



AMORIM

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Letter

news

Amorim Group news

Lifestyle with Cork

warm pastel and dark colours

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AcoustiCORK in Portugal

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One distinction and one award – huge recognition for Wicanders

Experts agree: WICANDERS Floorings are value added Products.

At the Domotex fair 2006 in Hanover Amorim took credit for the last years' work - and the efforts of the experts in the development labs paid off: The jury of the Innovation Competition organised by "AIT", the leading magazine for architecture, interior design and dry construction, awarded a "Special Distinction"

for WICANDERS Acousticork NRT. The jury's statement read: "The enormous reduction of impact sound and step sound really represents added value". The newly developed cork core - made of a special mixture of high-quality, light-weight cork granulate and a high-tech polymer - acts as sound barrier. At the same time it reinforces the natural elasticity of cork flooring. Compared to parquet and laminate the step sound of Acousticork NRT which amounts to 75 dB is approx. 10 dB quieter. Furthermore, the impact sound is approx. 3 dB less than the standard for floor coverings.

And we won another award: The readers of the specialist magazine for interior decorating "eurodecor" chose Amorim Germany as the company of the year in the category "Best Product in Quality"! "We are very proud that consumers rate our cork floorings to be on the top especially in this category.

Our own demand for high standards for a good cork flooring and our strict quality control - from the raw material to the finished product - has paid off. Now it is our target to continue this positive development during the rest of the year, and we are sure that we will succeed with the fantastic new products," summed up Tomas Cordes managing director and sales and marketing manager of Amorim Deutschland.



Editorial

Welcome to the latest edition of our newsletter. In it we highlight the success achieved by the products of Amorim Revestimentos, namely at the large Domotex international Fair, where we were awarded a special distinction and a prize.

Also riding high is Amorim & Irmãos, which was awarded a Research Prize, attributed at the 2nd Néctar magazine Gala. The company welcomed a record number of visitors in 2005. A total of 1430 people from several different countries came to see us, enabling us to show off the big steps taken in R&D and quality.

Corticeira Amorim also has good news to report regarding the increasing use of the AcoustiCORK A445 product in Portugal. Another indication of the company's forward thinking is Cork Nature's investment in thematic boards, including products specially designed for the Football World Cup which is being held this summer in Germany.

Take advantage to learn about the enticing events on offer at the Quinta Nova de Nossa Senhora do Carmo Rural Hotel!

See you soon.

Credits

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Lifestyle with Cork

Floor and wall coverings with structure full of character in warm pastel and dark colours

Amorim starts the new year with a bombshell: The innovative company presents themselves at the Domotex on the same spot (hall 7 stand A14) occupying 285 square meters. A large platform for the numerous new products and designs.

Xtreme WRT for the complete Colour Range and all Wood Veneers

Only in October 2005 Amorim introduced Xtreme WRT to the market. "The feedback is extremely good and it exceeded all our expectations by far. Not only from our partners but also from the competition we gained a lot of commendation and recognition for our new development. We are very happy and this gives us the confirmation that we are on the right track", said Amorim.

Encouraged by the good start, the complete WICANDERS colour range has been available on the market with the new surface technology Xtreme WRT since January 2006. Furthermore all cork floorings with wood veneer can be ordered. Above all Amorim wants to attract customers who want a wear resistant natural flooring but who reject the wear resistant vinyl layers. In addition Xtreme WRT can be sanded and re-varnished after long-lasting use.

In line with new lifestyles three new product ranges were developed in Portugal. As with the New Colour Collection, the company put the lead-management on the Swiss designer Andreas Dotzauer. The collections are the result which meet the general trend of natural looks and authentic materials. The designer focused on warm natural pastel and dark colours with structure full of character.

Nuances – Natural Colours and Surprising Structures

The best of the nature can be further improved – or more exactly – can be further developed and cultivated. Natural materials are combined with surprising structures and colours. With Nuances Amorim developed a collection which also meets the requirements of admirers of avant-garde lifestyles. This new collection consists of 12 articles, three veneers each are offered in four different earth and pastel colours and two veneers are completely new. The cork is refined with several colours with a new technique. Several colours are worked into the cork under a self-developed procedure – and are not applied as usual. With this we attain a completely new transparency and colours which were not possible due to the natural composition. This new series is available as cork parquet as well as cork floating and in WICANDERS commercial qualities.



Vintage – Timeless Elegance to Feel Good

For many people wood flooring is still the synonym for lifestyle and elegance. Besides the classic optics [options] the close to natural designs are more and more favoured. Vintage, the new WICANDERS cork flooring collection with wood veneer brings together exclusive life comfort and timeless natural elegance. This product range consists of six warm colours: Hermitage, Victorian, Antique, Cottage, Royal and Country. The basic veneer is a knotty Swiss oak with an extraordinary grain and a variety of colours. Each board is individual. Amorim offers Vintage in its 300 series with the known vinyl surface as well as with the new Xtreme WRT surface.

Dekwall Ambiance – Accents for Wall Design

Walls are the largest areas to be designed in a room. They are mainly responsible for the room's feeling. Ambiance is a collection which takes this into consideration: People who act out their individuality and express their personality with natural materials will find the right wall covering here. No brown cork rolls like we had in the sixties of seventies, but expressive structures and forms are combined with delicate pastel colours resulting in a completely new form of wall design. Ambiance is a collection of cork sheets in the dimensions of 60 x 40 cm, which can be individually tailored and which will be processed with a special adhesive. The three kinds of design in a stone, alabaster and bamboo look, are in harmony with today's life trends or give emphasis to a place.

Identity and Personality with new Colours

Amorim has re-worked its colour collection Identity and Personality. Now the customer can buy fast-moving items. Furthermore two colours were added to these two collections: Chestnut and Caramel, two aesthetic brown colours, which complete the modern lifestyle with elegance.

Amorim & Irmãos attributed partner status at the 2006 Wine Evolution



Presentation of Amorim & Irmãos in the 7th Wine Evolution.

recent marketing and R&D advances in the area of sealers, which was followed by a lively debate on the advantages of cork as the highest quality sealer.

The event proved a success, with 168 participants, among which were the chairmen and managing directors of Racke International, Bouvet Ladubay, Casa Lapostolle, Constellation Europe, Gaja, KWV International and Moët Hennessy, and journalists from prestigious international media organisations, such as Decanter, Harpers, Sud-Ouest, Business Week, France 2, Guia Peñin and Drinks Business.

Between 30 and 31 January in Paris, the 7th Wine Evolution was held. This prestigious event aims to provide top international executives from the wine and spirits area with the tools and information needed to obtain success in their business.

Amorim & Irmãos again took part in this event as a sponsor and also setting up a stand that provided the many visitors with detailed information about the company, products sold and information about the fight against Trichloroanisole (TCA).

At the same time, Amorim & Irmãos took the opportunity to present a conference on the most

Amorim & Irmãos sponsors Revista de Vinhos Magazine “Best of the Year”

On 17 February the “Best of the Year” event, organised by the Revista de Vinhos Magazine, was held at the Quinta do Roseiral in Ericeira. This year Amorim and Irmãos again sponsored the event.

As usual, distinctions were attributed to the organisations, wines, people and companies whose quality stood out in the winemaking sector last year.

In front of an audience of around 900 people linked to the world of wine, our Vice-Chairman, Joaquim Amorim, attributed the “Company of the Year – Fortified Wines” prize to Quinta & Vineyard Bottlers (Taylor), represented to its oenologist David Guimaraens.



“Vice-Chairman, Joaquim Amorim, awards the “Company of the Year – Fortified Wines” prize to David Guimaraens in his capacity as oenologist of Quinta & Vineyard Bottlers (Taylor)”

WICANDERS with new appearance

Amorim restructured its premium brand

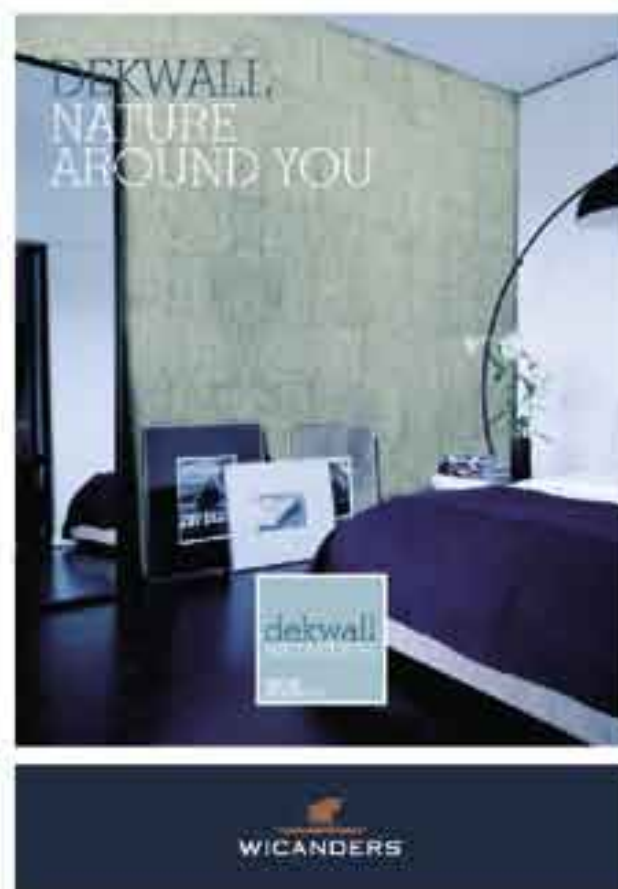
In the past months Amorim has re-worked its premium brand WICANDERS. “Many new products were added; in turn others were taken out. Also our requirements and above all those of the market changed,” according to Amorim. The new appearance looks more modern and is clearer. White lines form the border of the strong WICANDERS blue. However, not only the design was restructured. The new positioning of the brand emphasizes the natural aspects of the products. WICANDERS – Natural Comfort at Your Feet. This statement is communicated with strong, emotional pictures and will be found again in all marketing tools - from ads via brochures up to displays and stickers. The colour palette, the pictures of the campaign as well as the new products comply with this new alignment: Today Amorim increases its focus on pastel and on natural and warm colours.

The Segmentation in WICCORK, WICWOOD and DEKWALL

The products belonging to the WICANDERS range have been segmented in order to respond to the motivation and sales processes of each product line better and more individually. “WICCORK – Nature walks with you” – and “WICWOOD – Nature at your feet” All floorings with cork surfaces are assigned to WICCORK and all floorings with wood veneers are assigned to WICWOOD. Through this definite segmentation Amorim creates a very clear and more emotional profile for its products. “We achieve a definite functional alignment under consideration of the variety of markets and of the degree of product penetration of the market” Amorim said. The third segment of the WICANDERS brand is the wall covering range DEKWALL.

New Sales Promotion Tools

As regards its sales promotion tools, Amorim focuses on clear information which is supported by emotional pictures. Moreover, the company also parted with its multiple information brochures and introduced a new system. In the future there will be only one main brochure for floorings. It presents the collections in big and impressive pictures. The technical information as well as all available colours and designs can be seen in a data sheet catalogue which will



be enclosed with the main brochure. The wall coverings are presented in an individual folder.

In line with this integral approach the new sample briefcase also contains the complete WICANDERS flooring collection. All kinds of cork and wood, as well as their technical adaptations – cork floors floating, cork parquet and commercial floors – are presented in a simple and clearly arranged form. This type of presentation is supported by very high-class as well as emotional and properly thought through designed sample swatches. Attractive covers and clear information further promote sales. Even on product and sample stickers all important information can be found.

AcoustiCORK in Portugal

The use of the AcoustiCORK A225 product sold by Corticeira Amorim-Indústria S.A. for acoustic insulation from impact noises (mechanical energy transmitted to the structure of a building) is becoming increasingly popular in Portugal.

This underlay that comes in a 5/6mm roll is sold by Corticeira Amorim-Indústria S.A. and has been used for several decades in other countries where acoustic insulation is compulsory and a swift installation method is required.

Among other benefits, the cork agglomerate has an advantage over the competitors in its long-lasting resilience, which is an essential quality for absorbing the aforementioned impacts.

Corticeira Amorim-Indústria S.A. is extremely pleased to note a considerable change in the mentality of the Portuguese building sector in order to lend buildings greater comfort.



Amorim & Irmãos receives visit from future MBAs of the Catholic University

As part of the drive to consolidate the Company-University connection, around 30 MBA students from the Catholic University visited the Amorim & Irmãos head office and factory at Santa Maria de Lamas.

A detailed presentation of the company that is the worldwide leader in wine, champagne and spirit bottle sealers and its modern R&D programme was provided by Victor Ribeiro, CEO of A&I. The future MBAs, who came from a variety of European countries, were then accompanied by Adriano Freire, teacher at the Catholic University, in a visit to the largest natural bottle cork factory in the world, which was followed by a reception in the historical premises of the Founder's House.

Given the success of this initiative, the possibility of furthering this kind of collaboration with the MBA Department of the Catholic Department is under analysis.

Cork Nature invests in thematic boards



Cork Nature – the Amorim brand for cork boards and decorative articles, presented its new catalogue in the Paperworld fair in Frankfurt, in January.

The big news is the investment in thematic boards, with a range of products covering boards for children and adolescents, the kitchen, the home and the office. The office boards are of particularly high quality, including an anodised aluminium strip for the large distributors of office articles. Taking advantage of the fact that the Football World Cup is coming up in the summer in Germany, a collection has been created entirely dedicated to the beautiful game. This collection includes cork boards, white boards and combined boards, aimed at those who will be avidly following the tournament matches.

Through this investment in thematic boards, Cork Nature intends to enrich its cork products, adapting them to the current needs of the consumers.

The Cork Nature products can be found in all the large national stores and in many shops all around Europe.

Masters of Wine Visit Amorim



Members from the Institute of Masters of Wine

When an international party of qualified MWs and second-year students at the Institute of Masters of Wine visited Northern Portugal recently, a visit to Amorim&Irmãos was naturally on the cards.

After touring and tasting in the Douro, as well as port lodges in Vila Nova de Gaia, the group – representing the wine trade in the US, Germany, Scandinavia, Singapore and Great Britain - spent their last day in Porto as guests of Amorim. After an in-depth presentation from Carlos de Jesus on the research and development projects over the past five years, they went on to see these preventative and curative measures at work in the vast production units.

They also had the opportunity of meeting Head of R&D Dr Miguel Cabral, to discuss future projects, and lunching with

CEO Victor Ribeiro, before heading for the airport – and home.

‘It was an invaluable visit’ commented Lisa Granik, wine buyer for one of the large New York-area drinks wholesaler, Charmer Industries. ‘We were given so much material and food for thought. I now have a much clearer understanding of the scientific issues that influence closure choice – and was even able to recommend Amorim to a local wine producer last week’.

Daryl Goh, wine consultant for several top London restaurants, agreed. ‘It was great to learn how such a ubiquitous packaging component is made – and to understand how top companies are dealing with associated problems. There was a real sense of excitement in terms of the industry ‘fighting back’.



ISO 9001:2000 Certificate

Amorim Cork Deutschland certified with **ISO 9001:2000** – and increases its sales 40%

The Amorim & Irmãos branch in Germany was certified in October 2005 in line with ISO 9001:2002, by the certifying entity, Tüv Cert, in guaranteeing all the quality requirements in terms of exportation, marking and processing of champagne corks.

In parallel, and through a greater focus on customers' needs and improved product quality, Amorim Cork Deutschland managed, in two years, to increase its sales volume 40%.

With a more cohesive team, which currently includes three more salesmen thus covering the whole of Germany, the

company has managed to bring about a rise in product sales, especially in the Twin Top technical cork and champagne cork.

The company has invested in the quality of the product and in ensuring that it reaches the customer in perfect condition and in a short space of time.

The whole production process is meticulously monitored by all the employees, and the quality department recruited another member of staff, ensuring strict control of the order, from the start of the process to delivery to the customer.

Amorim & Irmãos in force at Iberwine – International Wine Fair 2005



Amorim Stand at Iberwine

Amorim & Irmãos was recently present at Iberwine – International Wine Fair 2005, which was held at the Parque Ferial Juan Carlos I in Madrid.

This event is aimed at strengthening the image of Spanish and Portuguese wines abroad and has been held five times. This year's fair was again a success, attracting 28,354 visitors.

Amorim & Irmãos, as a member of the Organising Committee, had a strong presence with a stand strategically located which received a high number of visitors, including the Portuguese Ambassador in Spain, José F. Morais Cabral. For the three days of the event, our managers of the Spanish market had the chance to meet current and potential customers, providing an array of information about our products.

As well as the stand, Amorim & Irmãos was also part of the debate board, chaired by Carlos Falcó, Marquis of Griñon and entitled: "The future of cork and advances in Research and Development". Unequivocally geared towards providing a platform to defend cork, this event provided over one hundred participants with a clarification session lasting around 2 hours about the future of cork, the Research and Development investments made and the fight against TCA.



The Portuguese Ambassador in Spain during his visit to the Amorim & Irmãos stand.

Quinta Nova de Nossa Senhora do Carmo Rural Hotel - a refurbished hotel



It's time to plan your ideal holiday. Whatever moment you choose, we are sure you will be interested in opting for some of the programmes offered by the hitherto named Hotel Rural Burmester. In 2006 the Hotel is to begin a new phase as the renamed Quinta Nova de Nossa Senhora do Carmo Rural Hotel, emphasising its ties to the winemaking property of the same name, where it is located.

In addition to the special thematic programmes such as the Easter, Grape Harvest, São Martinho and New Year celebrations, etc, the Hotel constantly organises winemaking and agricultural activities. These include outdoor training, Nature tourism, walks and radical sports, always tailored to the wishes of the customers.

This pioneering project dedicated to wine in the heart of the Douro valley has been showered with praise from national critics and the media.

Information at www.quintanova.com or by telephone 254730430.

QUINTA NOVA
DE NOSSA SENHORA DO CARMO



Amorim Cork Italy at SIMEI 2005



The modern Amorim Cork Italy stand in the latest SIMEI fair, in Milan

Amorim Cork Italy again marked its presence at the world's largest fair specialised in machinery and equipment for winemaking and for producing other drinks, from bottling to selection of the sealer.

At this year's event Amorim Cork Italy showed its new image and new message.

Focused on creating a closer relation with the client, the company sought to inform all the visitors to the fair about the cork, Amorim and its strategy in terms of prevention and cure for the problem of TCA.

Amorim Revestimentos at Domotex **Good business, distinctions and awards, much praise and acknowledgement**

With a new brand design and new product structure, Amorim Revestimentos presented its brand of excellence, WICANDERS, from 14 to 17 January at the International flooring Fair, DOMOTEX, in Hanover.

The visitors gave much praise and showed admiration for the new Amorim presentation, which achieved great success for its topical and creative design.

The overall success of the fair also benefited Amorim. Compared to the previous year, 15% more visitors came to the stand seeking information about cork flooring. Furthermore, the staff managed to sign good contracts that surpassed all expectations. "Now we have to take advantage of this positive push forward for the whole of the year, which we will certainly do with the fantastic new products," commented Tomas Cordes, Manager of Amorim Deutschland and head of Marketing and Sales.

The product that aroused the most interest was the new

Xtreme WRT. A sealer for the cork floor with a cork and wooden core and ceramic base. This material is so resistant that it can be applied in public areas (class 31). The salesmen are convinced that Xtreme WRT will be a success on the market.

But there were also other new items that sparked widespread admiration, such as the Acousticork NRT. The jury of the Innovation Contest, at Domotex, organised by the architecture magazine AIT, awarded a "special distinction" to this floor, due to its high capacity to reduce the noise of impacts and footsteps. And there was also another prize: the readers of the eurodecor decoration magazine elected Amorim Deutschland as the company of the year in the "Best Quality Product" category!

The high quality work carried out on location, the confidence shown, and the professional assistance given to customers is due to the excellence of around 70 Amorim Group employees in 15 countries.

Amorim & Irmãos awarded Research Prize in the 2nd Néctar Magazine Gala



The Research and Development Prize is awarded to Amorim & Irmãos

The magazine dedicated to drinks, restaurants and wine tourism, Néctar, celebrated its 3rd anniversary on 27 January by holding a Gala at Figueira da Foz Casino. The event included the awarding of several prizes in different categories, among which was the Research Prize, attributed to Amorim & Irmãos.

The Prize, handed over by Bento de Carvalho, was received in the name of the whole R&D team of Amorim & Irmãos by Miguel Cabral, Manager of the Research and Development Department.

This event, attended by around 400 people, proved a huge success.



General view of the Main Hall of Figueira da Foz Casino during the 2nd Néctar Magazine Gala

Number of annual visitors to Amorim & Irmãos breaks the thousand barrier

In order to show the important steps forward taken in R&D and quality in the company, A&I SGPS has invested heavily in promotion and marketing. As a result, in 2005 a record 1430 people visited the plants in Santa Maria de Lamas, Ponte de Sôr and Coruche. These included clients, journalists, wine critics, oenologists, quality officers, business associations, universities and international distribution chains.

Coming from dozens of different countries from the five continents, these opinion leaders make an important contribution to the worldwide perception of A&I as an uncontested leader in the wine, champagne and spirit bottle sealing market.



Gaseous chromatography operations in the R&D Department, one of the operational aspects most appreciated by the numerous "opinion makers" that visited Amorim & Irmãos SGPS in 2005.

Lawyers' offices in Brussels choose Wicanders "Wood-o-Cork" 4000 Series



More than 400m² of flooring was laid with the Wicanders "Wood-o-Cork" 4000 Series in the law firm CMS, in Brussels.

A malleable floor

The Wicanders "Wood-o-Cork" 4000 Series seems a hard wood but, in truth, it is a flexible floor surface.

After installation, the floor has a classic wooden floor appearance, without fittings or grooves, appearing a hard wooden floor. The flooring has the same flexibility, whether in vinyl or linoleum. Despite seeming a hard tile, one can almost roll it up in a tube. The composition explains everything: the surface consists of a vinyl layer around 0.5mm thick. Underneath is a layer of sliced wood and a layer of cork. The bottom layer is also vinyl. Therefore, all the materials that make up the surface are flexible.

Application:

In the CMS office 400m² of "Wood-o-Cork" 4000 Series was applied. The area covered two floors. The application of the surface took approximately three weeks and was carried out by teams averaging three people, with the biggest area

of flooring applied over a wooden floor.

As such, an initial levelling layer had to be applied. Next, sheets of plywood were applied, joined with screws, to serve as the base. The Wicanders "Wood-o-Cork" 4000 Series was glued to the plywood with Wicanders W336 glue.

Glue, apply and press

The glue is applied on the plywood sheets. After drying, the surface planks are applied in accordance with the desired pattern. The planks (in this case the customer chose American Walnut) are 15 cm wide and 90 cm long. The next step consists of applying tape onto the surface planks to make sure the joints are perfectly united. This is necessary before the final process of stepping on and pressuring the floor with a roller weighing approximately 60 kg. If the tape is not used, the joints can open when they are pressed.

Finish with V-Care

The finish of the surface in the factory is in vinyl. Under the microscope we can see the structure of the vinyl is not completely closed. When the glue is completely dry, the surface installer has to apply the finish. This drying process takes

48 hours on average. V-Care is used for the finishing layer. It is a polymer that closes the vinyl pores hermetically. The V-Care finish is needed to guarantee the durability of the surface and to make it easier to maintain.



Gluing directly on the mortar

In zones containing lifts, another application method had to be used. In these zones the “Wood-o-Cork” 4000 Series was glued directly on the mortar, after applying the leveling layer.

Features of the “Wood-o-Cork” 4000 Series

If we look at the “Wood-o-Cork” 4000 Series in the light of the classification of the European EN685 standard, we see we are definitely talking about a “thoroughbred”. Based on the intensity of use, the European standard classification for elastic surfaces is based on the technical specifications and requirements. This classification serves as a directive for producers, architects and end users, to help choose the most appropriate kind of flooring for each surface and application. The “Wood-o-Cork” 4000 Series complies with the most stringent technical requirements in the domestic category (class 23), as well as the commercial category (class 33) and the industrial category (class 42). The surface in vinyl, for example, has sufficiently low resistance to enable prams and wheelchairs to move smoothly, without however an office chair sliding too easily, for example.

This was a major factor explaining why in the lawyers’ office project the Wicanders “Wood-o-Cork” 4000 Series was applied in the offices, the library, the kitchen and the eating zone.

Wicanders W-336

The gluing with Wicanders W-336 glue was a very important phase in the installation process. It is a dispersion glue, containing no solvents, which is especially indicated to glue PVC laminated flooring (cork). This glue requires a specific procedure. The evaporation time of W-336 is around 10 minutes. This is also the time needed to let the glue “dry”. The settling time is 15 to 20 minutes.

To glue 1m² of “Wood-o-Cork” 4000 Series one needs 350 grams of W-336 glue. This glue should not be used at temperatures lower than 15°C.

The evaporation and application time mentioned above refers to a temperature of approximately 20°C with 65% relative humidity.

The W-336 glue should be well mixed before being used, and is applied with a spatula. At least 80% of the back of the cork should be covered with glue. After placement (30 to 40 minutes), the flooring is pressed with a roller weighing 50 to 60 kg.

The result is an exemplary finish!



Quinta Nova wine tasting at “The Lake Resort”



On 21 February Vilamoura hosted a wine tasting session of the Quinta Nova de Nossa Senhora do Carmo wine.

The Douro and Porto ‘Controlled Demarcated Origin’ wines produced at this magnificent 18th-century estate travelled south to enable a tasting session for agents in the market and the “horeca” channel, upon invitation from the dynamic Soares Cellars.

The perfect setting of “The Lake Resort” proved an ideal location to present the Quinta Nova and its Rural Hotel, aimed at publicising the strategy and portfolio of the brand in the crucial market of the Algarve.



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