



Press Release – 5 May 2010

Prizes for the most original photographs and videos

## Navigator & You promotion attracts more than 600 entries

The Navigator & You promotion, which over a period of twelve weeks invited consumers all over the world to send in creative photographs and videos alluding to the brand, attracted a record of 633 entries from more than twenty countries.

The new feature of this year's promotion was that consumers were also invited to send in videos. Overall, photographic entries numbered 522 and video entries 81.

The online campaign, based at the website at <http://www.navigator-paper.com>, offered consumers of Navigator, the world's best-selling premium office paper brand, the chance to win to Apple 3 G iPhones each week.

Over the twelve-week period, the best and most original photographs and videos were chosen, and the 24 winners from different countries each received an Apple 3G iPhone.

By running these global interactive campaigns through its website, the Navigator brand



has raised consumer awareness and involved its users more closely with the brand.

All the entries can be seen at Navigator's Facebook page, at [www.facebook.com/navigatorpaper](http://www.facebook.com/navigatorpaper) or else on the Navigator Youtube channel, at [www.youtube.com/navigatorpaper](http://www.youtube.com/navigatorpaper).



Navigator's consumers have once again provided proof of their strong connection with the brand, sending in an extremely varied and original collection of videos and photos, displaying skill and talent.

### **About Navigator**

Having been awarded performance certification by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment which has worked to defend consumers since 1961, the Navigator brand has achieved international recognition of its prestige quality, asserting itself as the world leader in sales of premium office paper – a brand consumed in more than 90 countries, over five continents. Despite its premium price tag, the Navigator range has enjoying growing sales, up in the European market by 8% over 2008, despite the overall decline of 13% in demand for office paper in Europe and the US, due to the economic and financial crisis, and the consequent increase in unemployment, which impacts significantly on the consumption of office stationery.

Today acknowledged internationally as a quality product, Navigator paper offers a number of enviable features: excellent performance in all office equipment, excellent printing quality in laser and inkjet printers, and the fact that it is guaranteed 99.99% jam-free. The brand also boasts high levels of thickness and opacity, allowing for use on both sides, a degree of smoothness unrivalled in the market, which also means a significant reduction in ink and toner consumption, as well as better quality printing, and very low levels of abrasiveness, contributing to the durability of equipment and lower maintenance costs.

[www.navigator-paper.com](http://www.navigator-paper.com)

### **Sobre o grupo Portucel Soporcel**

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

Having completed a vast investment programme with a value in excess of 900 million euros, including a new Paper Mill, inaugurated in November 2009, the Group is now



Europe's leading producer of UWF paper and remains the largest producer in Europe of BEKP pulp, and one of the largest in the world.

With annual turnover in the region of 1 100 million euros, the Group is currently Portugal's 3<sup>rd</sup> most important exporter, selling its products to around 100 countries in 5 continents.

The Portucel Soporcel Group is owner of Portugal's highest-profile international brand, *Navigator*, world leader in the premium office paper segment.

Woodlands management is an area of strategic importance to the Group. Most of the forests under its management, occupying an area of some 120 thousand hectares, are certified in the internationally recognized FSC and PEFC schemes.

The Group is also the country's leading producer of energy from biomass, generating more than 50% of the electricity obtained from this renewable source in Portugal.

[www.portucelsoporcel.com](http://www.portucelsoporcel.com)