

Press Release – 24 February 2014

For the second year running at Paperworld Midle East, in Dubai

## **Portucel Soporcel group returns to Paperworld Midle East to consolidate its export drive in the region**

- **Midle East markets offer excellent prospects for growth in sales of premium products and mill brands**
- **The Group is Portugal's second leading exporter, selling to 118 countries, and the exporter that generates the most National Value Added**

The Portucel Soporcel group, Europe's leading manufacturer of UWF (uncoated woodfree) printing and writing paper, is set to take part for the second year running in Paperworld Midle East, in Dubai, from 4 to 6 March, the largest paper and office supplies trade fair in the region. The Group's aim is to build further on the business relationships it has developed in the Midle East over many years, adding to the impetus generated by last year's event.

*"A stronger presence in emerging markets like the Midle East is of increasing strategic importance to the Group, in view of the company's focus on marketing premium products and mill brands, to which the region has proved extremely receptive. Over the last five years, the Group has successfully expanded its sales in this important region in the segments offering the most value added, cut-size in particular, with growth in excess of 15% per annum. In the cut-size segment in 2013 the Group accounted for more than 50% of European exports to the region",* explained Hermano Mendonça, marketing Director at the Portucel Soporcel group.

With a consistent track record of sales in the Midle East over 20 years, the Group's products and brands have attracted growing interest from paper wholesalers and end customers in these markets.

At last year's Paperworld Midle East, the first in which the Portucel Soporcel group took part, the response to its own brands was extremely positive, creating excellent prospects for an increased presence in high-potential markets such as those in the Midle East, Africa and Asia.

*"We are confident that our repeat appearance at the Dubai trade fair will help boost the potential for growth confirmed last year for our own brands, which currently represent more than 60% of sales of cut-size products, offering unrivalled quality, innovation and environmental sustainability",* said Hermano Mendonça, who explained that the Group's participation in these events is part of its strategy of seeking out fresh opportunities to consolidate international business partnerships, which in 2013 enabled the Group to export products to 118 countries all over the world.

## **Mill brands take centre stage**

Over the three days, the Group's stand will feature its main paper brands – Navigator, Pioneer, Inacopia, Explorer, Target, Discovery and Multioffice – with pride of place going to Navigator, the world's best selling brand in the premium office paper segment.

Marketed to more than 90 countries, Navigator was again identified in 2013 as the most valuable mill brand in Europe by the Brand Equity Tracking Survey conducted by Opticom International Research, focussing on office paper.

The values associated with Navigator continue to be fundamental to communicating the brand. These are its exceptional quality and superb performance in all office machinery and excellent printing quality in laser and inkjet printers, especially with intensive use of colour, and above all the fact that this paper is guaranteed to be 99.99% jam-free, as certified by the Buyers Laboratory INC (BLI), the leading independent laboratory for testing office equipment, which works to defend consumer rights.

High levels of thickness and opacity mean it can be used on both sides, as well as displaying unrivalled smoothness, which reduces ink or toner consumption, whilst improving printing quality, adding to the lifetime of equipment and cutting maintenance costs.

Like any leading brand, innovation has always been part of Navigator's DNA. Manufactured by the Portucel Soporcel group, this brand has surprised the market by diversifying its portfolio in recent years, and is currently preparing to launch a number of products specifically developed for the retail channel and the SOHO segment (Small Office – Home Office).

The Group will also turn the spotlight on 75 g/m<sup>2</sup> papers, which embody an innovative concept. The reduction of 5 g/m<sup>2</sup> in weight means more efficient use of resources, as the same number of sheets can be manufactured using less wood, water and energy, offering significant environmental advantages. This reduction is achieved without sacrificing printing quality and runnability, meaning that 75 g/m<sup>2</sup> papers offer an alternative to standard European office papers with a weight of 80 g/m<sup>2</sup>. All this is possible thanks to the use of *Eucalyptus globulus* fibres, which means that these light-weight papers provide a quality standard which assures outstanding performance in large volume copying and printing equipment.

## **About the Portucel Soporcel group**

The Portucel Soporcel group is Portugal's second leading exporter, and 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, close to 8% of all containerized cargo and 7% of all containerized and conventional cargo exported through Portuguese ports.

In 2013, the Portucel Soporcel group achieved new records for paper output and sales, consolidating its position as Europe's leading manufacturer of uncoated woodfree

# grupo Portucel Soporcel

(UWF) printing and writing paper. The Group's exported products worth 1.215 billion euros with turnover growing to 1.5306 billion euros.

The leading European manufacturer, and the sixth largest in the world, of uncoated woodfree (UWF) printing and writing paper, the Group is also Europe's top producer of BEKP (Bleached Eucalyptus Kraft Pulp), and the fifth largest in the world.

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, with annual turnover 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 certified 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 more than 62% 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 118 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's responsible management practices are certified under the internationally recognized FSC and PEFC systems.

The Portucel Group is also a leading force in this sector and the country's top producer of "green energy" from biomass, a renewable energy 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, a capital project worth 2.3 billion dollars.

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