

# Press release

Stockholm October 2, 2014



## **Team SCA in global sailing race to strengthen awareness of SCA - InPort Race kicks off the Volvo Ocean Race, October 4**

**SCA is continuing its journey as a leading global hygiene and forest products company to boost awareness of the Group as the company behind strong customer and consumer brands such as TENA, Tork, Libero, Libresse, Lotus, Nosotras, Saba, Tempo and Vinda. Team SCA in the Volvo Ocean Race plays a great role in this journey.**

**Team SCA, the first female team in over a decade, will start its participation in the Volvo Ocean Race with the first InPort Race on October 4 in Alicante, Spain. Prince Carl Philip of Sweden and SCA's President and CEO Jan Johansson will join the Team on board. As of today SCA will also be opening its Pavilion to further increase awareness of SCA and meet with consumers, customers and other key stakeholders.**

"Many consumers today want to know the company behind the products and brands that they buy and use. This race is a unique global platform to increase awareness of SCA and to connect SCA to its customer and consumer brands, such as TENA, Tork, Libero, Libresse, Lotus, Nosotras, Saba, Tempo and Vinda" says Joséphine Edwall-Björklund, Senior Vice President Group Function Communication, SCA.

Several Team SCA activities will form part of the Pavilion experience including:

**Amazing Women Everywhere** Starting today, SCA launches a global storytelling mosaic to celebrate amazing women. The mosaic will include images and stories of inspiring women from across the globe. For every image/story uploaded to the mosaic, SCA will make a donation to WWF. Visit [www.teamsca.com/awemosaic](http://www.teamsca.com/awemosaic)

**"No Ordinary Women"** is a unique four-episode television series about Team SCA as they prepare to take on the tough nine-month, round-the-world offshore marathon, the Volvo Ocean Race. The series, which will be broadcasted in more than 30 countries, is produced by the television production company Strix Television. [Watch the trailer](#)

**InPort Race** – The InPort Race is a short race held at each stopover as close as possible to land so that the public can watch the battle between the Volvo Ocean 65s. During the InPort Races, the teams are allowed to have guests join them on board. For Saturday's race in Alicante, Prince Carl Philip of Sweden will join the team onboard.

**SCA Pavilion** – SCA's Pavilion is located in the Volvo Ocean Race village. The Pavilion, which will follow the race around the world, is approximately 580 square meters and consists of a triangular, two-storey structure. The exterior design has a strong link to the design of the boat, while the interior allows visitors to explore SCA – as a leading global hygiene and forest products company – its customer and consumer brands, story and values. Guests will also have the opportunity to get to know the amazing women of Team SCA through a number of interactive features.

**Team SCA App** – There are several ways to follow Team SCA on this nine-month journey around the world. The Team SCA App provides the latest news and images from the Race. It also contains information about SCA as well as other exciting features. The App is available through the [App Store](#). You can also follow the team at [www.teamsca.com](http://www.teamsca.com) and via our social media channels.

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**SCA is a leading global hygiene and forest products company.** The Group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including the leading global brands TENA and Tork, and regional brands, such as Libero, Libresse, Lotus, Nosotras, Saba, Tempo and Vinda. As Europe's largest private forest owner, SCA places considerable emphasis on sustainable forest management. The Group has about 44,000 employees. Sales in 2013 amounted to approximately SEK 93bn (EUR 10.7bn). SCA was founded in 1929, has its headquarters in Stockholm, Sweden, and is listed on NASDAQ OMX Stockholm. For more information, visit [www.sca.com](http://www.sca.com).