pursued, together with its credentials for business ethics and sustainability, led to the Group being named, in June 2013, as European Business of the Year, in the European Business Awards.

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 in excess of 1.5 billion euros.

Thanks to recent investment in doubling the production capacity of its nurseries, the Group now operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million plants of various species, ready for use in renewing Portugal's woodlands.

The Group has successfully pursued a strategy of innovation and development of its own brands, which today account for 60% 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 more than 110 countries over five continents, with Europe and the United States as the two main destinations.

The Group works hard to improve and protect Portugal's woodlands, running its own research programme and managing forestry holdings of approximately 120 thousand hectares.

The Group is also a leading player in the energy sector, as Portugal's top producer of "green energy" from biomass, accounting for approximately 50% of all electricity generated in the country from this renewable source.

In keeping with its strategy of international expansion, the Group is currently investing in a major vertically integrated forestry project in Mozambique, set to culminate in the construction of a cellulose pulp mill with annual capacity of 1.3 million tons.

www.portucelsoporcel.com

About the Santa Maria Paper Museum

The Paper Museum first opened its doors in 2001, and since May 2002 has been included in the Portuguese Museums Network. It is one of the country's leading industrial museums and has played an important role in educating the general public not just about the history of the paper industry, but also about Portugal's success today as a state-of-the-art manufacturer.

Located in Paços de Brandão, the Paper Museum is run by the Santa Maria da Feira municipality, in keeping with the wishes of the local community, where the art of papermaking has been handed down from one generation to another over more than three hundred years.

This is the first Portuguese museum devoted to the history of the paper industry. Housed in two old paper mills dating from the early 19th century, it functions as both museum and as a working mill, allowing visitors to observe the industrial plant in action and to interpret the manufacturing



process and premises for themselves. They are guided in this process by simple signs and support from the museum's educational staff.

Whilst keeping intact the industrial character of the original mill buildings, new areas have been created to enable the site to function as a museum (reception areas, a document centre, the educational department, an auditorium and exhibition areas), whilst assuring trouble-free access to the different visitor routes around the mill's production process.

The whole project has been designed to offer an educational and cultural experience based on a meaningful combination of the museum displays and the working mill. The Paper Museum has close ties with the paper community, especially considering the history of the paper region in which it is located, although it has since the outset played an important role at national level. Its collection has accordingly been enriched by donations from various paper mills from the main historical centres of the industry in Portugal, and in particular from the region centred on Tomar.

Due to its scale and characteristics, this project has represented a huge financial investment by the Santa Maria da Feira municipality, which has only been possible thanks to support from EU funding (under the Operational Programme for Culture). This funding made it possible not just to renovate and adapt the two nineteenth century mills to their new function, but also to develop and implement educational and cultural projects, including a project for "Outreach to new audiences".

Over recent years, the museum has established itself with a dynamic and creative approach, setting it apart from other cultural sites in the country. This creativity has been rewarded by visitor number that now exceed 100,00 since the museum first opened .

In recognition of its strong identity, coherent museum design and the originality of its projects, the Paper Museum was awarded the prize for "Best Portuguese Museum 2011" by the Portuguese Museological Association (APOM), and has been included since September 2012 in The Best in Heritage - Excellence Club Member, following on from its presentation at The Best in Heritage International Conference, held in Dubrovnik, Croatia.

www.museudopapel.org