

By Patricia Capo and Thais Santi

## New series

# RELEVANT TECHNOLOGIES 2017 hears top executives of suppliers in the sector

The 2017 edition of *O Papel's* Relevant Technologies Series will now present the points of view of top executives from suppliers in five key areas of the technology chain that cater to producers in the forest base industry, as well as present in press releases the latest breakthroughs to boost company performance in the competitive landscape

**W**hat are the latest innovations for boosting performance of companies in the forest base sector? How to leverage productivity of units and increase machinery and equipment efficiency? How to become even more competitive? These questions are always present in the minds of pulp and paper professionals who work in production lines and in business management, committed to continuously improving results and exceeding goals.

With this, the 2017 edition of *O Papel's* Relevant Technologies series innovates by complementing, with the perspective of top executives from suppliers in the five main product and services areas for producers in the sector: **Automation, Controls, Laboratory Equipment and Services; Specialized Engineering, Assistance and Consulting; Industrial Equipment, Machinery and Accessories; Equipment Maintenance, Assembly and Leasing; and Chemical and Related Products** – which areas were defined in accordance with the technical cataloging from *ABTCP's Guide of Suppliers and Manufacturers*.

Renowned supplier executives, experts in each technological segment, will present readers what the future reserves in terms of advancements in their areas of the production chain, based on research and developments underway and in progress at companies

around the world. Therefore, bring your CEO, director or manager to talk in this new series of *O Papel* magazine, highlighting details and technological advantages that can contribute to increase productivity of the forest base sector.

**The series is reserved for suppliers with an active registration in *ABTCP's Guide of Suppliers and Manufacturers*, with conditions to contract a full-page ad in *O Papel* magazine for the issue, according to their area of supply classification – which can be more than one.**

By reserving ad space and confirming participation, the supplier shall appoint a key executive to produce a text on technological trends in its respective supply area for the forest base industry, in accordance with orientations from *ABTCP's* Relationship area, and submit a photo to be published with the story.

After receiving the text from participating suppliers and respective photos, the news staff from *O Papel* magazine will produce the main text presenting the chapter on each of the five product and service areas that cater to producers in the forest base sector. Stories received after the deadline will be published in the additional text to the main introduction, given the need to conclude sections of *O Papel* magazine on specific dates to satisfy circulation.

In addition to the executive's text and photo, the participating

supplier shall submit a press release with up to 1,500 characters, and a photo of the technology discussed in the technical text to appear after the article introduction-chapter with the participation of company leaders.

**Important:** *In the event there's only one supplier participating in a given chapter of the series, said company will be invited to produce an exclusive article introducing the technological trends in its area of supply.*

Check out the schedule of the five main chapters and immediately program your company's participation. Please contact ABTCP's Relationship area by e-mail at [relacionamento@abtcp.org.br](mailto:relacionamento@abtcp.org.br) or call (55-11) 3874-2733 / 2708 / 2714. Reserve your ad space, prepare your press release with photo and appoint an executive to talk about the latest technological trends in your supply sector!



#### **Chapter 1: INDUSTRIAL EQUIPMENT, MACHINERY AND ACCESSORIES**

Contracting deadline: March 10

Publication month: April



#### **Chapter 2: EQUIPMENT MAINTENANCE, ASSEMBLY AND LEASING**

Contracting deadline: April 10

Publication month: May



#### **Chapter 3: CHEMICAL AND RELATED PRODUCTS**

Contracting deadline: May 10

Publication month: June



#### **Chapter 4: SPECIALIZED ENGINEERING, ASSISTANCE AND CONSULTING**

Contracting deadline: June 10

Publication month: July



#### **Chapter 5: AUTOMATION, CONTROLS, LABORATORY EQUIPMENT AND SERVICES**

Contracting deadline: July 10

Publication month: August

**NEW RELEVANT TECHNOLOGIES SERIES BY O PAPEL MAGAZINE 2017, A SPACE DEDICATED ONLY TO COMPANIES AND EXECUTIVES WHO HAVE SOMETHING TO SHOW AND TALK ABOUT TECHNOLOGICAL ADVANCEMENTS IN THE FOREST BASE INDUSTRY OF THE FUTURE! ARE YOU IN?**