



Information, 27 March 2009

Reinforcing the Social Responsibility of the brand,  
**for the fifth consecutive year, Pioneer celebrates International Women's Day together with LAÇO Association**

**Pioneer** brand, the first *Premium* office paper, especially designed for the female consumer, has supported last March 6<sup>th</sup>, for the fifth consecutive year, the annual Laço Association's lunch to celebrate International Women's Day.

At an event that took place at the Palácio Estoril Hotel, the Pioneer brand showed, once again, its social responsibility by participating in the Laço Association's initiative, which gathered about 300 committed women. The main goal of this lunch, whose success has materialized into a total of around €8,000 collected by LAÇO Association, was raising awareness in order to prevent breast cancer and promote its diagnosis.



At present, with a geographical distribution in over 40 countries, Pioneer enjoys a good reputation in several European countries, showing excellent results in terms of performance and printing quality.

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The preference that consumers all over the world show for our products ensures at all times our social and environmental bonds. We believe that sustainable management and social responsibility by supporting associations such as Laço contribute strongly to strengthen the links with the surrounding communities, a decisive factor for the development of the Group and its distinguished and innovative brands.

International Women's Day was thus commemorated with an event that took place in a relaxed and especially supportive environment. The participants enthusiastically took part in the many surprises of this gathering whose outcome was once again another success with the signature of Pioneer brand.

**Pioneer - Get Inspired!**

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