



AMORIM

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Letter

news

Amorim Group news

The Cork Oak

- essential in the battle against desertification
- conclusion of the study by WWF and CEABN /ISA -



The Cork Oak plays an essential role in the battle against desertification - this is the conclusion of a study recently published by the WWF (World Wide Fund for Nature) and CEABN / ISA (Professor Baeta Neves Centre for Applied Ecology of the Instituto Superior de Agronomia): "The cork oak, a barrier against desertification".

(page 4)

Editorial

Welcome to another issue of Amorim News, packed with just that!

In this edition, we draw your attention to the result of the study “The cork oak, a barrier against desertification” conducted by the WWF (World Wide Fund for Nature) and CEABN / ISA (Professor Baeta Neves Centre for Applied Ecology of the Instituto Superior de Agronomia), which presents important conclusions regarding the clear dangers of deforestation and its consequences for desertification.

Also regarding the environment, cork continues to score points, in particular through programmes for the collection and recycling of used corks, such as the initiative by Spanish wine brand Gramona, supported by Amorim & Irmãos, which has enjoyed excellent environmental and commercial results.

Another highlight is the Honourable Mention awarded to Wicanders - Amorim Flooring, which became a member of the “Winner’s Circle” after being nominated as a finalist in the “2008 Green Log Home & Lifestyle Awards”.

On the subject of awards, the Europarket trade fair gave an innovation award to a floating wood floor with cork backing by Amorim Cork Composites (ACC).

Finally, we would like to invite you to take part in the “Petition for cork”, an initiative by APCOR (Portuguese Cork Association) and FFSL (Fédération Française des Syndicats du Liège), in partnership with the IML (L’Institut Méditerranéen du Liège), which is taking place on the internet. Take part and make your contribution to a healthier planet!

While you’re online, make sure you also watch the film “Save Miguel”...

Thank you for reading, and see you in the next issue.

Credits

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Petition for cork

Our choices have consequences. By choosing cork, you are making a choice in favour of Nature.

By initiative of APCOR (Portuguese Cork Association) and FFSL (Fédération Française des Syndicats du Liège), in partnership with the IML (L'Institut Méditerranéen du Liège), a petition for cork is currently underway on the internet.

In addition to raising awareness of the importance of the cork oak forest to the planet, the petition aims to reach 10,000 signatures and plant 1500 cork oaks, with one tree being planted for every 6 signatures received.

This petition for cork has the support of GoodPlanet.org, a non-profit organisation run by Yann Arthus-Bertrand and Jean-Marie Pelt, president of the European Institute of Ecology.

Why sign the petition?

As explained on the petition's official website, signing it means making a choice in favour of Nature and the Planet, promoting biodiversity, fighting against the greenhouse effect, soil erosion and desertification.

Cork oak forests are genuine ecological sanctuaries, with an exceptional fauna and flora, sheltering countless endangered species such as the Iberian lynx (of which there are only 150 in Portugal), the Iberian Imperial Eagle (of which there are only around 150 pairs in the Iberian Peninsula), among many others.

Of the entire worldwide surface covered by cork oaks, 32% are in Portugal. Cork oak forests constitute an excellent defensive barrier against the greenhouse effect, producing oxygen and retaining 4.8 million tonnes of CO₂ every year, equivalent to 5% of Portugal's yearly emissions. For every 1.3 hectares of cork oaks, 1 tonne of cork stoppers are produced and 2 tonnes of CO₂ absorbed every year.



The maintenance of cork oak forests depends largely on the cork industry, which enables a cycle of sustainability beginning with the removal of cork from the tree (stripping), an operation which does not harm the tree. The cork is removed manually, using traditional techniques, without damaging the trunk, and the cork oak regenerates its bark after a few years.

Rural populations are also dependent on this industry, either directly or indirectly, as the cork oak forests involve other secondary industries essential to the development of local economies.

In addition to cork stoppers for wine, cork is a sustainable raw material for countless high-performance applications in a wide range of sectors. Its natural properties, together with its unique characteristics, make it an indisputably eco-friendly material throughout its entire life cycle.

You too can choose in favour of Nature. Take part at <http://www.petitionpourleliege.org/>

Amorim Cork Composites Backing distinguished at Europarket 2008

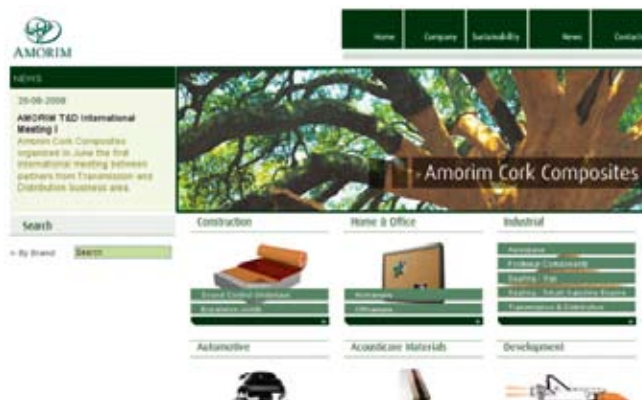
The 2008 edition of the Europarket trade fair gave an innovation award to a floating wood floor with cork backing by Amorim Cork Composites (ACC).

ACC's experience in noise insulation was a determining factor in the enhanced acoustic performance of the Par-ky SILENCIOSO floating wood floor. In this kind of flooring, noise resulting from the impact of footsteps is a critical issue, and cork plays a decisive role in enhancing acoustic quality.



Amorim Cork Composites launches website

Amorim Cork Composites' website is now online, providing information about the company's main business sectors. Visit us at www.corkcomposites.com



The Cork Oak - essential in the battle against desertification

- conclusion of the study by WWF and CEABN /ISA -

Some data from the study

According to the report arising from this study, by 2020 desertification will advance at a pace of over 1000 metres per year, in a panorama of inadequate management of cork oak forests which results in the destruction of an area equivalent to 36 football fields every minute and a deforestation and desertification rate of 13 million hectares per year!

This scourge is also expressed in astronomical costs and devastating effects, such as 42.3 billion dollars per year, with over 38% of the world's population - more than 2.6 billion people - vulnerable to the process of desertification, in particular in Africa. In the Mediterranean region, a cradle of biodiversity, the WWF estimates that around 300,000 Km² are at risk of desertification, affecting the lives of 16 million people!

In addition to the reduction of biodiversity, we can expect an increase in greenhouse gases, which is already being felt - it is calculated that 20% of greenhouse emissions worldwide are the result of deforestation and damage to forests.

Desertification in Portugal

Among southern European countries, Portugal is one of the most affected by desertification and the risks associated with erosion, the south and inland areas being the most threatened, and where there are the highest levels of migration arising from the resulting lack of production feasibility.

It is also estimated that around 1 million 800 thousand ha of Portuguese forest, where the cork oak and holm oak are the main species of tree, are located precisely within the areas at highest risk of desertification.

The Cork Oak in the battle against desertification

Cork Oak Forests, which make up a total area of 736.700 hectares in Portugal, provide the solution for increasing bio-

logical productivity, and therefore for reversing the trend of desertification and rural depopulation. Managing their geographical distribution and density are of the utmost importance, as the cork oak forest plays a major role in the country's environmental, social and economic culture.

Cork Oak Forests are beneficial to organic matter in the soil and play a part in regulating the water cycle; in other words, they make the soil more productive and facilitate infiltration and retention of water. These qualities signify economic feasibility, and therefore the reversing of the trend towards desertification by enabling countless activities involving agriculture and livestock.

The study also revealed, in an area covered by cork oak forest in Serra da Grândola, a high level of biodiversity: 264 species of fungus, 50 kinds of moss, 308 vascular plants, 140 insects, 6 species of fish, 12 amphibians, 13 reptiles, 73 birds and 14 mammals, in addition to other endangered species which depend on this ecosystem for survival, such as Bonelli's eagle and the Iberian lynx.

Conclusions

According to the study by the WWF and CEABN/ISA, efficient management of the Cork Oak Forests is the only way to recover the density levels of 1995 by 2020. If this were achieved, only 20% of forests would have less than 40 trees per hectare, and half of forests would have over 80 trees per hectare.

Otherwise, the density index of cork oak forests and the country's forested areas will remain in regression, with estimates that by 2020, 40% of forests will have less than 40 trees per hectare, only 15% will have more than 80 trees per hectare, and the overall area of forest will fall by 1% each year.

Quinta Nova 2007 / Gesto 2008. Cultural Object



For the fourth consecutive year, Quinta Nova de Nossa Senhora do Carmo and Gesto - Cultural Cooperative are promoting the launch of an edition of 1200 bottles, in two collections of 3 units each. The labels are created by artists, and each includes a serigraphical reproduction of the respective author's works.

This special edition provides a natural association between wine and art, by the hand of six renowned artists: Emerenciano (Portugal), Carmen Maria (Mozambique), Samuel Djive (Mozambique), José Emídio (Portugal), Cristina Mateus (Portugal) and Noel Langa (Mozambique).

The collections are limited, and will be on sale in the shops of Gesto, Fundação Serralves and Quinta Nova and respective agents.

CORTICEIRA AMORIM

presents the Programa Escolha Natural (Natural Choice Programme) at the CCB - Centro Cultural de Belém

After presenting the Natural Choice Programme to its Employees, as part of the Sustainability Week, CORTICEIRA AMORIM chose the Centro Cultural de Belém as the venue in which to demonstrate to the outside world its commitments and goals in terms of Sustainable Development.

At the event, which was attended by a number of CORTICEIRA AMORIM representatives, including António Amorim, Chairman, and Nuno Barroca, CEO, the main conclusions of the second edition of the Company Sustainability Report were divulged, with a particular focus on the results of two studies demonstrating the environmental advantages of two of CORTICEIRA AMORIM's main products: cork stoppers and cork coverings, with regard to their direct competitors.

Susana Fonseca, Vice-President of the Quercus National Directorate, and Luís Rochartre, Secretary-general of BCSD Portugal, also attended, and gave presentations on their organisations' views regarding sustainability at CORTICEIRA AMORIM. The Campaign for Collection and Recycling of Corks, promoted in partnership with Quercus, was particularly well received. This initiative aims to recycle 30% of cork stoppers consumed in Portugal and plant a million trees, within a 5-year timeframe.

It should be noted that CORTICEIRA AMORIM was the sector's first company to divulge its practises and policies with regard to sustainability, in a Sustainability Report. In 2008, with a view to restructuring all activities into a single initiative, the "Natural Choice" sustainability programme was created, with the aim of raising awareness for the implementation of more eco-friendly behaviour.



Nuno Barroca, CEO of CORTICEIRA AMORIM, presented the main conclusions of the Sustainability Report

Amorim Cork Composites at the Cork Route Seminar

"There are at least two ways of looking at cork. One is the emotional, sensorial, artistic perspective; the other is to regard cork as a special raw material with unique features, sustainable, and which can be regarded as a design element for high-tech applications".

This was how Amorim Cork Composites began its contribution to the national seminar on the future of cork, organised in July by the Rota da Cortiça (Cork Route), in São Brás de Alportel. The seminar, entitled "The future of cork in the face of the challenges of the New Millennium" was held to officially present the Cork Route, and focused on four areas: Environment, Inno-

vation, Economy and Quality. Amorim Cork Composites, in its capacity as invited speaker, presented cork as a noble raw material, in an organisation with a wide-ranging portfolio of industrial applications in constant innovation, closely linked with Sustainability.

Among the guests were a number of companies and organisations such as INETI and WWF, which helped to describe the cork sector and took part in an exchange of ideas about how to face future challenges within the context of globalisation.



Wicanders – Amorim Flooring is now a member of the “Winner’s Circle”, with an Honourable Mention in the “2008 Green Log Home & Lifestyle Awards”



After being nominated as a finalist in the “2008 Green Log Home & Lifestyle Awards”, Wicanders – Amorim Flooring was awarded an Honourable Mention, becoming a member of the “Winner’s Circle”.

The results were obtained from a combination of online voting (40%) and the votes of the official jury (60%).

This nomination is part of a programme carried out by the non-profit organisation “Green Log Awards, Inc” which rewards companies or bodies that promote ecological solutions in the products or services they provide, resulting in positive, “green” developments in living, work, or leisure environments.

Congratulations Wicanders!

Quinta Nova recreates wine for Serralves

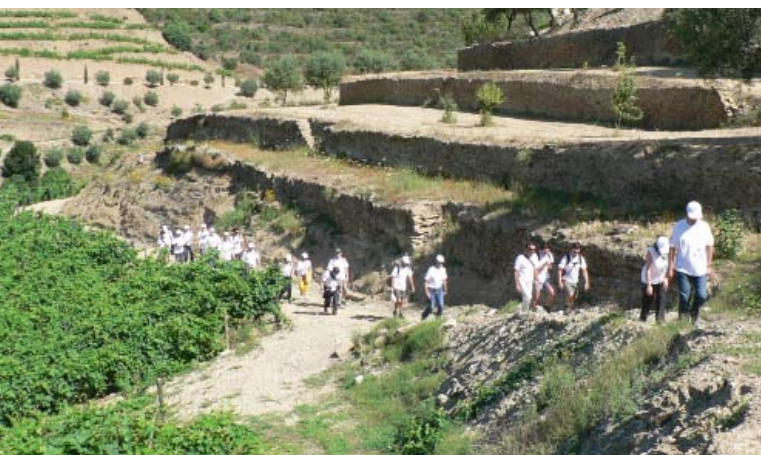
The Serralves Foundation will soon have its own special Port Wine. Created especially for the Museum, in bottles designed by the architect Álvaro Siza, this excellent Quinta Nova LBV 2004 is expected to sell out quickly based on the prior performance of editions of this sort and the particular nature of this exclusive product.

The bottle used was designed in 2001 by Siza Vieira, by invitation of a glass company, but never put on sale until this collaboration between Serralves and Quinta Nova, which results in a perfect combination of design, Port Wine and Contemporary Art.



Amorim Group hikers at Quinta Nova

On 21 June, Quinta Nova hosted the yearly hike by co-workers from Edifício Amorim I (with employees from OSI, Amorim Viagens and Amorim Isolamentos).



After a train journey from Campanhã, the 39-strong group joined employees from Quinta Nova and began the walk along the train line and the Douro river to the heart of the property. 6 km were covered and a total of 1400 photos taken of the Quinta’s iconic setting, with breaks to rest and sample the many gastronomical delights on offer.

This was the customary “andarrilhos” (hikers) walk, with the extra dimension of getting to know an area owned by the company normally only heard about because of the wine.

Though understandably tired, the group was very happy with the excursion, and eager to return.

Note: special thanks to the Amorim Group for its support with the costs involved.

Amorim & Irmãos collects used corks in Spain

In a pioneering venture in Spain, Amorim & Irmãos is carrying out an initiative to collect used corks in the country.

In the last 12 months, around 18 tonnes of used corks from Spanish Cava producers were collected, and since the beginning of the programme 40 tonnes have been collected and recycled in all.

This initiative has yielded important results, both environmen-

tal and commercial, such as an increased life cycle for cork and consequent CO₂ retention, creation of a new source of raw material for other cork products and, as a result, a sustainable solution to the wastage of corks.

The Amorim Group's contribution to this process also served to reduce the costs of Spanish producers with regard to transportation and taxes, among others.

Amorim Cork Composites launches Joint Design Software

Joint Analysis Q-Tool is a piece of software developed by Amorim Cork Composites, formally presented to the market in June, with the purpose of aiding the selection of a cork joint with rubber suited to the needs of each client.

The programme has proved to be an indispensable work tool for anyone who feels the need for specialist technical advice during commercial visits.

The excellent reception of this software by clients has already set in motion the development of similar tools, in particular for acoustic applications and vibration control.



Amorim Corks present at the Olympic Games



Image source: <http://en.beijing2008.cn/53/59/article212035953.shtml>



The long-standing business relationship between Great Wall, China's largest winery, and the Amorim Group, the world's largest producer of cork, has led to a joint project to seal all bottles of wine served at the Olympic Village during Beijing's 2008 Olympic Games with cork stoppers.

Olympic athletes and country delegation members from all over the world had the opportunity not only to experience

Great Wall's quality white and red wines, produced in China, but also to appreciate the excellent performance of cork, one of the world's greatest examples of sustainable development.

An integral part of wine culture for over a thousand years, cork oaks and cork products are today recognized as playing a key role in the economic, social and environmental prosperity of millions of people throughout the Western Mediterranean, fostering a truly unique, harmonic balance between Man and Nature.

Leading wineries such as Great Wall are well aware of the need for sustainable business practices that play a vital role in defending this balance. As the supplier of a product increasingly regarded as healthy, Great Wall now adds to this positive factor the celebratory sound of a cork being pulled out of a bottle. What better opportunity for Great Wall and the Amorim Group to provide both than the ultimate celebration of human spirit and world harmony, the Olympic Games?

Amorim & Irmãos, S.A. attends the 29th Sunday Times Wine Festival

Cork Stoppers preferred by wine lovers

Amorim & Irmãos, S.A. was invited to participate in the 29th Sunday Times Wine Festival 2008, organised by Laithwaites, a wine merchant belonging to the Direct Wines Group.

Nearly 6000 wine lovers gathered for the event, where they had the opportunity to taste a worldwide selection of over 300 quality wines from 17 different countries.

One of the main aims of the Sunday Times Wine Festival 2008 was to elucidate wine lovers about the best bottling and sealing methods. To this end, Ann Linder of Laithwaites commented: "Our customers know about and appreciate wine, as well as having high expectations of the quality products which we continue to deliver. Quality also comprises aspects related to packaging as part of the overall experience. The vast majority of our customers clearly prefer natural cork stoppers. Although they already regard as natural the association between wine and cork, relating it to tradition and heritage, they were fascinated to learn more about the history of cork, how it is processed, its applications and environmental impact. It was interesting to

note, too, that consumers appreciated the importance of buying wines stoppered with a natural cork".

Today, consumers are better informed about the issues regarding the various ways of sealing bottles, such as environmental impact, production costs and preservation of the wine. Thus, the preference for natural cork, particularly in quality wines, can now be based on a sounder knowledge of the issues involved, besides emotion and tradition.

A customer-focused company like Direct Wines - the world's largest independent wine merchant, specialising in direct sales and receiving over 2.5 million consumer calls per annum - has a keen interest in educating consumers on this sensitive subject, with an increasing focus on sustainability, where cork naturally outperforms oil-derived and aluminium closures.

This consumer preference for natural cork is rapidly becoming a key factor in closure decisions made by wineries, importers and retailers, as Direct Wines has realised.

Amorim China clients in Portugal

From 21 June to 1 July a group of Amorim China clients came to Portugal. The committee, comprising 19 clients representing a number of companies, became acquainted with the Amorim Revestimentos and Amorim & Irmãos factories in Lamas, where they also had the chance to enjoy the museum dedicated to cork and the Amorim family.

Next on the list were Amorim Cork Composites and Amorim & Irmãos in Coruche, and a visit to a cork oak forest.

The visit also included a meeting with Jorge Santos, General Manager, and Marcel Kies, Marketing and Sales Director of Amorim Revestimentos, who gave a briefing on the new product range to be launched in January 2009.

The programme ended with an unforgettable tour of some of Lisbon's most memorable attractions such as Jerónimos, Belém, Parque das Nações, and finally a trip to Sintra with dinner in the Casino do Estoril.

Portugal Telecom visits Amorim Group

The management of Portugal Telecom, headed by Zeinal Bava, visited the Amorim Group on 9 July and was received in the Founder's Museum by António Amorim, who briefly introduced at the welcome ceremony the group's main Companies and the products sold and manufactured by CORTICEIRA AMORIM, with a particular focus on cork stoppers

António Rios Amorim, Chairman of CORTICEIRA AMORIM, SGPS,SA., with guests from Portugal Telecom

The occasion also served to celebrate the advantages of the cork stopper as a natural closure, and the positive environmental impact of the cork oak forest on the forest ecosystem and fauna, and for CO2 retention.

Those present in the Museum Hall followed the presentation by the chairman of CORTICEIRA AMORIM, SGPS, SA. with evident pleasure.

Conversation of the highest calibre and utmost interest was held with the visitors, now joined by Américo Amorim, over the course of a brief lunch, including a discussion of current affairs, of great concern to all.

The visit was part of a programme to build relations between Portugal Telecom and its main clients, having been scheduled since February.



Wine House Quinta Nova: success in the press

The Quinta Nova project in Pinhão Station, which opened on 1 June, has attracted 50 articles and several pieces of television coverage in just three months.

In addition to this interest from the press, the Wine House has become an attraction in the town of Pinhão, particularly for its museum. The museum, the focus of which is a private collection belonging to a member of the Amorim family, has its home in the former houses of the train line workmen, and recreates in detail the life cycle of the vine and wine by means of an exhibition of around 500 items, mostly from the late 19th and early 20th century.

Go and see for yourself the new buzz at the heart of this UNESCO heritage site.



British Children's Hospital chooses Wicanders Cork flooring for play area



Royal Alexandra Children's Hospital in Brighton chose Wicanders wood-veneered cork flooring from Gradus, given the need to create an attractive, calm and comfortable children's play area within the entrance atrium.

Designed by Building Design Partnership, the impressive nine-storey, 15,411 square metre building won an International Health Care Design Award, in recognition of its innovative design and promotion of health and wellbeing in the built environment. The hospital has 3 operating theatres and 100 patient beds, as well as a sundeck play area, parent accommodation and state of the art diagnostic and treatment facilities. An approved NHS supplier, Gradus provided Wicanders Series 4000 European Oak veneered cork flooring for instal-

lation within the central atrium at the heart of the busy paediatrics hospital.

Cork flooring's natural warmth and ability to absorb sound helped to create a comfortable play area, where children can unwind without disrupting other patients. The layered assembly of the Wicanders flooring uses a central cork layer to create a cushioned effect that, unlike hard flooring, absorbs step and impact sound.

Its durability and ease of maintenance also made cork a strong choice, as it was essential that the chosen flooring could withstand high levels of wear and frequent cleaning. Plus, cork flooring's excellent environmental credentials complemented the building's forward-thinking design - cork is harvested from the bark of living trees which re-grows after around nine years, making it 100% renewable and sustainable.

Gradus Floorcoverings Marketing Manager Lynette Bowden commented: "Health and safety are obviously the most important considerations in hospitals but more and more people are recognising how much the atmosphere and ambience contribute to the patients' well-being. The Wicanders flooring makes a modern and attractive look, which helps to create a stimulating environment for the children's hospital.

"In addition, specifiers working on healthcare projects are increasingly concerned with environmental credibility. By specifying Wicanders by Gradus, The Royal Alexandra Hospital achieved a high quality wood finish, with the ecological benefits of a cork layer. As a fully sustainable and recyclable material, cork can help the healthcare sector to build a green estate."

Wicanders Series 4000 is ideal for high traffic commercial and public areas, comprising a cork agglomerate core, natural wood layer and hardwearing surface to deliver high durability. The vinyl backing layer with stick down solution produces a surface with a long lifecycle, reducing the need for maintenance and frequent replacement.

Amorim Flooring North America brings 2 groups of clients to Portugal



Two groups of experts from Shnier, Gesco Limited Partnership - a Canadian company and client of Amorim Flooring North America - came to Portugal on a visit.

The experts had a chance to get to know Amorim Revestimentos, Amorim & Irmãos and the museum dedicated to cork and the Amorim family history. Further south, they took a trip to Amorim & Irmãos' Coruche factory, and observed the stripping of cork oaks.

To finish, they toured Lisbon (Jerónimos, Belém, Descobrimentos and downtown Lisbon) and Porto (including an unforgettable visit to the Port Wine Cellars).

Amorim supports Michael Petry's "Golden Rain", on exhibition in Eigeroya lighthouse, Norway

For around 3 months, Eigeroya lighthouse, in Egersund, on the west coast of Norway, housed an exhibition of the works of 6 renowned international artists, by invitation of the Ha Gamle Prestegard art gallery. The exhibition, entitled "On the Edge", was part of the Stavanger 2008 European Capital of Culture celebrations.

Amorim supported the work exhibited by Michael Petry, one of the invited artists, who created "Golden Rain", inspired on the Greek mythological story of Zeus and Danae: Danae was the daughter of king Acrisius, who locked her up in a bronze tower when the oracle predicted that Danae would have a child who would kill the king. Touched by the princess's solitude, Zeus fell in love with her and, in order to reach her, turned himself into golden rain and ended up impregnating her. Thus was born Perseus who, in an ironic twist of fate, ended up accidentally killing his grandfather, king Acrisius. Michael Petry linked this story with the fact that the exhibition was being held in a metal lighthouse (a reference to the bronze tower where the princess was held captive).

For his work "Golden Rain", made up of glass bottles simulating golden rain and containing messages from various invited artists, Amorim presented Petry with conical corks of varying diameters, as every bottle was unique and of a different size.

In Petry's words "I immediately thought of cork stoppers as the only material suitable for this project. Synthetic closures would not look good, and would clash with the sentiment conveyed by the myth."

With the help of a Portuguese friend, the artist Mara Castilho, Michael Petry contacted Amorim, which was delighted to collaborate. "This experience made me think about creating other works using cork and glass. All I can say for now is that I have outlined a major project for London, and hope to be able to work with Amorim again soon."



Copyright: Michael Petry

AMORIM & IRMÃOS presents awards to students of Trás-os-Montes e Alto Douro University - UTAD



The UTAD Earth Sciences auditorium was the chosen venue for the Amorim prize ceremony, with prizes awarded to the two top students on the university's Oenology course.

These yearly prizes are a result of the partnership between Amorim & Irmãos, S.A. and the UTAD Department of Oenology, forged to strengthen relations between teaching institutes and the job market.

Victor Ribeiro, General Manager of Amorim & Irmãos, handed the prizes to Luís Miguel Rodrigues Lopes and Sandra Cristina Ribeiro de Sousa, first and second best students on the Oenology course respectively.

Dr. Victor Ribeiro, General Manager of Amorim & Irmãos, S.A., hands the prizes to Luís Miguel Rodrigues Lopes and Sandra Cristina Ribeiro de Sousa, top students on the Oenology course. On the right, the Vice-Rector of Trás-os-Montes e Alto Douro University.

Wicanders attends “The Hotel Show 2008” in Dubai

In accordance with its strategic objective of investing in the Contracting market sector, Amorim Revestimentos attended “The Hotel Show 2008”, held from 8 to 10 June in Dubai, UAE.

With 1050 exhibitors from 46 countries at the 2008 edition, “The Hotel Show” is a yearly fair specialising in the promotion of products and services for hotels, restaurants and leisure areas in the Middle East, one of the areas of the world where construction has seen the highest growth in recent years and large projects are planned for the near future, particularly in the tourism sector.

The approximately 13,000 professional visitors were, essentially, the decision makers of the major hotel and resort chains, and architects and designers working in the field.

Located near one of the main access gates, the Wicanders stand, with a 54 m² exhibition area, made a great impression on visitors with the novelty and exclusivity of its coverings. Throughout the fair a great number of potential clients and major industry players were able to see for the first time and appreciate the various technical solutions available where cork is successfully combined with other raw materials, in particular wood.



Amorim Cork Composites promotes “Amorim T&D International Meeting I”



Amorim Cork Composites promoted in June the first international meeting between partners of the business area involving electrical transformers (Transmission & Distribution). The “Amorim T&D International Meeting I” included visits to a number of factories, and enabled exchange of know-how between international partners with a view to tapping into synergy between companies.

The guests were Specialised Gaskets (Australia), Argus (Canada), Elmec (Turkey), Faxolif (China), GMC (New Zealand), Sealtext (China) and WCL (United Kingdom).

The Amorim T&D product range offers the electrical power and distribution transformer market solutions for critical aspects such as sealing and vibration control, and requires significant technical involvement. To this end, this kind of meeting is fundamental to an approach based on factors critical to success such as technical know-how and a constant quest for innovative solutions suited to the client’s needs.

The meeting was very motivating, serving to reinforce the existing climate of partnership, and originated the Amorim T&D blog promoting the diffusion and sharing of important information in this business area.

Library in Valdemoro, Madrid, uses Wicanders

The education department of Valdemoro City Council, in Madrid, opened a library for its young citizens.

The project, begun in 2006, had foreseen the installation of natural wood flooring. However, after examining other possibilities, the management of the project decided on the “Wicanders UP” covering, achieving all the requirements of silence and comfort necessary in a facility such as a library.

In addition to the thermal, acoustic and vibrational comfort which can only be achieved with a material such as cork, the covering also features resistance, economy and ease of application and maintenance, among many other benefits.



Project information

Location: Valdemoro, Madrid, Spain

Main contractor: Construtora Begar

Production and Installation: Industrias Kurko S.A.

Architect: Rosa Rodríguez

Sector: Education

Material: 2000m² WicWood



Amorim Revestimentos is visited by German clients



Group from Holzlandel



Group from HolzLand

Two committees from two prestigious clients of Amorim Germany came to Portugal at the start of the summer.

20 representatives of the German Holzlandel Group came from 29 May to 1 June.

From 3 to 6 July, 18 representatives of the HolzLand Group, also from Germany, were received.

Both committees began by touring the main attractions of the city of Porto. They were then able to observe in loco the production of cork coverings during a trip to the Amorim Revestimentos factory in Oleiros, and visit Amorim&Irmãos and the museum showcasing a treasure trove of cork history.

The programme for each group also included a trip to the Amorim & Irmãos Coruche factory, and an outing to the forest to observe the stripping of cork oaks.

At the end of the stay it was clear that all concerned were eager to continue working together in the promotion of our cork coverings on the German market.

Dom Korkowy clients in Portugal

A committee of 11 clients of Dom Korkowy - an Amorim Group company in Poland - was in Portugal from 16 to 20 July.

The group, comprising representatives of companies from Lithuania, Belarus, Kazakhstan, Kaliningrad and Poland, started in northern Portugal, where they became acquainted with Amorim Revestimentos and Amorim & Irmãos, in Lamas, with an obligatory visit to the emblematic Cork Museum and Amorim Cork Composites.

Further south, our guests observed the stripping of cork oaks in the Alentejo forest.

The visit also included sightseeing in Lisbon, taking in Jerónimos, Belém, Descobrimentos, the Parque das Nações area, the Oceanarium and downtown Lisbon.



Amorim Isolamentos' factory in Vendas Novas has best performance in "Day without Cars"



As part of Amorim's Sustainability Week, a "Day without Cars" was held on 5 June. The aim, as the name suggests, was to keep as many cars as possible off the roads, encouraging employees to try more eco-friendly alternatives such as carpooling or, distance permitting, walking or cycling.

Amorim Isolamentos was the most successful business unit, with the Vendas Novas factory reporting a 66% drop in the number of cars used.

To reward this result, Nuno Barroca, CEO of CORTICEIRA AMORIM, Paulo Bessa, Corporate Sustainable Development Manager, and Carlos Manuel Oliveira, General Manager of the Isolamentos Business Unit, were in Vendas Novas to award the "O Mundo nas Nossas Mãos" (The World in our Hands) trophy, which will be passed on to the winning factory each year.

Amorim Cork Composites at CWIEME Berlin



The Amorim T&D range was presented at the CWIEME Berlin fair in June, and enjoyed a record number of visitors.

At this edition of CWIEME Berlin, Amorim Cork Composites presented itself as a member of Amorim T&D Global Network, promoted during the first international meeting of this business unit, and exhibited a real-sized power transformer where the solutions proposed by Amorim Cork Composites for this market were demonstrated.

The fair provided an opportunity to promote the article "Vibroacoustical Analysis of a Power Transformer and Distributor Using the Finite Element Method", which demonstrated to the target audience Amorim Cork Composites' high degree of technical expertise, and inspired a great number of participants to visit the company's stand.

After this decisive presence at CWIEME Berlin, conditions are ideal for the US edition of the fair (28 to 30 October) to be equally popular and successful.

Amorim & Irmãos, S.A. with 2010 Fifa Football World Cup in South Africa

Amorim Cork South Africa, the leading supplier of cork stoppers for wine in South Africa for the last 26 years, has proudly joined the LADUMA project, aimed at increasing the wine industry's involvement in the world's largest football event – the 2010 Fifa World Cup. The project will, among other initiatives, see training offered to more than 2000 disadvantaged people as wine stewards by 2010, as a further contribution to the success of local tourism and wine industry during the 2010 Fifa Football World Cup.

Besides this social contribution, the entire South African wine industry has been working with Wines of South Africa (WOSA) to create an innovative top quality wine brand sealed with Amorim & Irmãos S.A. natural corks, ensuring that all proceeds from the sale of this wine will be used to sponsor the LADUMA project.

Six leading wine producers were selected to produce a premium red wine called Fundi, derived from the isiZulu word *umfundi*, which means 'studious person' and in South Africa refers to an expert or learned person. The wine was launched in Johannesburg on 24 July 2008, and WOSA aims to sell all 17500 six-bottle cases by December 2008, allocating a significant portion of the profits to training. About 20% of the wine will be exported, as international markets have expressed huge interest in what is a world first.

Joaquim Sá, Managing Director of Amorim Cork South Africa, commented: "Hosting the biggest event on the planet will, without a question of a doubt, give South Africa a real boost of energy and open up amazing opportunities to the tourism

and wine industry. Tourist arrivals have undergone consistent growth, and an all-time record of 10 million visitors from around the world are expected in 2010, with nearly half a million visitors more than the average for the period in which the Football World Cup is to be held.

The Laduma Project is a pioneering venture, aiming to enhance football fans' wine experience while visiting South Africa. Helping to train wine stewards specialising in all aspects of the South African wine experience will contribute to a much-needed improvement in wine service standards, while creating new jobs.

Off the field, the success of the 2010 FIFA Football World Cup may be far greater and longer-lasting for the wine industry if visitors remember their exposure to local wines with a smile.

To realise this vision, the wine industry and its suppliers have joined efforts to produce 'Fundu', a wine aiming to aptly commemorate South Africa's hosting of the 2010 FIFA Football World Cup and to underscore the presence of this country's flourishing wine industry.

"All of us are very privileged and should be proud to be associated with this project, the nature and scope of which only come around once in a lifetime." – he concludes.

A unique feature of the brand is a beaded decoration which will hang around the neck, another factor in creating more jobs.

Fundi will be marketed through its website, www.fundiwine.co.za, a Facebook account, a blog, and a dynamic public relations campaign, both locally and internationally, all of which will be available by the launch of the World Cup.

Nu Hotel Brooklyn, an eco-efficient hotel with the comfort of Wicanders Coverings

The company Hersha Hospitality recently opened the new Nu Hotel Brooklyn. Located a few minutes from Manhattan, in the heart of downtown Brooklyn, the Nu Hotel is part of a luxury residential complex, and was designed by Datumzero Design Office.

Spacious, elegant and tranquil, with décor inspired on practical, relaxed city living, the Nu Hotel Brooklyn has a total of 93 rooms.

The hotel's entire design is in harmony with eco-efficiency. From the way natural light is used to the FSC (Forest Stewardship Council) certified furniture, to the coverings made predominantly from cork, among other aspects. In application of this philosophy, all rooms are fitted with Wicanders Cork Oak Floors Series 100 WRT, offering guests the environmental well-

being which can only be provided by a product with an excellent ecological performance, such as cork.

And to complement this comfort, the Nu Hotel Brooklyn is also equipped with a lounge adjacent to the lobby, a business centre, fitness area and reading room among other features which make it simply unique.



“Save Miguel” – a short film, a great message and the actor Rob Schneider



The North-american actor Rob Schneider stars in a very funny short film for an international campaign promoted by Corticeira Amorim, entitled “Save Miguel”. The main aim of this campaign is to defend natural cork as a unique resource in the world, and appeal for the preservation of the cork oak forest. In the film, Rob Schneider takes on the mission of finding the identity of Miguel, who is in need of help. He ends up discovering that Miguel is a cork oak who likes to live in Portugal, but can also be seen in Spain and Australia. In the beginning, all the actor knows is that Miguel is responsible for protecting countless animal and plant species, for helping prevent forest fires, and for contributing to the economic and social prosperity of over 100,000 people in different countries.

Canada distinguishes Quinta Nova

A success with audiences

“Save Miguel” has acquired a cult status and publicised the debate in defence of cork. Tens of thousands of people throughout the world have seen the film and taken part in the mission directly, by virtually planting cork oaks or signing a declaration of support for cork. Everyone who causes a tree to be planted or wears a “Save Miguel” t-shirt is sharing the message with others.

The campaign’s main focus is promoting the sustainability of the cork oak forest and cork. By persuading the public to choose a 100% sustainable product, “Save Miguel” takes direct action at a number of levels: it raises awareness of environmental issues and promotes awareness in consumer choice. By purchasing wine with a cork stopper, consumers are choosing the most sustainable solution, contributing to the fight against global warming, forest fires and desertification.

Cork also has the ability to absorb large amounts of CO₂, and this capacity increases when it is removed from the cork oak: stripped cork absorbs between 3 and 5 times more CO₂ than unstripped trees. In addition, cork is 100% natural and recyclable, unlike stoppers made from plastic or metal.

But in addition to defending cork, the campaign also aims to provide a voice for the vast majority of consumers who, in all countries, prefer cork stoppers for wine over other artificial materials, while stressing to those consumers the unbeatable environmental, social and economic advantages of natural cork and the cork oak forest.

“Save Miguel” is the first Portuguese campaign to be promoted internationally with a Hollywood actor.

After the film’s success, the initiative may result in the creation of new campaigns involving cork or the defence of other endangered species of plants and ecosystems of recognised importance.

But for now, “Save Miguel” at www.savemiguel.com.

At the latest edition of Selections Mondiales des Vins, held in Canada, Quinta Nova took home 4 more silver medals. Of particular note is the medal for Quinta Nova Red 2006, which rightly reflects the success of this product in Portugal and abroad.

