

**THINK PRINTING THIS PRESS RELEASE
MEANS LESS TREES?**

**THINK
AGAIN**

Thanks greatly to the pulp and paper industry,
Portuguese forests have grown more than 60% in the last 100 years or so.

PRESS RELEASE

Portuguese Paper Industry Association (CELPA) launches international campaign to promote Portuguese paper worldwide

The Portuguese Paper Industry Association (CELPA) will launch an international campaign, for the second year running, to raise awareness about Portuguese paper's potential in primary consumer markets.

Think more paper means less trees? Think again.

This is the slogan of the institutional campaign that aims to break down myths and eliminate prejudices about paper use and consumption. Goal: to proactively and irrefutably argue the paper and pulp industry's true position and sustainability, by demonstrating the real value of Portuguese paper products.

Apart from showing the quality and environmental responsibility of paper products, the campaign also aims to divulge its weight and importance to European exports, helping to strengthen the competitiveness of Portugal and its products in international markets.

Targeting 19 countries where it is present (Germany, the United States of America, France, Spain, Austria, Belgium, Denmark, Estonia, Finland, Holland, Italy, Latvia, Lithuania, Morocco, the United Kingdom, Sweden, Switzerland, Tunisia and Turkey), the campaign kicks off on February 24th. An institutional film, website and other promotional videos are also part of the campaign. To complement the campaign, other communication materials will be developed for trade fairs and events, all made out of paper.

**MORE FORESTS,
BETTER FUTURE.**



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This CELPA initiative is backed by a European Union Regional Development Fund (QREN) project initiative (via the Operational Competitiveness Program - COMPETE- SIAC).

About CELPA

CELPA - the Portuguese Paper Industry Association resulted from a 1993 merger between the ACEL (Association of Cellulose Pulp Producing Companies) and FAPEL (Portuguese Association of Paper and Cardboard Producers).

Currently, CELPA has 10 member companies and represents the largest paper pulp, paper and cardboard producers operating in Portugal. CELPA's member companies represent 100% of the national output for paper pulp and around 90% of national paper and cardboard production, turning around 6 million cubic meters of wood per year into paper and managing around 200,000 hectares of forests.

CELPA is a non-profit organization aimed at representing the collective interests of the pulp, paper, and cardboard industry and related activities before national and international entities and organizations.

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