

Press release - 29 March, 2011

Portucel Soporcel group at the leading printing industry trade fair in Southern Europe

## Soporset's new communication concept presented at Graphispag 2011

- Offset brands on show: Soporset, Pioneer Graphic, Inaset, Explorer and Target Plus
- Office segment also represented by Navigator, Pioneer, Discovery, Explorer, Inacopia and Target brands

The Portucel Soporcel group showed its products at Graphispag 2011, the leading printing industry trade fair in Southern Europe, held between 22 and 26 March, in Barcelona. Attended by more than 40,000 visitors, the Group used the event to showcase its new products for the printing trade, turning the spotlight on the new communication concept for the Soporset brand.



The European leader in the offset and pre-print paper segment, **Soporset** is celebrating 20 years of success in the market with a new communication concept. Initially associated with football and later with motor sports, the brand's image has been refreshed by adding ecology and innovation to the core value of the brand – performance. Sold in more than 70 countries, Soporset pioneered the

pre-print category in the early nineties. This product is 100% biodegradable and recyclable, produced from a renewable resource planted specifically for this purpose.

The Soporset range consists of Premium Offset and Premium Pre-print products, and has been designed to assure top performance not only in offset printing, but also in subsequent personalization using any office equipment.

**Inaset**, the first brand of offset paper produced from *Eucalyptus globulus* fibre, was represented by two product lines from its range - Inaset Plus Offset and Inaset Plus Laser.



Inaset paper has won recognition for its superb whiteness and rigidity, offering an excellent option for turning printing jobs into authentic works of art. Tradition, experience and confidence are values which remain present in the brand's communication, which evokes the art of fine printing.



The **Pioneer Graphic** range, launched in 2006, was also present at the event with its eye-catching and original communication for different products, associating concepts which engage the most demanding consumers: "Set your imagination free / Maximise quality / Strive for perfection".

The Group also presented the Target Plus range, with its Pre-print and Offset products.

The Portucel Soporcel group's stand also featured the group's range for the office segment, with the Navigator, Pioneer and Discovery brands, all of which recently launched new images, as well as the Explorer, Inacopia and Target brands.

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

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

[www.pioneer-graphic.com](http://www.pioneer-graphic.com)

### ***About the Portucel Soporcel group***

The Portucel Soporcel 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 UWF printing and writing paper and the 6<sup>th</sup> 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 one of the largest producers in the world, of bleached eucalyptus kraft pulp (BEKP).

The Group currently boasts 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 1,400 million euros.

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 some 100 countries in five continents, with Europe and the United States as the two main destinations.

Woodlands management is a strategic area for the group. Most of the forests under its management, covering approximately 120 thousand hectares, are certified under the internationally recognized FSC and PEFC schemes.

The Group is also a frontrunner in the energy sector and Portugal's leading producer of "green energy" from biomass, a renewable energy source.