



# NEWS

Amorim Group news



**Cork, the key to success in the US market**

(page 7)

**Cork at Louisiana Museum of Modern Art, in Copenhagen**

(page 8)

**The comfort of cork with the appearance of wood Wicanders® projects in the Netherlands and Belgium**

(page 13)

## American Airlines joins ReCORK America

American aviation giant to recycle cork stoppers

American Airlines' "Admirals Club" network of lounges and Sodexo, the company in charge of the management of services provided in these lounges, have joined CORTICEIRA AMORIM's cork stopper recycling programme, ReCORK America.

In a total of 24 "Admirals Club" lounges in the airports of cities such as New York, Washington, San Francisco, Miami, Atlanta, Austin, San Diego and San Juan (Puerto Rico), among others, are to begin collecting all cork stoppers used for recycling.

ReCORK America will send the stoppers to factories to be processed and subsequently used in the production of footwear soles and cork coverings and/or insulation.

The partnership with American Airlines reinforces the success and popularity enjoyed by this initiative. Begun just two years ago, ReCORK America is already responsible for the collection of over three million cork stoppers used in the USA, and recently sent seven tonnes of cork to a footwear manufacturer in Canada.

António Amorim, Chairman of CORTICEIRA AMORIM, congratulated American Airlines on joining ReCORK America, and highlighted the initiative's importance: "Every year, around 13 thousand million cork stoppers are sold worldwide. Recycling, in addition to increasing the reuse of cork in products with high added value, enables us to extend the product's life cycle. This makes it possible to add decades to cork's carbon-fixing potential."

(cont'd on page 5)

## Contents

- |   |                                                                                 |   |                                                                                         |
|---|---------------------------------------------------------------------------------|---|-----------------------------------------------------------------------------------------|
| 4 | WICANDERS®<br>at CasaDecor - Porto 2009                                         | 7 | Comfort and sophistication: <b>Vinylcomfort</b> ,<br>in Krakow Valley Golf&Country Club |
| 4 | Countdown 2010 lists cork as a<br>priority for the preservation of Biodiversity | 7 | "Objekteure im Forum" visits<br>Amorim Revestimentos in Portugal                        |
| 5 | Amorim Cork Deutschland<br>awarded Geisenheim Certificate                       | 7 | Cork, the key to<br>success in the US market                                            |
| 5 | American Airlines<br>joins ReCORK America                                       | 8 | Innovative <i>workshop</i> supported<br>by Amorim Cork Italia                           |
| 5 | Amorim Revestimentos<br>organises road shows in Switzerland                     | 8 | José de Mello Group visits<br>Amorim & Irmãos                                           |
| 6 | CORTICEIRA AMORIM<br>promotes Sustainability Week                               | 8 | Cork at Louisiana Museum<br>of Modern Art, in Copenhagen                                |
| 6 | A more cultural<br>Wine House                                                   | 9 | Amorim Revestimentos<br>in Japanese university                                          |
| 6 | Quinta Nova<br>launches new vintages                                            | 9 | Amorim Revestimentos<br>organises Yearly Staff Gathering                                |



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|----|----------------------------------------------------------------------------------------------------|----|----------------------------------------------------------------------------------------------------|
| 9  | 1 <sup>st</sup> International Marketing Gathering                                                  | 13 | Al Aqili Furnishings, a new coverings partner                                                      |
| 10 | Corkcomfort, the covering of choice...                                                             | 14 | CORK: natural comfort, whatever the environment                                                    |
| 10 | Problems associated with TCA contamination a rarity                                                | 15 | Corkcomfort in Innisfree shops and Dongyang apartments in Korea                                    |
| 11 | CORTICEIRA AMORIM showcases innovations in China                                                   | 15 | Vinylcomfort reaches the Austrian market...<br>... and Amorim Revestimentos hosts Austrian clients |
| 11 | Chilean Ambassador visits CORTICEIRA AMORIM                                                        | 16 | Walks in the Douro                                                                                 |
| 12 | Woodcomfort in new projects in Turkey                                                              | 16 | Gierlings Velpor to attend major international trade fairs                                         |
| 12 | Premium "Los Amaya" cider and cork stoppers: a relationship of excellence                          |    |                                                                                                    |
| 13 | The comfort of cork with the appearance of wood Wicanders® projects in the Netherlands and Belgium |    |                                                                                                    |

# NEWS



## Welcome to a new issue of Amorim News!

In this issue, we invite you to read about a number of studies which clearly show the preference of US consumers for cork stoppers. According to them, oil-based artificial closures are associated with lower end wines, whereas cork stoppers continue to be an indicator of quality wines.

The United States being an important wine consuming market, a number of companies worldwide define their marketing strategies according to the preferences of this country. We note that a New Zealand wine sealed using cork, clearly going against the country's trend towards artificial closures, has become the best selling sauvignon blanc in the US.

Good news abounds in the Cork Stoppers Business Unit: well-known figures and entities in the wine industry which continue to single out cork as an unbeatable material for closures; statements and studies demonstrating that the problems associated with TCA are a rarity; the continued proliferation of the ReCORK America recycling programme, and an innovative initiative supported by Amorim Cork Italia involving design projects using cork stoppers.

Also worthy of note is the nomination, by the environmental organisation Countdown 2010, of cork as a priority for the preservation of Biodiversity. Among the 10 actions it lists as crucial is an appeal to consumers to buy wine sealed with cork.

Wicanders®, Amorim Revestimentos' premium brand, presented its latest products to the Swiss market in an innovative fashion - a road show with stops in several of the country's major cities.

We draw your attention to the participation of Gierlings Velpor in major international trade fairs to present its new collections for the segments in which it operates: clothing, decoration and velours for public transport.

If you have not yet done so, why not set out in search of paradise in the Douro valley, and take up the challenge of a magnificent walk in Quinta Nova de N. S. do Carmo. Discover this wine tourism project, created with you in mind, and take the opportunity to sample the new editions of the Quinta Nova wines, launched at the beginning of Autumn.

**Read about this news and more at [www.amorim.com](http://www.amorim.com)**



## DID YOU KNOW?

CORTICEIRA AMORIM'S CORK STOPPER RECYCLING PROGRAMME HAS A PRESENCE IN 7 COUNTRIES AND ENJOYS THE SUPPORT OF RENOWNED PARTNERS SUCH AS WHOLE FOODS MARKET, THE WORLD'S LARGEST SUPERMARKET CHAIN FOR ORGANIC PRODUCTS.



# Countdown 2010 lists cork as a priority for the preservation of Biodiversity



## WICANDERS® at CasaDecor - Porto 2009

Regarded as one of the most important exhibitions in the field of interior decoration, the latest edition of CasaDecor was held in Porto, with the aim of conveying news, trends and atmospheres.

In a bid to temporarily breathe life into a little-used area, the 7<sup>th</sup> edition of CasaDecor, in Porto, was held in the Ergovisão Building on Avenida dos Aliados, and included exhibitions in the fields of decoration, interior architecture, design and landscaping.

CasaDecor also placed great emphasis on the socio-cultural aspect, bringing together names from the world of architecture, decorative arts, society and culture. This was the setting in which the architect Vítor Almeida, at the invitation of Amorim Revestimentos, represented by its premium brand Wicanders®, created a 50m<sup>2</sup> area using **Corkcomfort** products, reference Pebbles Fog and Pebbles Storm.

Barcelona, Madrid, Lisbon, Milan, Miami, London and São Paulo are among the cities which have hosted this event, 15 editions having been held in Portugal so far. The Lisbon edition of CasaDecor will be held in Chiado, from 12 November to 14 December.

"Biodiversity is essential to the quality of human well-being, and it is a crucial element in sustaining the social, economic and spiritual dimension of all societies worldwide. Yet, biodiversity continues to decline", Countdown 2010.

With the aim of stopping this trend, the organisation Countdown 2010 has established a set of political commitments and laid down a challenge to civil society comprising 10 high priority recommendations for the preservation of Biodiversity.

"Only drink wines with natural cork stoppers" is one of the measures listed as crucial to the protection of biodiversity.

This recommendation is based on the role of the cork oak forest – an ecosystem with features which are unique in the world, and regarded as a hotspot of biodiversity – which plays a decisive part in CO<sub>2</sub> fixing, fighting desertification and preserving biological diversity. Cork stoppers are responsible for 70% of the added value created by natural cork, and guarantee proper maintenance of cork forests.

Countdown 2010 is a pan-European initiative aimed at involving countries in the quest for solutions to halt the decline of wildlife in Europe.

# Amorim Cork Deutschland awarded Geisenheim Certificate

Amorim Cork Deutschland has joined the group of companies certified in accordance with the Geisenheim method. The award took place on 20 August in Geisenheim.



From left to right: Dr. F. Zürn – FH Geisenheim; Gert Reis – Amorim Cork Deutschland; Dr. Rainer Jung – FH Geisenheim; and Mr. Jakobi – Amorim Cork Deutschland (Quality Manager).

Certification was preceded by a 24-month preparation and inspection phase, with audits of the German production facilities and the supply plants in Portugal.

The final audit in the process was conducted by Dr. Jung and Dr. Zürn, of the Department of Enology of the Geisenheim Research Centre, regarded as experts on issues related to wine bottle closures and cork stoppers.

Based on the Geisenheim test methods for wine closures made of cork and standards DIN 2859 and 3951, each Geisenheim certified company commits to introduce and implement comprehensive and statistically reliable test methods, ensuring the quality of corks delivered to customers.

Following certification of our Quality Management System according to DIN EN ISO 9001 in 2005 and the introduction of a certified HACCP plan as specified by the Codex Alimentarius in 2007, the Geisenheim certificate represents for Amorim Cork Deutschland another logical step in the implementation of our own comprehensive Quality Management System.

With the introduction of this standard, which provides a boost to selling power, Amorim Cork Deutschland intends to continue the constant improvement of the quality of the products and services it provides.

(continued)

# American Airlines® joins ReCORK America

## American aviation giant to recycle cork stoppers

Nancy Knipp, President of American Airlines’ “Admirals Club”, expressed her pleasure at being involved in the project, “which enables reuse of a 100% recyclable, renewable and biodegradable raw material”, adding that “even small objects such as cork stoppers, when recycled, can make a huge difference to the environment”.

ReCORK America is a programme for recycling of cork stoppers carried out by CORTICEIRA AMORIM in partnership with its subsidiaries Amorim Cork America and Portocork America.

The programme currently boasts the participation of, among others, well-known US companies such as Whole Foods Market (the largest organic supermarket chain in the world), some of the largest wineries such as Kendall-Jackson Wine Estates, Foster’s Wine Estates, Domaine Chandon and Diageo Estates, and the Culinary Institute of America.

In Portugal, CORTICEIRA AMORIM supports a similar initiative, in partnership with Quercus: the Green Cork project, which has collected three million cork stoppers over six months.

The Company has also begun recycling campaigns for cork stoppers in Italy, South Africa, Canada and the United Kingdom, its partner in the latter being Laithwaites, the world’s largest independent wine distributor.

# Amorim Revestimentos organises road shows in Switzerland

Introducing the latest Wicanders® products into the Swiss market was Amorim Revestimentos’ main goal in organising six road shows in and around the country’s main cities.

The Swiss market has very specific characteristics: purchases are determined only with regard to objective requirements, with no scope for accumulating stock, and architects are much more open to informal, small-scale initiatives.

It was on this basis that Amorim Revestimentos presented, on 8 days spread over 4 weeks, the new **Cork**comfort, **Wood**comfort, **Lino**comfort, **Vinyl**comfort and Parquet product lines, in areas ranging from 200 to 250m<sup>2</sup> in local hotels, in an innovative and creative atmosphere.

At each road show, in addition to providing historical background on CORTICEIRA AMORIM, presentations were given on the collection’s main features, ending with a Mediterranean delicacies tasting session, washed down with Quinta Nova de N. S. do Carmo wines. The initiative was extremely well received. Around 400 visitors attended the events, among them important players ranging from hotel contractors to designers and representatives of the major retail chains.



We have a commitment to the environment. Elvira turns off the tap while she washes her hands. Do the same.

## CORTICEIRA AMORIM promotes Sustainability Week

Raising the awareness of Employees and Civil Society about sustainability is the aim of CORTICEIRA AMORIM's Sustainability Week, an initiative held for the second consecutive year from 1 June – National Cork Oak Day – to 5 June – World Environment Day. The week's main events include promotion of the Earth Condominium – a voluntary organisation aimed at caring for the Planet's shared spaces in an integrated manner – which CORTICEIRA AMORIM joined in 2008, becoming the first company to support the project. Worthy of particular note are initiatives encouraging recycling of cork stoppers, exhibitions to raise awareness of the importance – environmental, social and economic – of cork and the cork oak for-

est, Environmental Education seminars and initiatives for hundreds of primary and secondary school children, promotion of sustainable mobility, and support for charitable institutions. During the Sustainability Week, with the aim of encouraging the collection and recycling of cork stoppers, individual Rolhinhas (containers for collection of cork stoppers) were given to all of CORTICEIRA AMORIM's employees in Portugal. Employee involvement has been crucial in giving momentum to the Green Cork recycling programme. In the first quarter of 2009, around two tonnes of cork stoppers were deposited in the Rolhinhas in CORTICEIRA AMORIM's factories.



## A more cultural Wine House

Familiar with Quinta Nova's wine tourism project, in Pinhão? There are a number of good reasons for a visit. It is an area dedicated to the world of wine, located in Pinhão train station, where visitors can find a wine shop with an outdoor café, a museum centre and an events/meetings room.

Voted "Global Winner Best of Wine Tourism 2009 - Art and Culture" this year, the Wine House is hosting, until the end of October, the exhibition "Douro, o Vinho e a Vinha" (Douro, Wine and Vine) in the station atrium, alongside the historic train which continues to give life to Saturdays "at full steam" and the permanent exhibition in the museum centre.

A different take on the Douro, which is increasingly displaying to the world its significant ethnographic and cultural side.

## Quinta Nova launches new vintages

Quinta Nova de Nossa Senhora do Carmo presented, at the beginning of Autumn, the latest editions of its top-of-the-range wines: Quinta Nova Vintage 2007, Quinta Nova Reserva 2007, Quinta Nova Touriga Nacional 2007 and Quinta Nova Grande Reserva 2007.

Originating from the region's most traditional varieties, the wines boast unique personality and elegance, magnificently expressing the property's distinctive terroir.

Keep an eye on the market, and waste no time in snapping up your favourites.



## Comfort and sophistication: Vinylcomfort, in Krakow Valley Golf&Country Club

A precursor of vinyl flooring for residential and commercial environments, the **Vinylcomfort** line combines the benefits of an innovative structure supported by a double cork layer, with the refined aesthetics of textures and patterns such as solid noble wood, exotic stones and other looks.

This is the perfect choice for high traffic areas, where durability, wear resistance and ease of maintenance and cleaning are paramount, as is the case in "Krakow Valley Golf&Country Club", a local enterprise located in Paczolcowice, Krakow, inaugurated in August 2009.

Wicanders® **Vinylcomfort**, product reference Provence Oak, was laid in the Restaurant and Conference Centre, over a total area of 520m<sup>2</sup>.

## "Objekteure im Forum" visits Amorim Revestimentos in Portugal

"Objekteure im Forum" is a German trade association of contract flooring installation companies. In all, around 45 companies are managed, according to uniform commercial standards. Thanks to close cooperation with the major flooring companies in the field of research and development, "Objekteure im Forum" provides the best technical solutions in the segment of new constructions and renovations, with guaranteed delivery schedules.

At the beginning of May, the members of the "Objekteure im Forum" group visited the new Amorim Revestimentos factory, where they were shown the Company's latest projects, and given a demonstration of the technical performance of Amorim coverings.

In addition to a visit to the new production facility for the "Comfort" product lines, the schedule also included the presentation of new designs and surfaces.

"This trip, and the quantity of new information provided to us in a competent and succinct manner, changed our perception of cork coverings for the better, in particular of the use of cork coverings in the commercial sector", said Holger Klüter, General Manager of "Objekteure im Forum".

As compared to other floorings, the advantages of Wicanders® natural floorings are based on a combination of features: thermal insulation, high noise reduction, ease of cleaning, high resistance to wear, ease of installation, warmth, flexibility and hygiene.

To conclude, Klüter stated that the benefits of the brand are not limited to the structural features of cork, but are also related to the general Wicanders® concept, which includes professional service, quick delivery times and the degree of sophistication of the products, which sport a modern design and comply in every aspect with the requirements of the corporate segment.

## Cork, the key to success in the US market



The preference for natural cork as a wine closure in the United States has been underlined with the release of two new studies, as well as the outstanding success of a cork-sealed New Zealand wine in this major market.

In its highly regarded yearly report on closures, leading US trade publication *Wine Business Monthly* once again highlighted the importance of natural cork among US wineries on a number of levels, from the quality of the wine itself to performance during bottling and consumer reactions.

In the same vein, the online edition of British magazine *Decanter* reports that a New Zealand wine recently became the best-selling sauvignon blanc in the United States due to its use of cork stoppers, seen as a major factor in the wine's sales success. The *Decanter.com* report said the company had packaged the brand specifically for US consumers by sealing the wine under cork, a move that meant going against the trend of artificial closures in New Zealand.

A recent consumer perceptions study conducted by Nelson Barber, Christopher Taylor and Tim Dodd of Texas Tech University, *Twisting Tradition: Consumers' Behavior Toward Alternative Closures*, suggests that 71 per cent of US consumers prefer natural cork closures, which continue to be regarded as an indicator of the quality of the wine.

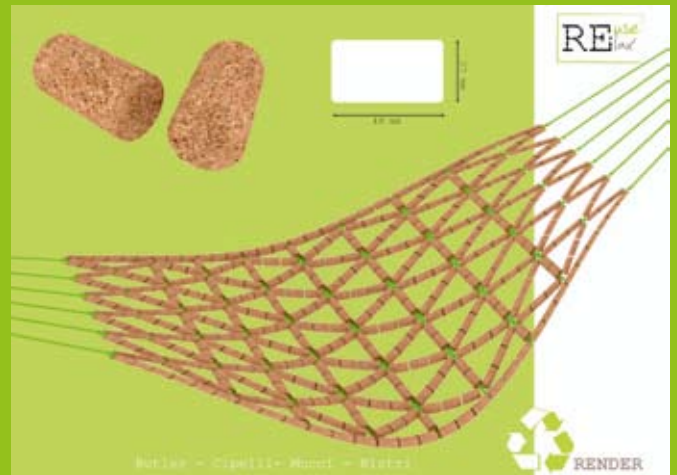
This study indicates little has changed in terms of US consumer perceptions since a survey in 2005 by Tragon Corporation showed that US consumers would rather buy wine sealed with natural cork than any other type of closure.

Following the press release "Cork, the key to success in the US market", over 60 international information websites published this encouraging news for cork. CNBC, CBS radio and its subsidiaries in San Francisco, Los Angeles, Philadelphia and Chicago, the Dallas Morning News, Minneapolis Star Tribune and the Hollywood Reporter are among those who took up the story.

Students at “Università La Sapienza di Roma” transform 5000 cork stoppers

## Innovative workshop supported by Amorim Cork Italia

Against the backdrop of the banks of the River Tevere in Rome, students taking the Industrial Design course at “Università La Sapienza di Roma” took part in an exciting and innovative challenge, with results that demonstrate once again the potential of cork as a versatile raw material able to adapt to a wide range of situations.



Led by Professor Raul Cunca of Lisbon Faculty for Fine Arts and with the support of Amorim Cork Italia, the workshop, held from 6 to 9 May, consisted in the creation of innovative items from cork stoppers, renowned for their natural characteristics and enormous potential with regard to sustainability.

To this end, Amorim Cork Italia provided 5000 agglomerate cork stoppers, which were reused by the students as a raw material, considering the dynamic relationship between “person, river and city”.

The results are 10 extraordinary projects demonstrating how cork is an increasingly multifaceted material without limits and as yet greatly unexplored.

## José de Mello Group visits Amorim & Irmãos



The José de Mello Group – Sociedade Agrícola D. Diniz, the entity which manages Monte da Ravasqueira, led by its Executive Director Pedro de Mello, paid a visit to Amorim & Irmãos on 4 June.

In line with the climate of collaboration and partnership in place between the two companies, the main focus of the visit was the topic Innovation, and the latest achievements of the Amorim Group in the field were presented, in particular with regard to organisational matters, quality control and Research and Development.

In this setting, the committee watched, in loco, the production process for Amorim cork stoppers, followed by a brief meeting with Miguel Cabral, Director of the Research and Development Department, who presented the main R&D projects in progress.

A lunch at the House of the Founder, attended by António Rios de Amorim, Chairman of CORTICEIRA AMORIM ended the visit on an informal and relaxed note.

It should be noted that the wines produced at Monte da Ravasqueira, in Arraiolos, are created under the supervision of renowned oenologist Rui Reguinga, voted oenologist of the year in 2008.

## Cork at Louisiana Museum of Modern Art, in Copenhagen

Self-cleaning surfaces, phase changing materials and built-in sensors that generate energy from the footsteps of visitors... The 3XN pavilion ‘Learning from Nature’ of the Louisiana Museum of Modern Art brings together cutting-edge technology and intelligent materials in an innovative preview of the architectural design of the future.

The combination and manipulation of components generate diversity in a wide range of applications, calling into question decades of paradigms. Cork promises to be one of these materials of the future, with the capacity to revolutionise the way in which industry, construction, architecture and design look at the development of their products.

Kasper Jorgensen’s artistic structure, presented at the Louisiana Museum of Modern Art (Copenhagen, Denmark) is a work which represents a combination of some of the above materials of the future, exploring their intrinsic features. Cork was chosen to form a part of this structure in composites, due to its natural characteristics and capacity for integration in the production process, providing gains in efficiency while meeting the structure’s requirements in terms of design.

The work of art will be on display until October 2009.







## Amorim Revestimentos in Japanese university

Cork is the natural and perfect choice for those seeking maximum comfort, combined with environmental harmony. Wherever this sustainable material is used, all of the intrinsic advantages of the raw material cork are combined with a vast range of decorative options.

In this light, Amorim Revestimentos recently renovated the surface of the cork flooring in the library of Nihon University – Faculty of Humanities and Sciences, located in Setagaya-ku, Tokyo. The project consisted in the application of the matt varnish Cork Style, product reference Harmony, over a total area of 250m<sup>2</sup>.

Library of Nihon University – Faculty of Humanities and Sciences, located in Setagaya-ku, Tokyo.



## Amorim Revestimentos organises Yearly Staff Gathering

With the topic “Creativity and Innovation: Thinking and Acting Differently in a Different World”, the 2009 Amorim Revestimentos Staff Gathering was held in the Corkstyle auditorium, attended by around 70 of the company’s employees.

As the name suggests, and in line with the challenge laid down in previous years, the aims of the gathering are: increasing knowledge of the Company’s main results and focussing the main business drivers; involving employees in current management issues and the main topics on the organisation’s agenda for the coming year or years; creating opportunities to enable the Company’s staff to identify, in a joint and shared process, the main areas for improvement in the operation of the organisation, establish concrete plans of action and create the right conditions for these plans to be adopted by the relevant teams, put into action, and their results monitored.

To this end, work groups were formed and assigned different topics, with the task of presenting regular progress reports for the plan of action adopted.



## 1<sup>st</sup> International Marketing Gathering

On 2 and 3 July, the First International Marketing Gathering was held at the House of the Founder of Amorim & Irmãos, attended by employees in the marketing and sales area of the Floor & Wall Coverings Business Unit.

The event included a presentation on the organisational model of the marketing structure, a presentation on the Amorim Revestimentos brands – Wicanders, Ipcork, Corklife, Dekwall – and respective Merchandising Tools, certifications, webpage design and discussion of proposals for press releases. The First International Marketing Gathering was rounded off with exhibitions, product advertising strategies and debates.



# Corkcomfort, the covering of choice...

Completely revolutionising the traditional concept of cork floorings, **Corkcomfort**, of the Wicanders® brand, has combined the natural benefits of cork with a number of completely innovative looks evoking patterns such as ceramic, stone, metal and leather, and new dimensions enabling the creation of distinctive atmospheres. Created using sophisticated texturing, painting and bevelling techniques, the **Corkcomfort** line reinterprets styles and inspires new approaches to decoration, in constant harmony with nature and human emotions, whatever the environment.

... in the Psy Pharma offices in Phoenix, Arizona



The **Corkcomfort** line, product reference Spice, with HPS (High Performance Surface) finish was used, resulting in a modern and extremely comfortable atmosphere.

... and in the Kock bakery, in Styria, Austria



With two different looks, Identity Time and Identity Tea, the result is a harmonious, welcoming and comfortable space with subtle yet profound nuances and a modern, arresting look.



## Problems associated with TCA contamination a rarity

A renowned North-American wine specialist and professor of oenology has stated that TCA is no longer a significant problem to the US wine industry. In a report published in the magazine *Vineyard & Winery Management*, Christian Butzke wrote that TCA was no longer a major problem, either from the point of view of the consumer or the winegrower.

Regarded as one of the leading wine experts in the US, Christian Butzke is professor of oenology at Purdue University in Indiana and president of the American Society for Enology and Viticulture. Butzke was an oenologist at the company Sakonnet Vineyards from 2002 to 2005, and is a member of the LLC managing committee of the Unified Wine & Grape Symposium and chief judge for the Indy International Wine Competition, one of the most important wine competitions in the US.

Based on his examination of thousands of international and US wines submitted to the Indy International Wine Competition, Dr Butzke believes that cork has achieved a performance rate exceeding 99%.

A number of independent studies suggest the same conclusion, and demonstrate the evolution achieved by cork, specifically regarding the reduction of contamination rates by 2,4,6 Trichloroanisole (TCA).

The US-based Cork Quality Council has since 2001 recorded a significant reduction in TCA levels in bulk cork imports. The average TCA count has dropped from 4.0 nanograms (parts per billion) several years ago to less than 1.0 nanogram, well below human sensory thresholds.

Meanwhile, Decanter.com has reported that one of Australia's leading wine brands, Penfolds, is carrying out trials for a glass stopper able to imitate the oxygen exchange provided by natural cork. Peter Gago, chief oenologist at Penfolds, maintains that oxygen exchange is essential to the development of a quality wine, adding that if the TCA issue can be neutralised, cork is unbeatable as a wine closure.

## DID YOU KNOW?

THE FIRST PORTUGUESE WOMAN TO BECOME CANOEING WORLD CHAMPION, IN SEPTEMBER 2009 - THE OLYMPIAN BEATRIZ GOMES - USES A NELO KAYAK WITH CORK FROM CORTICEIRA AMORIM.

# CORTICEIRA AMORIM showcases innovations in China

CORTICEIRA AMORIM, the world's leading producer of cork for the wine industry, showcased its latest innovations in cork technology at two seminars in China, in the cities of Beijing and Yantai. Both seminars were attended by representatives of the major Chinese wine companies — including prominent producers COFCO, Changyu, Dynasty and Weilong — along with journalists, opinion makers and other players in the sector.

A presentation by Miguel Cabral, Director of the R&D Department of the Cork Stoppers Business Unit, on work carried out in this field, and in particular on the influence of different closures on the development of wine was one of the high points of the seminars. Miguel Cabral also gave a detailed explanation of CORTICEIRA AMORIM's cork production processes and the unique equipment and technology used to deliver optimum wine closures to the market. He also outlined the origins of the contaminant 2,4,6-trichloroanisole (TCA) and the measures implemented by the Company to reduce its incidence in cork.

During the seminars Amorim also unveiled the new cork stopper for the Chinese market, Acquamark®, an example of the latest technology in cork production. Fully recyclable, biodegradable

and with worldwide sales already exceeding 800 million units, Acquamark® is an environmentally friendly product that provides enhanced performance in sealing capacity and wine preservation at a highly competitive price.

Environmental sustainability being a key issue for the global wine industry, Amorim Cork Beijing General Manager Li Yao gave a presentation on sustainability and wine closures that included the results of a recent life cycle analysis of wine closures compared to artificial closures, commissioned by CORTICEIRA AMORIM and conducted by PricewaterhouseCoopers. The results of the study are encouraging, indicating that cork is the only option for wineries and distributors seeking to adopt best practises in terms of sustainable development.

CORTICEIRA AMORIM has been supplying cork stoppers to the Chinese market for over 40 years. In 2001 an office was established in Beijing in order to provide better service to its clients and meet the demands of the flourishing Chinese wine industry.

International Organisation of Vine and Wine (OIV) statistics show that in 2004 China was the world's seventh largest producer of wine, while the nation's annual vintage has a growth rate exceeding 10%.

## Chilean Ambassador visits CORTICEIRA AMORIM

Fernando Ayala, Chilean Ambassador, was in Portugal, and on 5 August, as a result of an excellent relationship with CORTICEIRA AMORIM, visited the Company, accompanied by Vicente Undurraga of Chile, director of the Belgian LVD group.

Following a welcome in Coruche, the visit formally began with a walk in Herdade Figueiras do Lavre, where the guests were given an opportunity to observe cork in the post-stripping phase.

The visit schedule also included a visit to the Amorim Natural Cork factory, with a CORTICEIRA AMORIM corporate presentation.

To conclude the visit, Fernando Ayala and Vicente Undurraga travelled to the Equipar factory, where they commented on the excellent performance of CORTICEIRA AMORIM, a Portuguese company with which they keep close relations.



From left to right:  
Vicente Undurraga; António Rios de Amorim; Ambassador Fernando Ayala

# Woodcomfort in new projects in Turkey

The visual allure of wood and the unique feeling of comfort provided by its layers of cork make the Wicanders® **Woodcomfort** line one of the most sought after by architects working on major international projects.

Amorim Revestimentos supplied **Woodcomfort**, in various looks, to three important projects recently completed in Istanbul, Turkey:



- The "Tike Restaurant", in Maslak, involved the installation of 100m<sup>2</sup> of **Woodcomfort** Glue-down HPS, Classic White Oak;



- the same product was also used as a decorative element on the walls of the "Sadal" offices in Gebze, on a total area of 15m<sup>2</sup>;



- in Korköy, in the BOYBAS "Office building, 300m<sup>2</sup> of **Woodcomfort** Glue-down HPS Classic Sucupira were laid.

This premium product line from Amorim Revestimentos offers the enormous versatility of natural wood tones and textures, combined with excellent technical performance, resulting in an unbeatable product which lends distinction and refinement to any decorative atmosphere.



## Premium "Los Amaya" cider and cork stoppers: a relationship of excellence

Repositioning cider on the Argentinian market was the initial aim of the company which produces the country's only premium cider, "Los Amaya". The success enjoyed by the product, which last year sold out long before expected, led to a rethinking of the entire production cycle, which, while maintaining its artisanal nature, is today supported by the latest technology.

For a product of such high quality, the company requires all materials used in the process, from bottle to label, to meet the same strict standards. As a result, it chose CORTICEIRA AMORIM's champagne stopper for its premium cider.

Champagne stoppers are perfect for high pressure, delicate wines such as "Los Amaya" cider. The stringent quality standards of the stoppers supplied by CORTICEIRA AMORIM guarantee maximum organoleptic neutrality. Attached to the body, made of cork granulate, are two natural cork discs at the end in contact with the beverage.

"Los Amaya" wines are famous for their fine, delicate, clean and persistent, alluring and seductive aromas and flavours. The 2008 vintage is made from fruit of excellent quality with great aromatic and taste potential. This vintage enabled the inclusion of Granny Smith apples, providing a livelier and fresher aroma.

"The favourable climate, stringent selection of apples and the cutting edge technology which we currently possess guarantee results at the highest international level", says Rolando Lazarotti, the renowned oenologist in charge of the production of "Los Amaya" cider.

The name "Los Amaya" was inspired in the Asturian village of Amaya, which used to cultivate one of the best varieties of apple in the world, with a high concentration of flavour thanks to the perfect thermal conditions of the region, 860m above sea level.

Carlos Gorgolione and Juan Carlos Lamela, founding partners of "Los Amaya", rescued the historical value of this culture and created the company in Valle de Uce, Mendoza, Argentina, where the climate provides perfect conditions, just like the Spanish village which gave them the name.



"Brussel Airlines" offices, in Brussels

## The comfort of cork with the appearance of wood Wicanders® projects in the Netherlands and Belgium

Wicanders® is an openly sustainable brand, with genuine environmental awareness.

Wicanders® products, with particular emphasis on the new "Comfort" Product Lines, combine the renowned natural virtues of cork with excellent technical performance and cutting-edge design, fruit of sophisticated technology, know-how and creativity inspired in Nature itself.

Their capacity for insulation, reflected in savings on energy costs, comfort and wide range of looks and finishes lend character and sophistication to Amorim coverings, an option which is becoming increasingly popular with major contractors, architects and interior designers worldwide.

A selection of recent projects:

### Netherlands

- "Haga Ziekenhuis" hospital, in Den Haag: 500m<sup>2</sup> of **Wood**comfort HPS (High Performance Surface) finish, product reference Birch;
- "Orbis Ziekenhuis" hospital, in Sittard: 6000m<sup>2</sup> of **Wood**comfort Glue-down HPS finish, product reference American Oak;
- "Kamer van Koophandel" offices, in Amsterdam: 450m<sup>2</sup> and 150m<sup>2</sup>, product reference White Oak and Cherry respectively, from the **Wood**comfort Glue-down HPS product line;
- "van Tilburg Mode & Sport" fashion outlet, in Nistelrode: 770m<sup>2</sup> of **Wood**comfort Glue-down HPS, product reference Oak Hazel.

### Belgium

- offices of the company "Aviabel", in Brussels: 150m<sup>2</sup> of **Wood**comfort Glue-down HPS, Cherry;
- offices of "Brussel Airlines" in Brussels: the flooring was renovated with 450m<sup>2</sup> of Wicanders® UP, product reference Cherry;
- the same Wicanders® UP product, reference Walnut, was supplied for the "Borealis" offices in Mechelen, on a total area of 5500m<sup>2</sup>;
- the "Toyota City" showrooms in Anderlecht boast the **Wood**comfort Floating floor covering, product reference Beech, on a total area of 160m<sup>2</sup>;
- in the "Gemeentehuis Wolvertum" office building in Meinse, a combination of two products from the **Wood**comfort Floating line was chosen, specifically 145m<sup>2</sup> of Cherry Acousticork and 340m<sup>2</sup> of Red Oak Strips Acousticork.

## Al Aqili Furnishings, a new coverings partner

AMORIM COVERINGS HAVE ACQUIRED A NEW OUTLET CHANNEL TO THE UNITED ARAB EMIRATES, AS A RESULT OF THE RECENTLY FORMED PARTNERSHIP BETWEEN AMORIM REVESTIMENTOS AND ONE OF DUBAI'S LARGEST COMPANIES, AL AQILI FURNISHINGS.

In the words of Rashid Yousif Aqili, Operations Director, the environmental features of cork-based products were a major factor in the decision: "These are truly ecological products, which brings great value to the market. In addition, they possess excellent acoustic and thermal properties, which will arouse great interest, in particular in the hotel sector".



From left to right: José Belinha, Market Management – Amorim Revestimentos, S.A. and Shahriar Khodjasteh, Group Marketing Director – Al Aqili Furnishings LLC/ Dubai

Rashid Yousif Aqili also confirmed his intention to invest in a wide-ranging campaign to launch the Amorim product range: "At the same time, we will begin an inclusive training programme, in which we will explain to designers and architects the benefits and advantages of this type of product, which offers an incredible variety of colours and finishes."

CORTICEIRA AMORIM is the world's largest producer of cork, and makes a decisive contribution to the viability of the cork oak forest, an ecosystem with features that are unique in the world and which plays a fundamental part in CO<sub>2</sub>-fixing, fighting desertification and preserving biodiversity.

# CORK: natural comfort, whatever the environment



CORK COVERINGS ARE BECOMING INCREASINGLY POPULAR WITH CONTRACTORS, ARCHITECTS AND INTERIOR DESIGNERS FOR THEIR INCOMPARABLE DECORATIVE POTENTIAL, THE COMFORT THEY PROVIDE ON THE MOST VARIED LEVELS, AND THEIR ECOLOGICAL VIRTUES.

A 100% natural and renewable raw material, fully compliant with the concept of “sustainable building”, cork possesses a range of attractive features which make it ideal for interior applications in residential, commercial or public buildings.

Portugal boasts the perfect environmental conditions to produce superior quality cork. Harvested from the cork oak after it reaches an age of 25 years, cork is an ecological product throughout its entire life cycle. The harvesting of cork, or stripping, is a highly specialised and environmentally friendly process, which ensures that the tree is not harmed.

As a result of the composition and cell structure of cork, cork coverings offer benefits which are unrivalled by any other material: they offer natural thermal and acoustic insulation (perfect to block noise from the floor above), they are hygienic and anti-static (ideal for bedrooms, and highly recommended for people who suffer from allergies), resilient (safe for bedrooms and play areas) and easy to clean.

## Varnishes – technical solutions

The Xtreme WRT (Wear Resistance Technology) and HPS (High Performance Surface) protective varnishes provide impermeability, highly durable protection and high resistance to wear. For areas sub-

ject to “high traffic”, such as public spaces, shops, offices and exhibition halls, Amorim Revestimentos offers the HPS (High Performance Surface) finish, based on nanoparticle technology, with a 25 year guarantee.

## The new Wicanders® range

Cork coverings remain Amorim Revestimentos’ core business, but as of 2009 it also manufactures general floorings. The launch of the new Wicanders® product lines, which include **Corkcomfort**, **Woodcomfort**, **Vinylcomfort**, **Linocomfort** and **Parquet** mark the beginning of the Company’s new strategy. With the exception of **Corkcomfort**, which has an obvious cork look, the remaining, exclusively designed product lines contain at least one layer of cork, a distinctive factor providing a high level of comfort.

# Corkcomfort

in Innisfree shops and Dongyang apartments in Korea



MyeongDong shop, in Seoul

The advantages of Wicanders® coverings, specifically the **Corkcomfort** line, which combines comfort with the refined appearance of cork played a crucial role in winning over two different clients in Korea.

One of the largest natural cosmetics retail chains – Innisfree – has begun installation of **Corkcomfort** floating WRT, Identity Champagne in three of its 300 shops.

In 2010, installation of **Corkcomfort** Glue-down WRT, product reference Originals Accent, will begin in the DongYang – Paragon apartment complex, where around 8000m<sup>2</sup> of the product will be applied to the walls.

Model apartment: the walls sport **Corkcomfort** Glue-down WRT, Identity Chestnut.



# Vinylcomfort reaches the Austrian market...



## DID YOU KNOW?

WICANDERS® CORK COVERINGS ARE CERTIFIED BY THE GREENGUARD ENVIRONMENTAL INSTITUTE, AN IMPORTANT CERTIFICATION WHICH SETS STANDARDS FOR AIR QUALITY IN ENCLOSED SPACES.



Amorim Revestimentos recently entered into a partnership with Landegger Warenvertriebsges m.b.H. for exclusive rights to the sale of the **Vinylcomfort** line on the Austrian market.

The company, which has been in existence for 20 years, has its headquarters in Pottendorf, Austria. The Wicanders® **Vinylcomfort** line is given pride of place in a completely renovated showroom, labelled "Lisboa".

**Vinylcomfort** is the perfect solution for residential or commercial areas, combining the benefits of an innovative vinyl-based structure supported by a double cork layer, providing full thermal and acoustic comfort, with the obvious benefits of eco-efficiency. This new, elegant and revolutionary concept relies heavily on design which combines alluring textures, patterns and dimensions, now also available on the Austrian market.

# ... and Amorim Revestimentos hosts Austrian clients

A group of major Austrian clients was in Portugal to visit the new Amorim Revestimentos factory. Throughout the new factory's 10 thousand square metres, equipped with cutting-edge technology and brand new production lines, the committee was shown the new Wicanders® collections, a perfect combination of a sustainable raw material, excellent technical performance and innovative design.

In the south of the country, the group had an opportunity to watch in loco the stripping of cork oaks and preparation of cork in the forest before being sent to the factory.



# Walks in the Douro

The footpaths in Quinta Nova de N. S. do Carmo are an innovation which is winning over increasing numbers of admirers.



Having a picnic at the Quinta's tables, walking among the vines, visiting historical sites and taking part in wine caching can make up a day trip, rounded off with a wine tour, a Wine or Olive Oil tasting session and a delicious regional dinner.

The property also offers more daring visitors the chance to go mountain biking, or bring their poles for some Nordic Walking, the new sport taking Europe and the US by storm.

Begin Autumn breathing in Nature! Whether you get there by train, car, boat or helicopter, Quinta Nova awaits your visit.

# Gierlings Velpor to attend major international trade fairs

## "Since 1808"



Following the design of new clothing, decoration and velours for public transport collections, Gierlings Velpor is set to attend the world's most prestigious fairs in the three segments.

In the clothing segment, in the wake of the success achieved at Premier Vision New York, View (Munich) and Precollezioni (Modena), all of which took place last July, Gierlings Velpor is to take part in the following major fairs in September and October: Milano Unica, Premiere Vision (Paris) and Jitac (Tokyo).

In addition, and for the first time with its own stand, Gierlings Velpor's decoration business will be represented at Mood, in Brussels. Finally, the Velours for Public Transport segment, the Company's latest enterprise, can be visited at the two major world events in the sector: Busworld and Railway Interiors.

As a result of the new collections and strategy, Gierlings Velpor's corporate image is undergoing a major renewal, to reflect its new market approach.

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