



# NEWS

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AMORIM CORK INVESTS € 1M  
IN NEW PROJECTS OF INNOVATIVE  
APPLICATIONS FOR CORK



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## EDITORIAL

Cork is a unique raw material. Natural and renewable, soft to the touch, waterproof, compressible, resilient and an insulator, its potential is based on an absolutely unique cellular structure. To speak of cork is to talk about 40 million cells per cm<sup>3</sup>, a composition that gives it a vast range of applications only limited by human creativity.

We also have a material and an industry that makes a natural ecosystem feasible, in a rare example of a business activity that generates beneficial environmental, social and economic impacts, and which spreads the brand of Portugal throughout the world and contributes to the growth of national exports. If we add to these credentials an ability to create value for the different cork-based products and applications, cork is undoubtedly the paradigm of a business of the future.

It was based on this certainty that Corticeira Amorim created Amorim Cork Ventures, which aims to encourage entrepreneurship and innovation in cork. Innovating in the sector since 1870, we intend for the new incubator to be a privileged stage for the reinvention of cork, for new approaches in this field, taking advantage of and demonstrating its full potential.

The aim, through Amorim Cork Ventures, is to encourage entrepreneurs with innovative ideas for cork products or applications, with the support of the new incubator to transform the ideas into prototypes and to structure the business plans. The company's focus will also include support for existing small businesses with innovative cork products and concepts that require a partner to gain scale and to access foreign markets.

In addition to financial support, Amorim Cork Ventures aims to provide national and international entrepreneurs with the ideal conditions for the development of the business, depending on the stage it is at. Such support can be management skills, the human resources know-how of Corticeira Amorim or access to networking in different sectors and countries.

We are certain that this is another important step for the long term innovation and development of Corticeira Amorim, the sector and Portugal which, in this way, will continue to demonstrate to the world that sustainable development is possible and that cork is an example of this.

We invest in entrepreneurship!

Kind regards,

**Nuno Barroca**



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***Amorim Cork Ventures fosters entrepreneurship in the cork sector***

The mission of Amorim Cork Ventures (a business incubator set up by Corticeira Amorim) is to promote entrepreneurship in order to enhance research and innovation activities in the cork industry. The newest Corticeira Amorim company was established with the purpose of fostering the creation/design of new cork products and cork-related businesses, mainly targeted at foreign markets. This company not only provides entrepreneurs access to funding but also makes available management skills, know-how and networks of contacts in different industries and countries.

“Innovation is a cornerstone of Corticeira Amorim’s business. Setting up Amorim Cork Ventures is, therefore, a natural step in the evolution of the company which, as a world leader, is in a specially privileged position and has the added responsibility of supporting new projects that add value to the industry. We believe that this will also be the path for the growth of cork exports and development of the entire industry,” stated António Rios de Amorim.

A tendering procedure, opening the doors to innovation, will be launched later this year, for entrepreneurs to submit business proposals. The selected proposals will have access to the Amorim Cork Ventures incubator, located in Mozelos (Santa Maria da Feira ). Entrepreneurs will find there the facilities and technical resources to develop prototypes and business plans, supported by the expertise of Corticeira Amorim’s staff.

The planned investment at this start-up phase is approximately EUR 1 million, which encompasses the incubation stage of new businesses. It is expected to start in the last quarter of 2014, with the first start-ups becoming operational in early 2015.

Some contacts have already been made at a national level with a view to establishing partnerships in different fields to support new businesses: from scientific and technological institutions to prototyping centres and the financial system, among others.

In 2015, Amorim Cork Ventures plans to extend the geographical scope of its operations, supporting initiatives from other countries.

[www.amorim.com/corkventures](http://www.amorim.com/corkventures)



## GIJS VAN WULFEN MARKS THE LAUNCH OF ACV

To mark the foundation of Amorim Cork Ventures internally, Corticeira Amorim invited Gijs van Wulfen, a renowned expert in innovation, to give a lecture on the subject in the companies.

Gijs van Wulfen developed the FORTH method, which allows the creation of new business models for products and services. Suitable for all kind of companies, FORTH focuses on the consumer, and associates day-to-day lives of businesses with the creativity and imagination. He hereby incorporates in his process several Design Thinking principles and tools.

Gijs van Wulfen is the author of several books, including The Innovation Expedition (2013).





## CORTICEIRA AMORIM ORGANISES SEMINARS IN MEXICO

**And presents the technical credentials of cork stoppers to spirits and still wines industry**

The Top Series unit of Corticeira Amorim organised a seminar in Guadalajara on the latest technological developments of cork stoppers for spirits such as Tequila and Mescal.

The title of the presentation by Hélder Silva, head of the quality department of the Top Series Unit, was "The Future of Cork – New Technologies". The presentation highlighted the gains associated with Amorim capsulated stoppers, enhanced by the use of the latest technology.

The event was attended by some of the most important *Tequileros* players of Mexico, including José Cuervo, Herradura and Don Julio. It proved to be an unprecedented opportunity for the cork industry to provide information to this important market.

### **'Festival 100 Vinos Mexicanos'**

Corticeira Amorim has also organised a seminar at the fifth '100 Vinos Mexicanos Festival', to present the latest developments of the cork stoppers industry for still wines. The initiative was attended by fifty entities, including wine producers, industry associations and opinion leaders, who proved to be pleasantly surprised by the developments of the industry and the innovation capacity of Corticeira Amorim.



# CHINESE PREFER CORK STOPPERS

**In China, like in the USA and many other markets, the vast majority of consumers (84%) elect cork as the best stopper**



The cork stopper is the closure most recognised and appreciated by Chinese and American wine consumers. The conclusion is drawn from the most recent studies conducted in these markets and, according to Carlos de Jesus, marketing and communications manager of Corticeira Amorim, this is "good news for Portugal" since these are countries that will play a very important role in the future of national cork and wine exports.

Jorge Monteiro, president of ViniPortugal also acknowledges that the evolution of Portuguese wine exports to China is positive but states that "we have to be aware that we will never be a major supplier because we produce less than 2% of the world's wine. There have however been structural changes in this market and Portugal has grown considerably".

Cork is identified as having the largest margin of progression. In a study of the Chinese market conducted by CTR Market Research, 84% of consumers state they prefer a cork stopper when buying a wine (36% chose an aluminium stopper, 11% chose plastic and 8% selected glass). This percentage rises to 85% if we consider the stopper recognition factor, identified as synonymous with wine quality.

In the USA, and according to a study by Wine & Spirits, the results of which were also reinforced by Nielsen Tracking Surveys, wine brands with cork stoppers accounted for 90% of sales of the "Top 50 Restaurants Brands" in 2013, an increase of 21% over the previous 10 years. It should also be emphasized that the sales of wine brands with aluminium caps fell 39%, a decrease that was surpassed by synthetic closures - down 70%. In supermarkets, the average price of the Top 100 premium wine brands with cork stoppers is higher.



## BENEFITS OF CORK STOPPER PRESENTED IN ISRAEL

Corticeira Amorim chaired a conference at the Peres Center for Peace, in Israel, at the annual "Golden Thread 2014" wine competition. The title of the conference was "Cork stoppers: adding value to wine".

It should be emphasized, in relation to the creation of value, that a new study was recently published in the USA with data generated by AC Nielsen which indicates that the consumer is willing to pay more for a wine sealed with a cork stopper, a difference that can reach USD 1.90 per bottle. This value is of even greater importance since the US market is currently the world's largest wine consumption market, and if we focus solely on the reality of Israel, the USA is the market to which the vast majority of its wines are exported.

This was the 12<sup>th</sup> consecutive edition of the Golden Thread wine competition. 233 wines from 52 wine producers were assessed by a panel of over 30 judges at the competition. The prize winners include major customers of Corticeira Amorim, such as Binyamina, Carmel, Recanati and Barkan.

Carlos de Jesus, Marketing and Communications Manager of the company, presented to an audience of over one hundred representatives of the wine industry in Israel the numerous credentials of the natural stopper – in terms of technical performance, sustainability and value creation – which make it the best choice and benchmark against which all artificial closures are compared.

## TOP SERIES STOPPER IN SPECIAL EDITION OF RON MONTERO

On the occasion of its 50<sup>th</sup> anniversary, the Ron Francisco Montero winery presented a special limited edition rum of 7000 individually numbered bottles, which includes a Premium Top Series stopper of Corticeira Amorim in its packaging.

This Premium Gran Reserva is aged in virgin American oak barrels, without synthetic components, giving it a genuine taste true to its founder's philosophy, Francisco Montero. A Top Series stopper was designed for this special edition, in harmony with the top quality requirements. The stopper has a natural cork body and wooden cap with a ZAMAC medal, that is gold plated and engraved with the logo of the producer.

Ron Francisco Montero was acquired in 2007 by the founder's nephew, Joaquín Martín Montero. It is one of the last sugar producers in Europe and has the only molasses distillery in Spain. The company's production process has since undergone extensive reform, led by his wife Maria Elena Targa. All the changes have been made safeguarding the company's values: The goals set by Andrea Martín Targa, the current director of Ron Francisco Montero, are to "keep the spirit of the founder and grow slowly, without ever giving up the quality that has characterized us over all these years".

## WICANDERS PROMOTES ITS PRODUCTS IN SLOVENIA

Wicanders was represented at the Fair Dom Ljubljana event in Slovenia, in March, through the stand of Alpod, a customer of Amorim Flooring. The initiative aimed to promote the Vinylcomfort and Artcomfort lines, which caught the attention of numerous visitors seeking residential solutions. Another aim was to present the benefits inherent to Corktech technology, empirically identifying the performance difference between a cork floor and the other alternatives existing on the market. Its performance of this flooring is based on a multilayer structure that has at its core a layer of top quality cork – providing physical comfort and reduced noise and heat – and a second cork underlay, which strengthens the thermal and acoustic properties and enhances energy savings.

## ...AND IN CROATIA

The Artcomfort and Corkcomfort ranges of Wicanders were a highlight at the Zagreb Fair in Croatia, at the beginning of April. These ranges were displayed at the fair through our partner Alpod. The Prime Rustic Oak flooring was one of the big surprises of the event since, although it was crossed by thousands of visitors, it remained intact and looking good thanks to the Corktech technology.



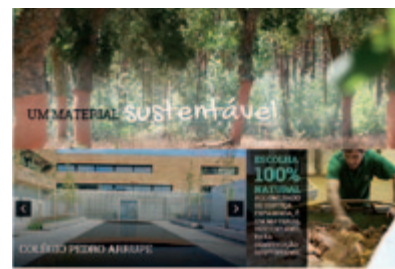
## AMORIM FLOORING STRENGTHENS ITS DISTRIBUTION NETWORK IN THE USA

T&L Distributing, one of the largest distributors in the southwestern USA, based in Houston, Texas, has just joined the list of customers of Amorim Flooring North America. This local partner began to market two product lines of the Wicanders portfolio – Artcomfort and Corkcomfort – in its residential range, last May. Its distribution in the northern areas of the USA is also planned. The main customers of the company currently include entities such as the Texas Restaurant Association and the Dallas Design District.

## MYMODHOUSE MODULAR HOUSES WITH MDFACHADA CORK

The first MYMODHOUSE project, called Fred 204, was inaugurated last 10 May, in Madeira. MYMODHOUSE conceives and builds modular buildings using creatively organised shipping containers that are architecturally well structured. It can be applied in any sector – residential, industrial or commercial. It has arisen at a time of change in the paradigm of the construction industry, which seeks to minimise energy expenditure, taking full advantage of natural and reusable resources.

Accordingly, MYMODHOUSE chose the expanded insulation corkboard MDFachada, of Amorim Isolamentos, as the outer covering of modular buildings. MDFachada is a 100% natural covering providing excellent thermal and acoustic performance.



## AMORIM ISOLAMENTOS HAS NEW WEBSITE

The new website of Amorim Isolamentos is now live, just a click away at [www.amorimisolamentos.com](http://www.amorimisolamentos.com). The official site of the company was designed with the purpose of presenting information on expanded insulation corkboard, its specificities and technical and environmental advantages, especially in terms of insulation, durability, energy efficiency and indoor air quality. The website architecture promotes a connection to the construction industry, the main industry for Amorim Isolamentos.

The website was developed by Softway, a company specialising in web solutions that fosters usability and ease of navigation, and which has been a major partner of Corticeira Amorim in this area for several years.



## NEGAMAT 2014 DEMONSTRATES THE POTENTIAL OF CORK

Amorim Isolamentos supported the Negamat 2014 project in France. The main element of this year's project was an experimental pavilion designed from expanded insulation corkboard. The project simultaneously presented a travelling exhibition on potential uses of cork in architecture, showing numerous examples of projects created from cork, which the organization described as a "material of the future because it is sustainable, healthy and obtained from a natural resource." This initiative is part of the international cork event – VIVEXPO Vives. It also forms part of the Month of Architecture, organised by the Regional Department of Cultural Affairs (DRAC).



## CORK SOLUTIONS FOR CONSTRUCTION INCLUDED IN THE MODERNISATION OF UNICER

Corticeira Amorim was again selected to assist a buildings renovation project of Unicer. This renowned Portuguese company, after refurbishing industrial units in Leca do Balio in 2013, is now advancing with the modernisation and expansion of the administrative and main buildings of its headquarters.

Cork takes up a prominent role in various elements of this project. It is to be used on the facade, where large expanded insulation corkboard panels – MDFachada, are to be used as a thermal insulation solution (ETIC system) over more than 4,000m<sup>2</sup>. Cork will also be used inside the building, with the installation of about 5500 m<sup>2</sup> of Wicanders flooring (Corkcomfort Linn Blush and Woodcomfort Walnut ranges) both in work and traffic areas.

The intervention in these two buildings, connected to each other, is based on the creation of an architectural language that simultaneously reflects concern for the aesthetics of the building and manifestation for contemporary habitability that is adequate to the proposed use. The use of cork in other areas is also planned, as an indoor and street furniture solution.



## MEDIA FOCUS ON MATERIA AND SOUL MATE

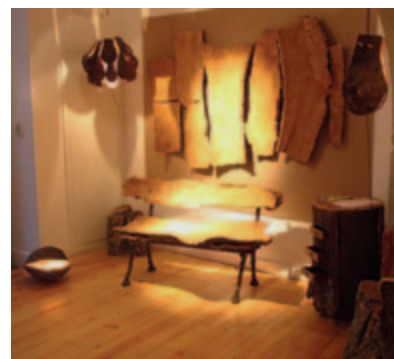
The Materia and Soul Mate collections have been under the watchful eye of renowned national and international media in recent months. In Spain, the Furo piece by Fernando Brizio was published in the last edition of 2013 of the XL Semanal magazine and the Gelo piece by Filipe Alarcão was published in the online edition of MUUD Magazine.

In Portugal, the Time Out Lisboa magazine highlighted the Rufo drums by Pedrita and the Spice Rack item of Soul Mate also featured in the magazine of Air Europa airline.

## TEXTILE INNOVATION WITH CORK

Amorim Cork Composites and Lameirinho presented at the most important fair of the home textiles industry, Heimtextil in Frankfurt, the new textile range that incorporates cork.

This evolution aims to boost the development of products with different, high performance finishes which incorporate the properties of textile substrates and functional advantages of cork. The final result comprises a variety of items such as print decorative cushions, with textile applications, with embroidery and reversible table runners.



## SUPERSÚBER: FURNITURE RANGE MADE WITH VIRGIN CORK

The designer Andreia Tocha is the author of SuperSúber, a new line of furniture produced entirely from virgin cork, with the support of Amorim Cork Composites. The new range of furniture stands out for the original and primary use of cork, applied in its natural form. SuperSúber presents us "material without borders": pure, virgin cork, raw, without any kind of chemical or industrial processing.

## NUNO BALTAZAR PRESENTS NEW TRENDS WITH GIERLINGS VELPOR

Gierlings Velpor is included in the new 2014-2015 Autumn/Winter collection of the renowned fashion stylist Nuno Baltazar. With the title "Sea of Sophia", in memory of the poetess Sophia de Mello Breyner Andresen, the collection anticipates trends in the fashion and design areas, partly through the creativity and innovation of the Gierlings Velpor materials. The set of colours, prints and unique textures feature on the new fashions of the Portuguese designer.





## CONCEPT ANGEL WITH CORK COMPOSITES

Concept Angel, a Portuguese bicycle produced from wood and cork composites, has just been launched for sale. Designed by the former footballer Nuno Zamaro, this piece uses textiles of the CorkFabrics range of Amorim Cork Composites to cover the wood panels that make up the bicycle frame. The cork, protected by a polymer membrane, provides weather and wear resistance.

These environmentally friendly bicycles are built from reused waste or by-products of wood and cork industries and are fully recyclable.

## REVISILENT FLOORING AWARDED INNOVATION PRIZE

The Revisilent flooring created by Revigrés in partnership with Amorim Cork Composites won an "Innovation in Construction" award in April, in the Materials and Products category. The event, organised by Revista Anteprojetos magazine in partnership with the Jornal Construir journal, hands awards to the companies that develop innovative solutions for the construction industry.



## CORTICEIRA AMORIM TAKES PART IN URBAN REHABILITATION WEEK

Corticeira Amorim was one of the sponsors of the 2014 Urban Rehabilitation Week. This was an event held in Lisbon between 19 and 26 March, where the company presented its cork solutions for environmentally responsible refurbishments.

The highlights of the cork solutions presented at the event for urban rehabilitation by Corticeira Amorim were CORKwall coverings for façades (Amorim Cork Composites), Wicanders coverings (Amorim Flooring) and expanded insulation corkboard (Amorim Isolamentos).

These three solutions have cork in common, which gives them improved technical performance, especially in terms of thermal and acoustic insulation. We can also add the environmental performance associated with these products – all of them can be obtained from recycled cork, making them unrivalled assets in improving the energy efficiency of buildings.

SRU hosted more than 60 initiatives that included conferences, exhibitions, presentations, workshops, tours or awards ceremonies.





## CÉDRIC ETIENNE PRESENTS CORKINHO

*Salone del Mobile* was also the venue chosen for the launch of the Corkinho collection by Cédric Etienne. This is a new line of contemporary cork furniture, designed with the support of Corticeira Amorim, which initially supported the designer in technical terms and in the prototyping. Corkinho has a markedly minimalist design. The collection comprises tables, sofas and panels that benefit from the acoustic and thermal insulation properties of cork, as well as the lightness and smooth touch of the material.



## CORK DESIGN AT SALONE DEL MOBILE

### *"Handmade" presents cork clothing*

Corticeira Amorim was invited by Wallpaper to participate in Handmade, an annual exhibition devoted to innovative projects in the fields of art, fashion and design, held in April at the Salone del Mobile, in Milan. Once the challenge was accepted, Todd Bracher was the industrial designer invited to design an object in cork. After an initial briefing and a first contact with the material, he said he was immediately fascinated: "it is very different from wood, it looks almost like skin/leather but with a different texture defined by nature. It has its own nature ... ". The American designer, taking advantage of these characteristics, designed a cork coat, emphasizing that "it is as if the cork comes to life in the coat." Part of the Handmade exhibition was subsequently shown in New York during New York Design Week, in May. The cork coat was one of the pieces selected for the show.

Video of the project at: <http://www.amorim.com/media/galeria-de-videos>



NICOLA QUADRI  
GALLERY  
EXHIBITS MATERIA,  
SOUL MATE  
AND KORKO  
ARTICLES

The iconic Nicola Quadri Gallery in Milan presented the Materia, Soul Mate and Korko collections last April, as part of *Salone del Mobile 2014*. The exhibited products were selected by the Italian architect Nicola Quadri not only for their design but also because their natural and sustainable features.



**Memo Dr. House,**  
by Raquel Castro,  
is the most recent  
article from the  
Korko selection  
portfolio



CORK  
ACCOMPANIES  
RICARDO DINIZ  
ON HIS SEA  
TRIP TO BRAZIL

Corticeira Amorim joined forces with the sailor Ricardo Diniz who aims to make the single-handed crossing of the Atlantic between Lisbon and São Salvador da Bahia, Brazil, as a tribute to the Portuguese national football team taking part in the 2014 World Cup. This initiative intends to pay tribute to the Portuguese national team and raise the profile of Portugal at one of the biggest events in the world.

The project consisted of the application of different types of cork in different areas of the yacht: high-density cork was installed inside the cabin on the floor and some lateral zones, while the instrument panel was covered in Cork-Leather, giving a natural look to the workbench where the instruments supporting the work of the sailor are mounted. A matting of agglomerated cork with a base of recycled rubber was laid outside. The matting was specially designed for this purpose, with an impact on safety and comfort. The cork was chosen by Ricardo Diniz given the welcoming and comfortable surroundings it provides and also because it represents a symbolic link to Portugal.

The journey was a success and Ricardo Diniz arrived safely in Brazil on 9<sup>th</sup> June. According to Carlos Jesus, marketing and communication manager of Corticeira Amorim, "Corticeira Amorim is proud to be involved with Ricardo Diniz in this initiative, the main aim of which was to advertise to the world the best of what is made in Portugal, and cork is a good example."

## QUINTA NOVA WINS “BEST WINE TOURISM” AWARD OF THE BOA CAMA BOA MESA GUIDE

The 2014 Boa Cama Boa Mesa Guide, which annually publishes the country’s best places to stay and restaurants, gave Quinta Nova the “Best Wine Tourism” award. The jury of the guide highlighted the quality of the services and the opening of the Conceitus restaurant, a winery restaurant, where the wines command the food and the food is prepared based on local products, by chef José Pinto. In the year it celebrates 250 years, Quinta Nova has also received Certification of Excellence for 2014 from Trip Advisor, a recognition from national and international readers.

### Quinta Nova 2014 Awards

#### Best Wine Centre

Drinks International, 2014.

#### Best Wine Tourism

Boa Cama Boa Mesa, 2014 (Expresso);

#### Certificate of Excellence

Trip Advisor, 2014.



## GRAINHA EXCLUSIVE 2012: PERFECT COMBINATION BETWEEN AROMATIC AND NON-AROMATIC GRAPE VARIETIES

Grainha White Exclusive 2012 combines two varieties with a strong personality: 70% Boal and 30% Moscatel Galego Branco. The first variety, originally from France, is named *Semillon* and is usually used in a combination easier to copy. But this was not the path chosen for this wine. The combination with an aromatic grape, originally from Greece, results in an aromatically unique wine, where the complexity, elegance and contrast stand out. This batch of four thousand bottles combines the sophisticated viscosity and structure of Boal with the linearity and sensitivity of the Muscat perfume.



To celebrate 250 years of existence, Quinta Nova launches a collection bottle of the wine with greater commercial success, the “Colheita Unoaked” 2011





# QUINTA NOVA COMMEMORATES 250 YEARS

250  
ANOS-YEARS

Quinta Nova, one of the oldest wineries in the Douro region, is celebrating its 250<sup>th</sup> anniversary. It is thought that the production of wine started many years before the date of its official establishment in 1764, according to documents that refer to the existence of this traditional winery 300 years ago. This story is related in the new book about the estate, with launch planned for this year.

The 250 years of Quinta Nova are also being marked by a special edition of the 2011 "Colheita Unoaked" collection – the best-selling wine in the various markets and which best characterizes the Douro, mirroring the genuine character and high quality of the grapes of the region.

This collector's bottle has a design that is 100% Portuguese and it comes with a silkscreen print that depicts the wine tradition of the Douro region. The design focuses on the colours blue and green, which refer to the vine leaves and the water of the river. The design is also in light brown, which symbolically recalls the importance of the land, and a stylized bunch of grapes. The end result is an innovative and stylish bottle with contemporary design that emphasizes the Portuguese nature of the product.

*"We chose this wine because we wanted to share this special date with all our loyal consumers and customers. From April, and only during 2014, anyone can buy this collector's bottle in a restaurant or in a supermarket, at the usual price," states Luísa Amorim, director.*





# VITRAHAUS LOFT

Studioilse includes cork solutions  
in the first joint project of the  
Vitra and Artek brands



Corticeira Amorim provided cork and technical support for the creation of VitraHaus Loft, a project of Studioilse that has transformed a zone of VitraHaus into the residence of Harri and Astrid, in Weil am Rhein, Germany. It is a fictional couple who represent the shared values of the Artek and Vitra brands, which joined forces last autumn and present their first joint exhibition through this loft. The VitraHaus Loft is curated by Studioilse and it will be open to the public throughout the year, functioning as an extension of the Vitra Campus.