

News Release

Opticom International Research



UPM Finesse the #1 woodfree coated web brand for the third consecutive year according to web heatset printers

Stockholm, Sweden, October 23rd, 2008 – The same web brands as last year qualify for the brand equity index ranking in 2008 and their positions remain unchanged with the exception of Creator being back in the ranking list this year. The complete results are shown in a **study conducted by Opticom where the strongest woodfree coated web brands in Western Europe are identified and evaluated.**

The survey has been made among close to 150 web heatset printers in Western Europe (Belgium, France, Germany, Italy, the Netherlands, the UK and Spain.) The findings not only show the strongest woodfree coated web brands in Western Europe but also what actually makes the web printers buy a certain brand. The result allows for comparison between brands as far as perceived brand performance is concerned and also shows how loyal the web printers are to the various web brands and what factors that could actually make them switch.

In total 26 different woodfree coated web brands have been tracked:

Allegro	Furioso	LumiPress	Royal Roto
Arctic	Galerie Art	Maxigloss, -satin, -silk	Royal Web
BVS	Galerie Fine	Mega	Royal Xpress
BRO	Garda	Novatech	Tecno
Condat Gloss/Silk	G-Press	Pavarotti	UPM Finesse
Condat Matt Périgord	G-Print	Presto	
Creator	Ikono	R4/R4 Chorus	

The 2008 Brand Equity Index ranking list according to web heatset printers in Western Europe looks as follows (the position in last year's survey within brackets):

Top Woodfree Coated Web Brands in Europe according to heatset web offset printers

<u>Rank</u>	<u>Brand</u>	<u>Brand owner</u>
1.	UPM Finesse (1)	UPM
2.	Royal (2)	Sappi
3.	Lumi (3)	Stora Enso
4.	R4/R4 Chorus (4)	Burgo
5.	Condat (5)	Condat/Lecta
6.	Galerie (6)	M-real
7.	Creator (BACK)	Torraspapel/Lecta
8.	Allegro (7)	M-real

Key findings:

- The results for web brands are stable as far as the ranking order of brands is concerned and the Brand Equity tracking list is more or less identical to that of last year, the only exception being that Creator is back after having been #9 in 2006 and not qualifying in 2007. The comeback of Creator has pushed Allegro down one spot.
- A difference from last year is that all brands but Lumi and R4/R4 Chorus show lower index scores in 2008 than in 2007.

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- Web printers are less loyal than sheet printers, possibly because there is more at stake for web heatset printers due to larger volumes involved than for sheetfed printers. Value for money is also more important to web heatset printers than sheetfed printers.
- Web heatset printers are more environmentally focused than sheetfed printers, possibly because they are exposed to more pressure from end users. The environmental focus has also shown growing importance over time.
- On the contrary to sheet brands, the brand owners of strong web brands are paper producers, not merchants.
- In general, web heatset printers seem to be less satisfied this year compared to last year. This could be a result of the market situation and the pressure they currently are under.
- Product quality is still the number one buying determinant and good end print result is gaining importance when web heatset printers are rating quality related criteria and it clearly is important to please the end users.
- For brand owners, knowing the customers, knowing what they value in general and how they specifically perceive your brand's performance is one of the starting points to make a strong brand and to be able to face competition. Knowing the customers' expectations and requirements can also help in finding that edge to how a brand should be marketed.
- When looking at strong **suppliers of woodfree coated reels**, web heatset printers find PaperlinX being the strongest paper merchant and UPM being the strongest paper producer. The supplier index ranking according to **web heatset printers in Western Europe** looks as follows (*last year's ranking within brackets*):

Rank 2008 (2007)	Supplier	Evaluated by respondents in the following countries:	Type of supplier
1 (1)	PaperlinX	NL, UK	Merchant
2 (3)	Igepa	BE, DE	Merchant
Separator			
1 (1)	UPM	BE, DE, ES, IT, UK	Paper producer
2 (3)	Burgo	FR, DE, IT	Paper producer
3 (2)	Lecta	FR, ES, IT	Paper producer

For more information, or ordering of the study, please contact Emma Grundström at:

Opticom International Research
Grev Turegatan 30, SE-114 38 Stockholm, SWEDEN
Direct phone: +46 (0)8 50 30 90 19
Mobile phone: +46 (0)708 39 90 19
Fax +46 (0)8 50 30 90 01
E-mail: emma@opticom.se

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Subscription fee

	Full survey reels Western Europe	Executive summary & analysis	France	Germany	Italy	the UK
WFC 2008 WE Fees (Euro)	15 000	10 000	5 000	5 000	5 000	5 000

The full survey includes the result based on findings from web heatset printers in all seven markets (Belgium, France, Germany, Italy, Spain, the Netherlands and the UK) with the following deliverables:

Deliverables included in the fee for the survey for Western Europe are 1 verbal presentation of the findings and 1 CD-ROM with the following:

- > A set of 5 PowerPoint reports on different levels that present 2008 year's results, including comparisons with main findings from previous years when applicable
 - o **1 total report** where the result from each question is shown as a total and when applicable also per main brand evaluated. This report includes an introduction to the survey and the methodology used.
 - o **1 report per country**; totally 4 reports for countries with most interviews done (France, Germany, Italy and the UK), where the result from each question is presented on a total country level and when applicable also per main brand evaluated
- > **1 Executive summary and analysis document** (PDF-format)
- > **Statistics files** in Excel-format according to the structure of the reports
- > **Customised presentation** of the results per subscriber (shown at verbal presentation); including results of the subscriber's individual brands and its performance as a supplier (when applicable, PowerPoint-format)

About "The Top Brands of Woodfree Coated Paper" in Western Europe

The study ranks the most valuable woodfree coated brands in Western Europe according to a Brand Equity Index composed of four main drivers; spontaneous awareness, top-of-mind, quality & associations and loyalty. The quality & associations measures the importance of a number of quality related criteria as well as the brand's performance with respect to the same criteria. The quality related criteria evaluated are:

- > Consistent quality
- > High runnability
- > Good printability
- > Fast ink setting & drying
- > Good end print result
- > High opacity
- > High whiteness
- > High bulk
- > Value for money
- > Wide range of paper qualities
- > Environmentally friendly

The Loyalty Index measures the likelihood of respondents switching to another brand given certain criteria, the satisfaction of a brand as well as buying frequency.

A brand must be evaluated by at least three respondents in a minimum of two different markets in order to qualify for the total Brand Equity Index.

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The fieldwork was conducted in April-May 2008. A total of 149 quantitative CATI-telephone interviews were carried out among heatset web offset printers in seven markets; Belgium, France, Germany, Italy, Spain, the Netherlands and the UK.

Opticom International Research is a leading global market research and consulting firm *with the mission to help our customers make better business decisions*. Since 1987, we have been dedicated to serving clients within the pulp, paper & board industry with customised research services focusing on commercial and marketing related issues. In combining our large global in-house research capabilities, state-of-the-art information technology and our pulp & paper competence we have proven to be a unique partner for a number of leading forest products companies all over the world that value not only speed and quality but also cost effectiveness in surveys and analyses.