



AMORIM

APRIL/MAY/JUNE 2008

2

YEAR 25

Letter

# news

Amorim Group news

## Victor Y Amorim achieves ISO 22000:2005 certification

The company Victor Y Amorim, located in La Rioja, was recently awarded ISO 22000:2005 certification, for the finishing and distribution of various kinds of cork stopper.

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## New Grainha Red and White vintages



Quinta Nova de Nossa Senhora do Carmo has launched the new Grainha vintages with a 2007 white and a 2006 red.

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## Launch of the Natural Choice Programme



Besides benefiting from a gift of Nature – cork –, CORTICEIRAAMORIM is proud to be guided by the adoption and consolidation of Sustainable Development practices and to have been the first company in the sector to report its sustainability policies and practices in a Sustainability Report.

The “Escolha Natural” (“Natural Choice”) sustainability programme was launched in May to structure all these initiatives in a single programme and to involve all in civic participation.

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## Editorial

**D**ear reader,

We are very excited to tell you, in yet another issue of Amorim News, about the launch of CORTICEIRA AMORIM's groundbreaking initiative, the "Natural Choice" Sustainability Programme, aimed at involving and raising the awareness of Employees and society in general with regard to adopting more environmentally friendly behaviour. As part of this programme, the first Amorim Sustainability Week has already taken place, with results indicating it was a great success.

In pursuit of our strategy of implementing rigorous control systems in CORTICEIRA AMORIM's various Business Units in order to meet the extremely demanding requirements of the various industries they operate in, worthy of particular note are the certifications achieved by the companies Amorim Cork America and Victor y Amorim.

Also with regard to cork stoppers, we highlight the strategic alliance between Korken Schiesser Ges.m.b.H. and Lloset & Forschner Korken GmbH, a clear affirmation of leadership on the Austrian market.

At a time when cork is beginning to explore new frontiers, positioning itself as a versatile material with applications in a wide range of fields, the Coleção Berardo Museum hosted, within the context of the "Design Cork" Project, a magnificent exhibition of products incorporating cork, inaugurated with a seminar challenging the scientific community to discover new potential applications for this magnificent natural resource.

Last, but certainly not least, a note on Quinta Nova, which has achieved widespread recognition and numerous prizes in international competitions, in particular at Expovinis Brazil, with its Quinta Nova Grande Reserva Red 2005, considered "The Best Old World Red".

Until next time. Readers are reminded that news from the Group is constantly available and updated at [www.amorim.com](http://www.amorim.com).

## Credits

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**COPYRIGHT:** Grupo Amorim

**DIRECTOR:** Eduardo Correia

**CO-ORDINATION AND EDITORIAL:** Plenimagem, Lda.

**PUBLISHING:** Grupo Amorim

**DESIGN AND DESKTOP PUBLISHING:** Plenimagem, Lda.

**PRINTING AND BINDING:** Punto Gráfico

**TRANSLATION:** Expressão, Lda. <http://expressao.sytes.net>

**DISTRIBUTION:** Grupo Amorim

**PACKAGED BY:** Almeida Pereira - Embaladora, Lda

Marketing Centre

**PERIODICITY:** Quarterly

**ISSUE:** 24 000 copies

**LEGAL DEPOSIT:** VG-914-2001

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# Quinta Nova wines awarded international prizes



It is surely no coincidence that in 4 international competitions, top-of-the-range Quinta Nova wines have been awarded in all areas.

In the “Femmes et Vins du Monde Concours International”, “Challenge International du Vin”, “International Wine Challenge” and “International Wine and Spirits Competition” (IWSC) contests, Quinta Nova’s portfolio took home a total of 17 medals!

These included silver, bronze and commendations, and some of

the wines were the only Portuguese wines to win prizes, while none of the silver medallists was outdone by another Portuguese wine with a gold medal.

Highlights include the “Silver Medal - best in its class” awarded to Grainha White 2006, in the IWSC competition. This excellent wine stood out once again from among the “reserve whites” with which it jostles for international recognition, realising Quinta Nova’s full potential.

## Quinta Nova Grande Reserva 2005 voted “Best Old World Red”

During the 12th edition of Expovinis Brazil, South America’s largest wine fair, the jury of the Top Ten competition voted Quinta Nova Grande Reserva 2005 the “Best Old World Red”, presented by the company Vinea Store, Quinta Nova’s exclusive importer in Brazil.

In just six months, this is the third time the wine is awarded first place in a blind tasting. Following the “Press Selection” award at the “Encontro de Vinhos e Sabores”, and the “Best Douro Wine” award by the Grand Jury Européen, this wine has now conquered first place in the largest event in the wine sector in Latin America, in competition with top range wines from all over the world.

The 2005 vintage was awarded a prize by the “ultra premium” jury, made up of journalists, *sommeliers*, *gourmets* and other international specialists, creating great expectation for the launch of the new batch, to be put on the market from September.



## Amorim & Irmãos

### take part in the Vinaria fair in Plovdiv, Bulgaria

From 26 to 29 March, the Vinaria wine and equipment fair was held in Plovdiv, Bulgaria. Amorim & Irmãos was represented by its subsidiary Amorim Cork Bulgaria, with a stand where important contacts were established with the majority of the wineries attending, reinforcing its strategy of promoting the quality and reliability of its products to meet the demands of this market.

The dynamic nature of the Bulgarian wine industry in seeking new markets, and promoting quality and a new image, was a decisive factor in this event, which excelled both in terms of organisation and of the presentation of the exhibition areas.



## Victor Y Amorim achieves ISO 22000:2005 certification

The company Victor Y Amorim, located in La Rioja, was recently awarded ISO 22000:2005 certification, for the finishing and distribution of various kinds of cork stoppers.

ISO 22000:2005 is the latest certification in the cork industry concerning Food Safety, and its main aim is to guarantee the uniformity of procedures, in parallel with the implementation of the HACCP system, regardless of the country or product in question.

This standard applies to companies in the food sector throughout the production chain, such as Victor Y Amorim, for whom this was another important step in its commitment to the quality of the products it produces and supplies.



## CORKMARRIAGE Korken Schiesser Ges.m.b.H. takes over the management of Lloset & Forschner Korken GmbH from Greiner group

Korken Schiesser Ges.m.b.H. proudly announces that from January 1st, 2008 on, they took over 100 % shares from Lloset & Forschner Korken GmbH in Kremsmünster.

The strategic alliance will create a further improvement of the high quality criteria which both firms work on with the target, to enforce and revolutionize the position of the natural cork on the Austrian market. The active exchange of technology between both parties is a very important matter, taking into consideration the huge amount of different alternative closures on the market.

This synergy will allow both companies to provide the best service and high quality products at reasonable prices to their clients.

Lloset & Forschner Korken GmbH, situated in Oberwaltersdorf, Lower Austria, will continue to work independently from Korken Schiesser and provide their clients with high natural cork quality as usual.

There will be no changes in communications, services and logistics for the customers of both companies, as the current workforce of both companies will remain available to them.

Together, both companies will aim at the expansion of their now achieved leadership in Austria, defending it against several foreign cork-companies trying to sell their products in this area – with natural corks at the highest possible quality level.



## Amorim & Irmãos attends “Expovin Moldova 2008”

Amorim & Irmãos, represented by its office in the Republic of Moldova, Moldamorim S.A., attended the 17th Moldova Wine Fair “Expovin Moldova 2008”.

The event was held in Chisinau, from 20 to 23 February, following 2 years of crisis for this market caused by Russia’s embargo on Moldovan wine. At present, with a partial reopening of the Russian market to Moldovan wines, some of the past enthusiasm appears to be returning to the majority of the companies represented there.

Grupo Amorim is, to date, the only foreign company to have taken part in each of the 17 editions of the fair.



António Valente (Managing director of Moldamorim) and João Paulo Amorim (Manager of Amorim&Irmãos, S.A.)

## Vallegarcia Spanish wineries use stoppers with the Cork Mark symbol

Like other customers of Amorim & Irmãos, the Vallegarcia wineries have now adopted Amorim stoppers bearing the Cork Mark symbol, which denotes natural cork produced in accordance with the strictest quality standards.

Cork Mark is an international symbol of quality identifying cork products or products containing cork. It was created by the Confédération Européenne du Liège (C.E. Liège) in partnership with international institutions such as the European Forestry Commission and the Food and Agriculture Organization (FAO), with the aim of helping consumers to better identify products.

Amorim & Irmãos has for some time been authorised to use the Cork Mark symbol on its stoppers, providing an extra guarantee of the quality of its products.



## Korken Schiesser GmbH at INTERVITIS, Vienna

For the second time, Vienna hosted the INTERVITIS VIENNA Trade Fair for Wine and Fruit Technology, held at the Trade Fair Centre from 13 to 15 April, where Korken Schiesser GmbH presented its entire range of Amorim cork stoppers.

This edition was a great success, as shown by the number of customers who showed an interest in the level of quality of the products presented. As well as a number of Austrian customers, our stand was visited by many clients from Eastern Europe, in particular the Czech Republic, Slovenia, Croatia and Serbia.

The event served to demonstrate how natural cork stoppers are still the most sought-after type of closure for quality wines, and that Amorim's commitment to quality - which earned it the BRC and HACCP certifications - has enabled it to go even further in distributing high quality products to the various international markets.

We take this opportunity to thank everyone who visited us during the fair.



## Grupo Amorim goes ahead with new tools for the electronic office - Microsoft Windows Vista and Office 2007

As planned in OSI's schedule for 2008, the Group's IT infrastructure is currently being upgraded to the latest versions of Microsoft software, Windows Vista and Office 2007.

To ensure the success of this upgrade, training events have been held for the employees of all companies located in Portugal, guaranteeing a more successful transition to the new version of Office (Word, Excel, PowerPoint and Outlook 2007).



## Amorim Cork Beijing invited to conference on Sustainable Development in Shaanxi



Ricardo Duarte, Sales Manager for Amorim Cork Beijing

In April, Amorim Cork Beijing was invited by Northwest Agricultural and Forestry University (Shaanxi) to take part in the 5th conference on Sustainable Development in the wine industry. Cork was of course the theme inspiring Amorim Cork Beijing's presentation. After a general presentation on this natural material, its origins and

environmental benefits, there was a discussion of Amorim's commitment to and involvement in protecting the environment.

The entire audience, which included students and teachers of oenology, was profoundly interested in the topics presented. Cork, as a natural and renewable resource and as a sustainable material throughout its life cycle, was a subject of great interest, and there remained an overall impression that sustainability is and will be a matter of fundamental importance for the new generations of Chinese people.

## Amorim Revestimentos and BASF present Acrodur® in Chongqing, China

Amorim Revestimentos was invited to Chongqing, China, by BASF, its partner in the development of the new Acrodur®, where it displayed the new water based binder, which is free of ingredients such as phenol, formaldehyde or isocyanate and significantly reduces the level of emissions without affecting the technical performance of products.

The "Germany and China - Moving Ahead Together" initiative was sponsored by a number of companies, including BASF, which exhibited their innovations, namely in the sectors of environmental technology, energy, finance and mobility. Energy Efficiency and Sustainable Development were the two key concepts at the heart of the event, the aim of which is to foster cooperation between Germany and China in building a "greener future".

Readers may be interested to know that Chongqing, in south-western China, is a municipality with over 30 million inhabitants!



## Amorim Revestimentos takes part in "Architecture & Building Materials 2008"

Amorim Revestimentos was in Japan from 4 to 7 March to take part in the "Architecture & Building Materials 2008" fair, held in Tokyo Big Sight.

This was the first time Amorim Revestimentos independently attended a fair in Japan, having always previously been represented by Kobe Cork on the Japanese market.

"Architecture & Building Materials 2008" received 155 thousand visitors, and Amorim Revestimentos' stand was visited 212 times during the 4 day fair.

Never before in Japan had cork been presented in its full decorative potential (most products so far had been exhibited with the "traditional" appearance of the "originals" collection). This "new" facet of cork was greatly admired, and contributed towards redressing some of the "preconceived" ideas held in Japan with regard to cork coverings.



# “Design Cork for future, innovation and sustainability” at the Coleção Berardo Museum, Lisbon



The Coleção Berardo Museum recently hosted an exhibition of 37 original cork design items created within the context of the “Design Cork” project carried out by Portuguese design company SUSDESIGN, with the participation of Portuguese and Dutch designers.

“Design Cork for future, innovation and sustainability” was the title of the exhibition, which consisted of cork-based product prototypes, from handbags to lamps, chairs and many other original items.

This unprecedented project, which gives a new expression to Portugal’s cork tradition in the development of innovatively designed products, promoting research and sustainability, was supported by the Direcção-Geral das Artes (Portuguese Directorate General for Arts) via the Programa de Apoio a Projectos Pontuais (Support Programme for One-off Projects) 2006 and the Dutch embassy in Lisbon and carried out in partnership with the Amorim Group, Granorte, Delft University of Technology (Netherlands), the Portuguese Cork Association (APCOR) and the National Institute for Engineering, Technology and Innovation (INETI).

## New destinations for the application of cork - a challenge to the scientific community

In parallel with the exhibition, a seminar with the theme “Design Cork meets Science and Industry” was held, bringing together numerous specialists in this area, where a challenge was offered to the scientific community: to develop new products and solu-

tions using cork, adding value both to traditional products and new ones.

António Amorim, Corticeira Amorim’s chairman, was one of the invited speakers who discussed this very idea, encouraging researchers to study possible alterations to cork’s chemical make-up, with a view to creating new materials and applications. “We need to think outside the box”, said António Amorim, after recalling the economic, social and environmental value of cork in Portugal and throughout the world.

Indeed, this is a challenge which the promoters of the Design Cork initiative, launched two years ago by the SUSDESIGN platform, intend to pursue, following the successful development of ideas in cooperation with industry, designers and researchers in scientific areas related to materials and nanotechnology.

The partnership with Delft University, in the Netherlands, resulted in a number of products which are to be marketed under the brand Corque. The aim is now to involve more companies, extend the partnerships to include other European and American universities, and continue to invest in research.

The meeting, which had very promising results, was promoted by the APCOR, SUSDESIGN and Delft University of Technology (Netherlands) consortium and sponsored by the Portuguese Ministry for Science, Technology and Higher Education and the Dutch embassy in Lisbon.

# Portuguese Society for Innovation visits Amorim Revestimentos

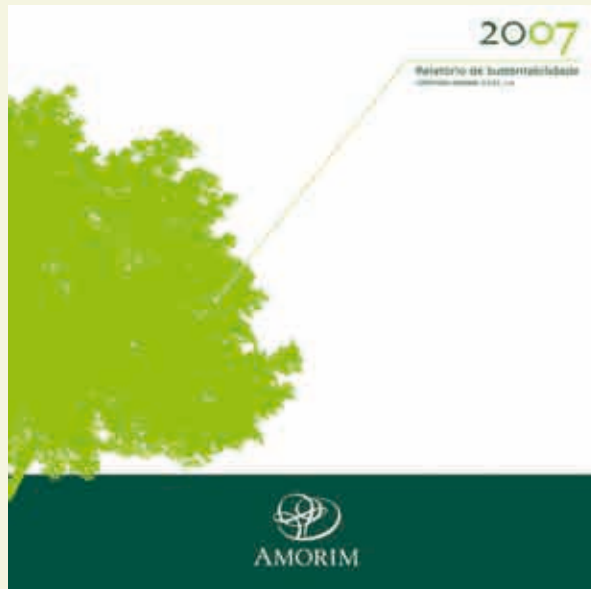
As part of the Valor Humano (Human Value) Project, promoted by SPI - Sociedade Portuguesa de Inovação (Portuguese Society for Innovation), Amorim Revestimentos was paid a visit by engineer Mira Amaral, director of the company.

The project consists in advanced retraining of human resources, promoted by AIMinho and co-financed by the Portuguese State,

in partnership with PRIME and within the context of the Plano Tecnológico (Technological Plan).

Its aim is to enhance the competitiveness of companies and of the region, with a focus on emerging sectors in which companies experience difficulties, and where there is limited availability of training.

# Launch of the Natural Choice Programme



Besides benefiting from a gift of Nature – cork –, CORTICEIRA AMORIM is proud to be guided by the adoption and consolidation of Sustainable Development practices and to have been the first company in the sector to report its sustainability policies and practices in a Sustainability Report.

The “Escolha Natural” (“Natural Choice”) sustainability programme was launched in May to structure all these initiatives in a single programme and to involve all in civic participation. The objective of the Natural Choice programme is to raise awareness among Employees and Society in general, as citizens responsible for future generations, to the adoption of more environmentally friendly conducts and to consolidate the involvement of all in this challenge which is the sustainability of our quality of life.

The support structure for this programme includes a team of around 100 sustainability ambassadors from all the Business Units and different functional areas who play an essential role as agents of change in the path to Sustainable Development, responsible for the implementation of the Natural Choice programme. The dynamic spirit of these sustainability ambassadors is evident in the first mission of this group – the first Amorim Sustainability Week.

## Amorim Sustainability Week

Raising awareness about sustainability among Employees and Civil Society is the objective of the CORTICEIRA AMORIM Sustainability Week. An initiative that will be repeated every year between 1 June - National Cork Oak Day - and 5 June, World Environment Day.

For a week, our Employees were invited to take part in a series of initiatives organised at the different CORTICEIRA AMORIM Business Units, ranging from a car free day, to exhibitions and awareness seminars, and the creation of an ecological garden, the promotion of social solidarity campaigns, and others.

### Cork stopper collection and recycling campaign

Raise awareness among our Employees of the importance of recycling and reusing materials, particularly cork stoppers. The recycling of cork stoppers can prolong CO<sub>2</sub> fixation and is part of the “Green Cork” Programme. The aim of this recycling and reforestation programme, developed in partnership with the Portuguese environmental organisation

Quercus and other entities, is to achieve, within five years, recycling of 30% of the cork stoppers consumed in Portugal and to plant and nurture one million trees.

On 5 June collection containers (“rolhinhas”) for used cork stoppers were placed in all of CORTICEIRA AMORIM’s Portuguese plants. Although there have only been a few days between the installation of the “rolhinhas” and the publication of this edition of Amorim News, a significant commitment to this initiative can already be seen among all our Employees.

### Car Free Day

On 5 June, CORTICEIRA AMORIM Employees were invited to leave their cars at home and to choose more environmentally friendly alternatives, such as car sharing or, if they lived close enough, cycling or walking to work.

### “CORTICEIRA AMORIM open doors”

Organised to encourage proximity between the Company, employee families, schools and welfare institutions.

### Workshops and Environmental Kit

Provide exposure and awareness on current topics concerning Sustainability, in order to launch debates and encourage good practices. During the Sustainability Week, an “environmental kit” was distributed to around 3000 Employees in Portugal. This kit included energy saving light bulbs, reusable shopping bags and manuals of good practices. The light bulbs distributed, during their useful life, will provide CORTICEIRA AMORIM Employees savings of more than 100 thousand euros and a reduction of more than 400 tonnes of CO<sub>2</sub> emissions.

### Collaboration with non-profit organisations: fund raising

Creation of collection points and delivery channels to facilitate the collection of donations from Employees, including goods, clothing and toys.

### Screening

Facilitate access to Screening which may help prevent and foresee problems that may imply a reduction in people’s quality of life in the future.



### Organic Vegetable Garden

Creation of a vegetable garden with organic products, without chemicals, raising awareness for consumption of products of greater quality with more vitamins, minerals, carbohydrates and proteins.

### Educational competitions

Promote participation, involvement and awareness among Employees and their children of Sustainable Development issues through participation in competitions - Drawing, Photography and Handicrafts - on the subject of Environmental Protection and Recycling.

### Awareness-raising activities

For the use of alternative energies and the advantages of using environmentally friendly products. Encourage the sharing of ways of reducing consumption of water, paper and energy.

CORTICEIRA AMORIM thus consolidates the inclusion of sustainability in the Company's daily routines.

On 5 June the use of cars was reduced by 31.5% compared to the average in May. With this initiative, CORTICEIRA AMORIM contributed to removing 363 cars from the roads. The Amorim Isolamentos plant in Vendas Novas managed to encourage 66% of its Employees to choose more environmentally friendly alternatives to their cars.

## Sustainability Report 2007

CORTICEIRA AMORIM began the structured and systematic reporting of its sustainability policies and practices last year with the publication of its first Sustainability Report, the first to be presented in the sector and acclaimed by the Corporate Register as one of the top three

in the world in the Openness and Honesty category. While this is not an objective in itself, CORTICEIRA AMORIM naturally received with great pride this international recognition of the work it has carried out and the options it has taken.

The second Sustainability Report will be presented on 25 June and will describe the main initiatives and results achieved in 2007, including:

- CORTICEIRA AMORIM, as world leader in the cork industry, assumed responsibility for conducting an environmental impact assessment of its main products – cork stoppers and floor and wall coverings – in 2007, comparing them with alternative products according to internationally recognised standards. This assessment significantly increased the knowledge available that is necessary to improve processes and performance, as well as supplying additional information to help Customers and Consumers make informed and conscious decisions. **The environmental advantages of cork stoppers and cork floor and wall coverings were confirmed in these independent studies;**
- the strategic commitment to Innovation, reflected both in the development of new products and solutions as well as in the consolidation of CORTICEIRA AMORIM's positioning as a knowledge centre, a **record number of 10 patent applications having been submitted for registration in 2007;**
- under the Business & Biodiversity initiative, the innovative agreement between CORTICEIRA AMORIM, the Directorate General for Forestry Resources (DGRF), the National Nature Conservation Agency (ICNB), Quercus and the WWF, aimed at the Valorisation and Sustainability of the Cork Oak and Surrounding Biodiversity;
- the active participation in information, training and awareness initiatives for forest owners on the adoption of forest management systems to promote sustainability, reflected in 2007 in the **certification of a further 8 400 hectares of Portuguese cork oak forest by the FSC;**
- the development and promotion of Employee skills, reflected in an **increase of 43% in the volume of training**, compared with 2006
- injury rates at CORTICEIRA AMORIM continue far below the sector average, with a further reduction in the frequency and severity of accidents;
- in 2007 the use of biomass increased, meeting 59% of energy requirements. CORTICEIRA AMORIM CO<sub>2</sub> emissions thus presented a reduction of 3.4% compared with 2006. Given the increase in cork consumption recorded in 2007, there was a **reduction of 4.6% in CO<sub>2</sub> emissions per kg of cork consumed;**
- goods transport also contributed to the reduction in the greenhouse effect, with a further increase in transport by sea, instead of transport by road.

## “Porto de Futuro” (“Future Oporto”) project - children plant cork oaks, with the support of CORTICEIRA AMORIM

CORTICEIRA AMORIM supports the “Future Oporto” project, promoted by Oporto Town Hall, in collaboration with the Regional Directorate for Education of the North.

In partnership with the Leonardo Coimbra (Son) School Grouping, CORTICEIRA AMORIM recently ran one of the events included in this programme: the reforestation of green areas. For the event, around 125 pre-school children gathered at Quinta do Covelo, together with the Councillor for Education, and representatives of the Council for the Environment, the Leonardo Coimbra School, and CORTICEIRA AMORIM S.G.P.S, to monitor the germination of cork oak acorns which had been sown at the beginning of Spring.

The planting of these cork oaks is also part of the Energy and Environment Week (1st week of June) promoted by the Council for the Environment in the city of Oporto.



# Chatham Bars Inn - a compliment to Wicanders

Chatham Bars Inn is amongst the world's top resorts where vacationing is considered an experience steeped in Cape Cod charm and hospitality.

Perched majestically on a bluff overlooking the Atlantic Ocean, this luxury hotel was originally built in 1914 as a private hunting lodge for an illustrious Boston family. Classic New England style combined with inspired elegance is the key to Chatham Bars.

Recent additions to the resort include several luxury Spa suites, an exclusive restaurant and a 6,000 bottle wine cellar, each individually designed and sharing one common feature: they all have Wicanders cork oak coverings.

Wicanders coverings add warmth and sophistication to the resort. "Our cork oak coverings are gorgeous, and feel wonderful to walk on," says Sarah Cole, Project Coordinator for the prestigious *Four Diamond Award* winning resort, which is a member of The Leading Hotels of the World and Historic Hotels of America.

## In the Spa Suites

The beautifully remodelled luxury Spa suites feature a 5.5 m<sup>2</sup> foot open plan floor area covered in Wicanders Series 1000, in Dawn, part of the Originals Collection. The unique pattern of natural cork is eye-catching, and conveys a playfulness that adds to a relaxed atmosphere of finest luxury.

The suites have all the elements expected of New England's grandest oceanfront resort, such as brick fireplaces, exquisite hand-painted furniture, and classic Waverly fabrics. Yet the Spa suites offer something extra: there are hydrotherapy tubs, a sauna and a steam shower for two, while guests may still enjoy massage and spa treatments without disturbing the tranquility of the suites. One of the reasons for choosing cork oak in the suites is the warm and cushioned nature that it brings to any area. Stepping on to Wicanders in bare feet is a unique experience!

Cork oak is buoyant to walk on and reduces stress on the feet, legs and back. It is the only natural material that when compressed will always gently return to its original form. The unique shape of cork oak cells allows it to pocket 89.7% of air within its structure, making Wicanders incredibly comfortable, sound absorbing, and warm.

With New England's brisk weather, the Inn's designers wanted guests to feel invited to linger indoors, curling up on the cork oak



beside a roaring fire and sipping hot chocolate or warm mulled cider.

Another benefit of Wicanders coverings is its cleanliness and health. Cork oak is naturally hypoallergenic, antimicrobial, antibacterial, anti-static and resistant to mold and mildew. While certainly appreciated in a spa setting, these attributes apply also to the Inn's other uses of cork oak coverings.

## In the Restaurants and the Wine Cellar

Wicanders classic coverings are an inviting addition to the newest and most intimate of the four restaurants at Chatham Bars, the Chef's Table & Wine Cellar. Clearly chosen here for its breathtaking aesthetic value, Wicanders Series 1000 in Symphony accents the restaurant's elegant design. Serving innovative fine cuisine, this stylish restaurant offers a unique dining experience. Diners watch master chefs prepare their seven-course meals in an open kitchen, while sipping expertly paired wines. The pureness of Wicanders adds an earthiness and authenticity to the space that houses over 6,000 of the world's best vintages.

Chosen for aesthetic reasons, but preferred for its comfort, warmth, silence and health properties, Wicanders cork oak coverings at Chatham Bars Inn show that true luxury and beauty go far beyond the surface.

# Amorim Cork Italia above 90% in "customer satisfaction"

Amorim Cork Italia achieved an excellent level of "customer satisfaction" according to a study by Mastering Management & Strategy, in Milan.

The data, gathered by the specialist company from Amorim Cork Italia's customers, show a result of over 90% in Customer Satisfaction. More specifically, Amorim Cork Italia overall meets 95% of customer expectations, with room for improvement regarding value for money.

As regards services rendered, the rate of satisfaction is around 90%, and an equally good result was recorded for customer relations in the sales team and the commercial department, with satisfaction levels between 87% and 100%.

These results enable Amorim Cork Italia to identify precise areas for improvement, in particular efficiency and speed when responding to customers, an aspect which will be compensated for with a 50% increase in production capacity throughout 2008.

## Amorim Cork America gains Smartwood Chain-of-Custody certification

Rainforest Alliance's Smartwood Programme awarded Amorim Cork America the Smartwood Chain-of-Custody certification in recognition of its responsible forest stewardship.

Smartwood is a forest sustainability programme by Rainforest Alliance, accredited by the Forest Stewardship Council, the aim of which is to raise awareness among companies for the adoption of more ecological and sustainable practices, with a view to preserving ecosystems and biodiversity.

As a result of this recognition by Smartwood, Amorim Cork America is automatically entitled to use the FSC registered trademark and the Rainforest Alliance Certified™ seal (RAC seal) on its products.



Pedro Fernandes (Production & Logistics Director) and Daryl Eklund (Managing Director of Amorim Cork America)

## “Portugal Haus” Portuguese consulate in Hamburg chooses Wicanders coverings

The office complex which hosts the Portuguese Consulate in Hamburg was recently refurbished and modernised, resulting in the “Portugal Haus” (Portugal House).

For locations visited by large numbers of people, such as consulates, selection of the most appropriate materials is of utmost importance. For this reason, in addition to a modern and eye-catching design, acoustic and thermal insulation, durability and ease of maintenance were the primary concerns.

Furthermore, being a “Portugal Haus”, what could be more appropriate than a supplier from Portugal, with the benefit of offering a material perfectly suited to the above objectives? The result was the choice of Wicanders Series 4000, from Amorim Revestimentos, with mahogany and maple veneer, 2 strip, a very special product made up of 0.5 mm of vinyl, 0.5 mm of mahogany veneer, 2.1 mm of cork and a bottom layer of synthetic material with a thickness of 0.1 mm, giving a total thickness of 3.2 mm.

For the application of Wicanders Series 4000 on a total surface of 400 square metres, Wicanders W-336 glue was used, greatly facilitating installation. The greatest challenge for the installers of the contracted company, Hartmut Steinreich, Garlitz, was applying the pattern with a maple inlay, which required great professionalism, precision and skill during installation.



## Wicanders selected as finalist in the “2008 Green Log Home & Lifestyle Awards”

The Wicanders brand was selected as one of the finalists for the “2008 Green Log Home & Lifestyle Awards”, a programme which rewards companies or institutions which contribute in one way or another to the creation of healthier environments or lifestyles.

This programme was developed within the context of the growing worldwide demand for more ecological products and solutions, and was founded by the non-profit organisation “Green Log Awards, Inc.”. Wicanders gained a place among the finalists following public voting; the final results are now eagerly awaited. Good luck!



# Austrian consumers participate in a study on closures for bottles of wine

## Cork stoppers stated as first choice

Aiming at identifying the preferences of the Austrian average consumer concerning closures for bottles of wine and if these have any influence on their decision when it comes to buying wine, Albert Franz Stöckl\*, of the Eisenstadt Polytechnic Institute, conducted a study among 400 adults from eastern Austria which are also frequent wine consumers.

The main questions lying on the basis of this study were:

How important is the closure for the quality perception?

What is the consumers' intention to purchase and how much are they willing to pay for it?

In a country that hosted a large marketing plan in favor of screw caps results showed that, at the moment of purchase, if making a choice between the same type of wine and origin, the closure type is the most significant factor right after the price.

### Study results\*\*

#### Attention paid to the type of closure

Nearly 75% of the consumers polled pay attention, at least occasionally, to the type of wine closure and approximately 20% pay frequent attention to it.

36% of the respondents would welcome a reference to the type of closure of the bottle at the moment of wine purchase and a quarter of wine consumers would consider this information to be "very helpful" at the moment of purchase.

#### Personal experience and buying again the same wine

When asked to give their opinion on each type of closure, respondents showed a clear preference and intention of repeating their choice for a wine sealed with natural cork stoppers, with more than 90% having experience with this type of closure.

Regarding their intention of acquiring wines sealed with cork stoppers, screw caps, glass or plastic closures again, the respondents also showed their clear preference for natural cork stoppers (more than 70%).

#### Cork stoppers at the top of consumers' preference

When asked directly about the type of closure preferred, natural cork stoppers are unquestionably the consumers' first choice. Nearly 60% referred to natural cork stoppers as their first choice and 76% stated them as their first or second choice.

Nearly 29% said no to screw caps. Glass and plastic closures appear in a lower position on consumers' preferences, with 4% and 5%, respectively.

Natural cork stoppers were by far regarded as the most suitable closure when offering a bottle of wine (90.6%) and aesthetically speaking, they are considered as elegant (69.5%) as a glass closure (48.3%). An interesting fact is that natural cork stoppers are considered to be "traditional" in Austria.

#### Quality and price

Concerning the quality perception, natural cork stoppers are considered to display positive features, with 83.1% of the respondents considering that "cork stands for quality". 83.1% of those polled stated that cork stoppers are undoubtedly the most suitable closure for red wine and 82.2% for biological and natural wines. As for white wine, natural cork stoppers are the ideal closure for 46.6% of the consumers, while 40.7% consider screw caps suitable for this type of wine.

As far as price is concerned, the respondents declared that they are willing to pay a higher price for natural cork stoppers than for synthetic closures, depending on their origin, on the type of closure (natural vs. synthetic) and production process (conventional vs. biological).

\* Albert Franz Stöckl holds a First Degree in Business Economics (University of Applied Sciences) and is a scientific assistant of the First Degree in "International Wine Management" Studies and the Masters in "International Wine Marketing" Studies of the Faculty of Burgenland, Eisenstadt.

\*\* The results of this study, which are summarized and presented in this paper, were originally published in the Austrian magazine "Der Winzer", N°: 1/2008.

# Tenth Conference of Oenologists - Enoforum 2008

The Rafael Atocha Hotel in Madrid was the chosen venue for the conference among the greatest Spanish oenological specialists, Enoforum 2008, a project organised by OpusWine which has been running for a decade.

In this tenth edition, there was a focus on one of the sector's most pressing concerns, the major changes caused by global warming in wine production and preparation. This was the dominant theme



of the talks which marked the conference: "Nitrogen, yeasts and climate change", presented by Eva Navascués, technical director of the company Agrovín, and "The effects of climate change for wineries", presented by Miguel A. Torres, chairman of Bodegas Torres. The speeches focused mainly on the challenges of the future for viticulture and possible measures to face up to a problem which is already a worrying reality in many areas.

The storage of wine was also discussed within this context, under the heading "Permeability to oxygen of different types of closure" in a presentation by Miguel Cabral, PhD, Director of Amorim & Irmãos department for Investigation and Development.

Enoforum 2008 naturally included an area for four wine-tasting events, where the best wines currently on the market were assessed and discussed.

This oenological conference was sponsored by companies directly involved in products and technological initiatives regarding the world of wine, such as Amorim & Irmãos, Seguin Moreau, Euroselecció, Agrovín, Vetri Speciali, and the magazine Vinum.

## New Grainha Red and White vintages

Quinta Nova de Nossa Senhora do Carmo has launched the new Grainha vintages with a 2007 white and a 2006 red.

In the wake of the success enjoyed by this brand last year, reflected in the speed with which the entire output was sold, the quality and excellent value for money of these wines are once again worthy of note.

The Grainha White has a greenish citrus colour with a light aroma of toast and ripe tropical fruits. The palate is delicate with peppery and floral notes, with a persistent mouth.

The Grainha Red has a handsome red colour, with a fine aroma dominated by a lot of ripe fruit and spices, together with barrel toast. It offers a voluminous palate with a rich texture, ending with a long, sweet finish.



## Amorim China returns to Domotex Asia/Chinafloor

Amorim China reaffirmed the strength of its brand and its market leadership in the cork coverings sector at the 10th edition of Domotex Asia/Chinafloor, held in Shanghai from 11 to 13 March.

This year, Amorim China's stand featured themes related to ecology and the technical development of products, with a particular focus on the new ACRODUR®, which visitors called "a true innovation, of great value and benefit".

Domotex Asia/Chinafloor's 10th anniversary surpassed all records once again, with a 9% increase in exhibitors and an 11% increase in visitor numbers compared to the previous edition, which had itself been a great success, reasserting its status as the largest international flooring fair in Asia.

### The figures:

88,000 square metres of exhibition space

1014 exhibitors from 40 countries

39.509 visitors from 104 countries

The greatest number of international visitors came from Korea, USA, Japan, Taiwan and Hong Kong.



The next edition of Domotex Asia/Chinafloor will take place from 24 to 26 March 2009, once again in Shanghai New International Expo Centre.

## "Girls Day" in Amorim Deutschland

Amorim Deutschland celebrated once more the Girls' Day event, with the purpose of showing the company's working environment to younger people.

Therefore, on 24 April, four students from the 4th and 5th grades were our guests of honour on a guided visit throughout the company, in which the girls had the opportunity to meet all of their parents' work colleagues and to learn about their responsibilities in the different departments.

At the warehouse, impressed by its dimensions and the variety of products packed, the girls also had the chance to use a weighing machine and to move some pallets with a small hand lift – which was a truly exciting moment!

Afterwards, the girls attended a general presentation on cork, a raw material of great ecological value and extremely versatile in its use in various products that are part of our day-to-day life.

After a short break, the girls learnt how to lay cork coverings with Andreas Schwarze, from the company's Technical department.

With a backpack full of give-aways and lots of information on cork, the girls said goodbye, clearly satisfied with the experience!



## Amorim Revestimentos at “EDIFICA 2008”, Chile



The EDIFICA construction fair, held from 14 to 17 May in Santiago, was this year attended once again by Amorim Revestimentos, S.A. Our participation in the event was aimed at presenting to the Chilean market our acoustic and thermal solutions with regard to floor and wall coverings, insulation (subfloors), agglomerates (including cork and rubber mixtures) and granulates.

## Amorim & Irmãos releases study on environmental advantages of cork for wine cellars in the USA

Amorim & Irmãos has recently disclosed the results of a study about the environmental advantages of cork on a conference that took place at Willamette Valley Vineyards, in the state of Oregon. This conference was held by Carlos de Jesus, Marketing Communications Director of the company, and attended by nearly 45 representatives of wine cellars of this American state, which is known for its innovative environment and sustainability policies.

After a first approach on the cork stripping, where he stressed that cork trees (*Quercus Suber L*) can easily live up to 200 years and be stripped 16 times without being harmed, Carlos de Jesus explained that regular extraction of cork contributes decisively to environmental, economic and social sustainability of rural areas of northern and southern Mediterranean coast, where cork trees grow.

This presentation was focused on issues such as the environmental footprint and climate changes; the product's life-cycle assessment; CO<sub>2</sub> emission and retention; responsibility and social accountability of the supply chain; use of renewable and non-renewable energy resources; biodiversity and conservation.

The different closure types were also analysed according to the greenhouse effect, and once more cork, responsible for retaining a significant percentage of CO<sub>2</sub> throughout its life cycle, proved to be the most environmentally friendly closure option, outstanding screw and plastic caps.

“Cork stoppers are the only closure type that meets all environmental and social goals”, said the speaker, a fact that has been stressed by the growing demand of international markets. Amorim, holder of approximately 26% of the market shares among hun-

The stand, made of cork, was one of the fair's most popular, exciting the curiosity of its visitors with the “novelty effect” of the material on this market, and the numerous applications and ways in which the products were displayed. A number of contacts were made, through which we expect to develop this sector in Chile, which still presents ample business opportunities.

The event also gave Amorim the opportunity to hold a technical conference entitled “Cork: nature's intelligence at the service of eco-efficient construction”, led by Maria Irene Popescu (local representative) and José Belinha (Market Manager), with around 50 attendees.

This Portuguese participation had the support of the Portuguese Business Development Agency (AICEP) Representation, and the event was attended by the Portuguese Ambassador to Santiago de Chile, Luís de Barros.

EDIFICA and Expo Hormigón ICH (dedicated to the concrete, cement and steel sector) are biennial events promoted by the , in this year's edition bringing together 250 exhibitors from 12 countries, in a 30,000 square metre area.

The two fairs, which are part of the 2008 Construction Week (the largest Chilean event in the sector) received around 35,000 trade visitors, who also had the opportunity to take part in commercial and technical conferences, demonstrations, forums and entertainment.

dreds of cork producers, has registered the largest market demand ever in 2007.

At the end of the conference, Amorim & Irmãos thanked Willamette Valley Vineyards for their leading role in promoting good, sustainable business practices.

Following on, Jim Bernau, President of Willamette Valley Vineyards (WVV), shared with the participants the company's experience in using different closures in their wines. After a failed experience with other sealants than cork stoppers, WVV started working with Amorim, a company which offers a quality product with low TCA complaints and undertakes an outstanding research programme on this problem. “At Oregon we always try to do what is right”, said Jim Bernau, in a quite productive meeting.



## Wicanders Coverings Bring Warmth and Welcome to a Retirement Community in Pascoag, Rhode Island



When the Brothers of the Sacred Heart in Pascoag, Rhode Island, began to remodel the residents' rooms in their retirement community, they knew warmth, health, and tranquility were the key components for the atmosphere they sought to create.

Alfred Oakes, of Ariss Design, who headed the remodelling project, automatically ruled out the usual flooring choices - wood, carpet, concrete, and tile - for being too cold, porous, or harsh. The original building was bleak and sterile, with cool tones and concrete flooring and therefore not an inviting environment to live and work on, especially for the center's elderly Brothers and caring medical personnel (the Brothers of the Sacred Heart are a community of men who have dedicated their lives to serving others all over the world, through prayer and action).

### Wicanders Series 1000 – the choice

Oakes chose to introduce the "warmth and vibrancy" of Wicanders to the residency areas of the building. He opted for Series 1000 Harmony to light a pathway of silence along the floor, while Ruby planks line the center's walls. The quality of the coverings ensures long-lasting beauty and was an obvious choice to create the peaceful environment the Brothers were looking for.

Oakes states that, "Not only is Wicanders Cork Oak warm and inviting, but its health benefits match the needs of the elderly Brothers living here."

### A matter of safety and cleanliness

The health and safety of the Brothers was the top priority when considering how to remodel the previously dowdy residence halls. Choosing Wicanders cork oak coverings can have a real impact on reducing the number of hip fractures suffered by the elderly.

A study from Warwick's Centre for Primary Healthcare Studies and the University of Edinburgh, published in the journal *Age & Ageing*, reveals results of a two-year study. Professor Lamb, one of the study's reporting authors, said, "A fall for the elderly can have serious consequences and there is a need to help cushion floors as much as possible." She added, "The possible implications of our findings are considerable. In 1990, there were an estimated 1.7 million hip fractures worldwide and this figure is expected to rise to 6.3 million by 2050. In designing safer environments for older

people, the type of floor should be chosen to minimize the risk of fracture. This may result in a major reduction in fractures in the elderly."

The Brothers therefore needed a floor that was not only cushioned, but also easy to maneuver on with wheelchairs and walkers, while being antifungal, and free of allergens and hidden germs. To add to the list of dilemmas, the building had an asbestos problem before being remodelled. All of these issues were instantly addressed by choosing Wicanders coverings: cork oak is naturally antimicrobial, antibacterial, antifungal, and hypoallergenic. Not only is the natural material itself healthful, but Wicanders has created the fitting profile CorkLoc®, a glue-less system which tightly seals the floor, protecting against dust and dirt while creating a seamless look and feel.

Because Wicanders is giving underfoot, unlike other materials, Cork Oak surfaces actively contribute to the health and wellbeing of the building's residents! These rare features are the main reasons why Wicanders coverings are chosen to cover healthcare facilities and children's areas all across the country.

### Sound reduction

Wicanders coverings have another hidden benefit: silence. Independent tests show that cork oak coverings achieve the best results in terms of step sound and impact sound compared to a range of wood and laminate floors marketed as being sound absorbing. Wicanders coverings reduce step sound effects by up to 10 decibels, more than other conventional floor coverings. As far as impact sound reduction is concerned (the noise heard by the downstairs neighbours) the structural composition of natural cork oak can reduce noise from up to 20 to 24 decibels. It is for this reason Wicanders coverings are an excellent choice for healthcare facilities, or for use in apartment buildings, town homes, condominiums, and anywhere silence and privacy are valued.

While Wicanders coverings are often used to diminish the echo effect in large corridors and hallways, the designers at Ariss Design chose a unique application: they used it on the walls as well. The rich Ruby shade plays off the amber hue of the floors and helps to virtually eliminate noise along the center's long hallways leading to the Brother's bedrooms. The combination of deep shades and intricate patterns lends an air of elegance and natural beauty to the community.

### LEED Points

Although the building is not LEED certified, Wicanders coverings contribute to the awarding of LEED points (Leadership in Energy and Environmental Design, a rating system that classifies buildings according to environmental sustainability criteria in different categories). This rating system takes into account various construction aspects such as leadership in sustainability, recyclability, energy economy, material quality, efficiency and innovation. Wicanders natural cork contributes with points to the following LEED areas: 1) Materials and Resources, 2) Indoor Environmental Quality, and 3) Innovation and Design Process.

## Hotel Quinta Nova offers Winecaching

Quinta Nova was already renowned for the footpaths around its vineyards, but the 17 kms of paths have now been signposted and approved by the Portuguese Camping and Mountaineering Federation.

The Quinta extended these improvements to include the creation of the necessary conditions for an innovative activity on private land: Geocaching.

Known as Winecaching - as a result of its strong oenological component - it is an outdoor sport involving the use of a GPS receiver to find a "geocache" or "cache" placed anywhere in the world. A typical "cache" is a small closed box containing a log and several items to exchange.

The locations, announced on the internet, and the effort required in terms of preserving nature and raising environmental awareness, have contributed to the popularity of this activity, now underway in 221 countries.

Winecachers, with their GPS and the aid of a map, can explore Quinta Nova in a kind of treasure hunt, with or without competition between teams, around the property's landmarks.



## Wine House: a new perspective on Quinta Nova

Pinhão Station hosts the innovative integrated concept in Wine Tourism, developed by Quinta Nova de Nossa Senhora do Carmo. Following refurbishing work directed by the renowned architect Arnaldo Barbosa, this new venue has opened its doors with a shop for sampling and sale of Quinta Nova products, a museum and an events area. The entire area involved has been renovated, with improvements made to the gardens, access and signposting.

This has given the beautiful and emblematic Pinhão Station a new lease of life, in particular with the new cultural programme aimed at the local community and tourists visiting the area.



**QUINTA NOVA**  
DE NOSSA SENHORA DO CARMO  
**WINE HOUSE**

*Vale do Douro*