



GO FOR IT! **WIN 200**  
Apple iPhone X



Press Release – 21<sup>st</sup> December 2017

## The most amazing Navigator promotion to date: 200 Apple iPhone X

Navigator is launching the best ever promotional campaign with its most amazing prize yet: the iPhone X.

The world's top-selling premium office paper brand is taking the campaign to all countries where Navigator products are sold and will run from January 1st to June 30th 2018.

In order to win this amazing prize, consumers only have to buy a Navigator paper ream and submit the code printed on the back at [www.navigator-paper.com](http://www.navigator-paper.com). This step will allow participants to immediately find out if they are amongst the 200 lucky winners.

“When designing the campaign, the main idea was to reinforce the consumer’s perception of Navigator as an always evolving and innovative brand. These unique characteristics play a major part in the Navigator success and help turn this brand into the most recognized leading and premium one in its segment. We therefore chose the iPhone X as the prize: the most evolved Smartphone on the market right now” stated Ricardo Ferreira, Navigator’s global brand manager.

This campaign will be launched simultaneously in all markets where the brand is sold. This means over five continents. This event will boost the brand's global awareness and most importantly, it will reward all Navigator paper consumers for their loyalty.

Navigator is accustomed to surprising its users with great prizes. As a matter of fact, the brand has been doing it since 2004, always generating great levels of consumer engagement. Last year’s campaign featured 333 Apple Watches and attracted over 600,000 entries from more than 175,000 players in more than 110 countries.

In order to bring this unique campaign closer to its customers, Navigator will have a special promotional team and will also increase communication through the brand's social media pages. Navigator plans on activating its end-user databases through e-mail marketing, online and offline advertising, PR and a specific promo website and featured video.

  
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Office Paper Solutions

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

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### About The Navigator Company

The Navigator Company is the new face of the former Portucel Soporcel group, after its rebranding in 2016.

The Navigator Company is Portugal's third 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 2016, the Company set a new all-time record for paper output, with an annual turnover of approximately 1.6 billion euros.

Having consolidated its position as the leading European manufacturer, and the fourth largest in the world, of uncoated woodfree (UWF) printing and writing paper, The Navigator Company is also Europe's top producer of BEKP (Bleached Eucalyptus Kraft Pulp), the fifth largest in the world, and has entered the tissue market, where it expects to become of key players in the continent.

The Navigator Company has successfully pursued a strategy of innovation and development of its own brands, which today account for 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 Navigator Company sells its products to 130 countries over five continents, with a special focus on Europe and the US, giving it the broadest export base of any Portuguese company.

As a vertically integrated forestry Company with its own forestry research institute RAIZ, 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 of approximately 1.6 billion euros.



PRODUCED  
IN PORTUGAL BY  
**THE NAVIGATOR  
COMPANY**



**GO FOR IT! WIN 200**  
**Apple iPhone® X**



The Navigator Company operates one of Europe's largest nurseries for forestry plants, with annual production capacity of approximately 12 million certified plants of various species, destined for use in renewing Portugal's woodlands.

As part of its strategy for expansion, The Navigator Company acquired a tissue paper mill and is implementing a major vertically integrated forestry project in Mozambique, as well as a new pellets factory in the US.

[thenavigatorcompany.com](http://thenavigatorcompany.com)

**For further press information, please contact:**

Lift Consulting +351 21 466 65 00

**Joana Branquinho**

[joana.branquinho@lift.com.pt](mailto:joana.branquinho@lift.com.pt) | +351 91 318 43 02

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