

Sonae Indústria awarded with Gold Mercury Sustainability Award

Sonae Indústria in Portugal, through its commercial brand Tafibra, has been distinguished with the *Gold Mercury Sustainability Awards 2010* prize as the Most Responsible Company in the Wood Based Panels category.

Maia, April 6th 2011 – The *Gold Mercury Awards* will be held, for the first time in Portugal, on the 7th of April. The ceremony will take place during the 4th “*Congresso das Indústrias de Madeira, Mobiliário e Afins*”, at FIL – *Feira Internacional de Lisboa*, The presentation of the awards will be during a gala dinner in which the Secretary of State for Forestry and Rural Development , Rui Pedro Barreiro, will attend.

The Gold Mercury International and the AIMMP (*Associação das Indústrias de Madeira e Mobiliário de Portugal*) joined forces and launched these awards focused on promoting sustainability in the Portuguese industry. Gold Mercury’s worldwide agenda focuses on the practices of promoting sustainability in all the different areas and sectors in the world. The Gold Mercury Awards have remained a symbol of excellence in the World Governance and Visionary Leadership since 1961.

In Portugal, the intent is to establish a new standard for distinguishing the most innovative companies, successful in terms of management and sustainability. The Awards program was created to recognize individuals, companies and organizations that have achieved operational excellence in various areas in the wood and furniture sector. Sonae Indústria in Portugal, through its commercial brand Tafibra, was distinguished for its good practices on management and sustainability in the Wood Based Panels category.

According to Alberto Tavares, COO (Chief Operating Officer) Iberia, this award “represents the public recognition of the quality of our products and our environmental practices, as well as the responsible and sustainable use of forest resources, and the focus on the promotion of recycling wood, which we have been carrying out in recent years.”

The Gold Mercury Awards are a worldwide reference on the promotion of sustainable globalization and will become an important landmark for the Portuguese industry. According to Nicolas de Santis, Secretary-General of Mercury International, “The Portuguese wood and furniture industry is a critical sector where sustainable innovation will determine the difference between winners and losers. This special Gold Mercury Award will become a reference of the best practice in this sector”.