



AMORIM

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YEAR 24

Amorim Group news

Letter

news

## CARDS Project

# Corticeira Amorim Heading Towards Sustainable Development

Sustainable Development is a concept of development that lies in the blending of three dimensions: economic prosperity, social justice and environmental quality, based on the conviction that, whenever these conditions occur simultaneously, the quality of life in the present is being guaranteed without compromising the quality of life for future generations.

In addition to benefiting from a gift of Nature – transforming a natural raw material, extracted directly from trees without harming them, promoting economic and social sustainability of areas in risk of desertification, providing products of high added value that maintain the unique and intrinsic characteristics of cork, in an integrated transformation process that generates practically no waste - Corticeira Amorim has based its activity on the adoption and reinforcement of sustainable development practices.

Given the characteristics of the business and its main raw material – cork – the CARDS (Corticeira Amorim Directed Towards Sustainable Development) project was launched at the beginning of the year.



(continued on page 3)

In a partnership between the Human Resources Magazine and PricewaterhouseCoopers

## Américo Amorim receives the “2007 Human Capital Award”

The ceremony for the presentation of the “2007 Human Capital Award” took place at the Edifício Amorim, in Mozelos, on the 2<sup>nd</sup> of May, attended by representatives

of the Amorim family, members of the Human Resources Magazine and PricewaterhouseCoopers.

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## Editorial

**T**he Amorim Newsletter is a publication that provides information about what is new at the Amorim Group and about what it does best.

This edition is special as it is especially packed with good news...

The launching of CARDS – Corticeira Amorim Directed Towards Sustainable Development, which will culminate with the launching of the company's first Sustainability Report, deserves special mention.

Corticeira Amorim Indústria continues to surprise us with its constant partnerships on new projects: Kayaks NELO, EADS (European Aeronautic Defence and Space Company), "White Tent" and "2ndSKIN cork jewellery".

The "2007 Human Capital Award", attributed to Américo Amorim by the Human Resources magazine and PricewaterhouseCoopers is an important reference in this edition. This award once again distinguishes the Chairman of the Amorim Group in the Portuguese business world.

The Coverings business unit continues to gain ground and strengthen its international stance with its creative new products and Amorim & Irmãos gains ground abroad with the quality of its cork stoppers.

The Quinta Nova de Nossa Senhora do Carmo unveils its new range of wines including the 2006 Grainha White and the 2005 Grainha Red.

Such a dynamic Group must have a website that gives an accurate picture of what it really is. So, as of the beginning of May, the Amorim website now has a renewed internet presence, offering a more intuitive navigation and the latest news. Find out more about this edition and visit us at [www.amorim.com](http://www.amorim.com).

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## CARDS Project

# Corticeira Amorim Heading Towards Sustainable Development

Corticeira Amorim's long-term contribution to competitiveness, through the operability of the Sustainable Development concept and integration of sustainability in its control are the main vectors on which the CARDS project is based.

In this context, a diagnosis of Sustainable Development was carried out, with the collaboration of PricewaterhouseCoopers, with a view to publishing the first Corticeira Amorim Sustainability Report in 2007.

### Initial diagnosis and monitoring of Stakeholders: Results

74 people were interviewed and used to identify the expectations of the different stakeholders (Customers, Suppliers, Employees, Shareholders, NGOs, etc.) in regards to sustainability and subjects to be reported.

Amongst the main challenges that the Corticeira Amorim and

the cork sector face, the main preoccupations revealed by the stakeholders were: safety and ecological characteristics of products; climatic changes, environmental impact of the products; innovation and certification of forest management systems.

### Sustainability Report

The content of Corticeira Amorim's first sustainability report, which is expected to be published in June, will be based on the expectations of stakeholders and be in compliance with the international guidelines for the preparation of GRI 3 (Global Reporting Initiative) Sustainability Reports. In addition to demonstrating the existing sustainability practices and quantifying the impact of Corticeira Amorim's activity on climatic changes, based on recent studies, this document will also identify the Organization's objectives and commitments with regard to Sustainable Development.

## Amorim Revestimentos in Mosbuild

Amorim Revestimentos, participated through two different stands, through its local distributors, Cork Gallery and Polimpex, at the 13<sup>th</sup> Moscow International Building and Interior Exhibition "Mos-Build / Batimat", that took place from the 3<sup>rd</sup> to 6<sup>th</sup> April 2007 at Crocus Expo.

The largest building and interior exhibition in Russia, "MosBuild / Batimat" counts with a significant number of specialized visitors (more than 120,000 in 2006), architects, interior designers, planning engineers, top managers of construction and building companies.

Russia over the past 3 years has been growing at a very consistent and impressive pace, especially after the introduction of WRT and its unique features.

The new collection "President" caught the attention and interest of this market very keen on the innovation of Natural Cork Designs that AR has set as one of the top R&D priorities for the coming years.

Russia, is also today, the biggest world market for DEKWALL, promoted with high standards and profiting from the unique warmth, comfort and natural properties of cork and more recently its modern colours and design through the introduction of the New "Ambience" collection.



# In a partnership between the Human Resources Magazine and PricewaterhouseCoopers

## Américo Amorim receives the “2007 Human Capital Award”

The ceremony for the presentation of the “2007 Human Capital Award” took place at the Edifício Amorim, in Mouselos, on the 2<sup>nd</sup> of May, attended by representatives of the Amorim family, members of the Human Resources Magazine and PricewaterhouseCoopers.

The Human Capital Award is attributed every year to an individual from the North of the country who, due to their excellent professional background, contributes to improving management in Portugal. Its main objective is to obtain public recognition of all those involved in the structure of the national economy, promoting it at an international level.

According to the Human Resources Magazine and PricewaterhouseCoopers, their choice was based on aspects such as the personality of the Chairman of Amorim – Investimentos e Participações, S.G.P.S., S.A., and his honesty, stalwart principles, professional excellence, ambition, innovation and social justice.



Américo Amorim and Maria Fernanda Amorim at the presentation of the award

## Amorim Group with a new website

[www.amorim.com](http://www.amorim.com)  
[www.amorim.pt](http://www.amorim.pt)  
[www.corticeiraamorim.com](http://www.corticeiraamorim.com)  
[www.corticeiraamorim.pt](http://www.corticeiraamorim.pt)

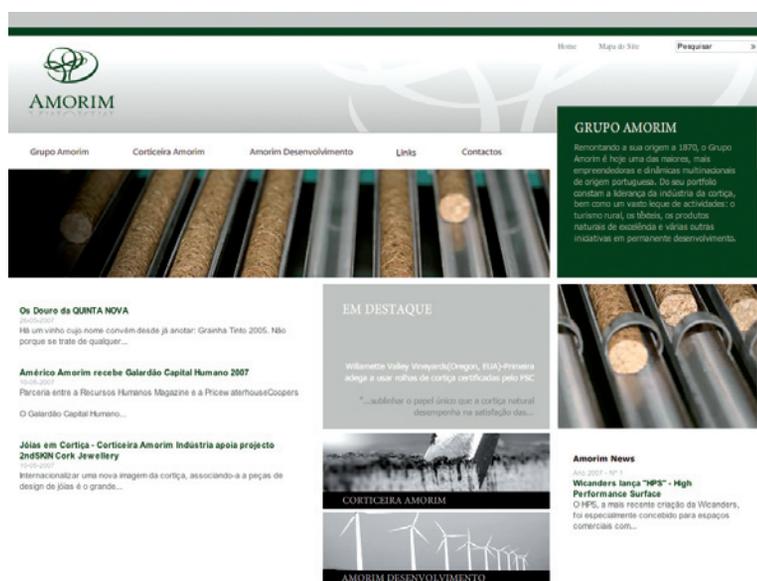
Since the beginning of May, the Amorim Group has revamped its internet presence.

The new website has two portals, [www.amorim.com](http://www.amorim.com) and [www.amorim.pt](http://www.amorim.pt), with access to their homepages, or [www.corticeiraamorim.com](http://www.corticeiraamorim.com) and [www.corticeiraamorim.pt](http://www.corticeiraamorim.pt), with direct access to Corticeira Amorim, the Group’s largest holding.

This website shows a more up-to-date image of the Amorim Group, providing information on its development, activities carried out and future activities and strategies.

Nature, tradition and innovation are a historic mark of the Group, which have characterized it throughout these 130 years of activity.

Now, the Amorim Group is distinguished for its dynamic entrepreneurial nature, leadership in activities carried out, strategy of constant research and development, motivation of its Employees and its adoption of sustainable development practices.



The new website aims at being an instrument of dynamic, up-to-date communication of all these values that identify the Group.

# Amorim receives a visit from NATO scientists



*This activity  
is supported by:*

The NATO Science for Peace  
and Security Programme

Dedicated to the subject "Transfer and Incorporation of Sustainable Technologies in Industry", the 10<sup>th</sup> International Conference of the "NATO/SPS Pilot Study on Clean Products and Processes", organized by Porto University, took place between the 5<sup>th</sup> and the 9<sup>th</sup> of May.

During the conference, on the 8<sup>th</sup> of May, the group of about 50 scientists visited two companies of the business areas of Corticeira Amorim SGPS - Amorim & Irmãos (Stoppers) e Amorim Revestimentos (Flooring).

Victor Ribeiro, Director-General of Amorim & Irmãos, S.A., received the group, which was given the opportunity to see a film on the production process of Amorim & Irmãos cork stoppers and to attend a presentation by Rui Reis, who is responsible for the New Cork Applications area, entitled: Innovation and new cork products".

After Rui Reis' presentation, the group visited the Amorim & Irmãos factory, where it was given the opportunity of seeing the cork stopper production process on site. The group then went to Amorim Revestimentos, where it was given a detailed demonstration of the coverings manufacturing process.

The visit ended with lunch at the Amorim Revestimentos facilities, where the group was joined by the Director-Generals of Amorim & Irmãos and Amorim Revestimentos, Victor Ribeiro and Jorge Santos, respectively.

## Amorim Cork Deutschland earns points at “Intervitis Interfructa 2007”



Amorim Team at the fair



The artist, Ingo Knito

“Intervitis Interfructa” took place last April in Stuttgart, Germany, and was attended by around forty thousand Professional visitors.

This event was again very important for Amorim Cork Deutschland, whose stand was visited by over 700 customers, both German and international, over the course of the three days of the fair.

The association between natural cork stoppers and quality wines was once again strengthened.

Nowadays, during purchase decisions, great importance is given to the question of controlling quality during the entire manufacturing process, from the cork oak to the bottle,

which is strictly complied with by companies belonging to CORTICEIRA AMORIM.

Special attention was paid this year to the new ROSA -Evolution® method. Laboratory tests showed that this vapour distillation procedure reduces volatile TCA in natural cork stoppers by about 90%. The first industrial unit is now being installed.

As an attraction, the artist, Ingo Knito enriched the event with his humour, magic and short skits.

Amorim Cork Deutschland’s presence at “Intervitis Interfructa” was very successful and paved the way for the company to have further success in the German market.

## Amorim Technical Lecture at the Chilean Ministry of Public Works

On the 22<sup>nd</sup> of March, The Department of Architecture of the Chilean Ministry of Public Works organized a technical lecture on the application of cork in Construction.

María Irene Popescu – in charge of promotion and Sales at Corticeira Amorim-Indústria S.A and Amorim Revestimentos S.A’s representative in Chile – and Eduardo Henriques – ICEP’s representative in Chile, gave a presentation on cork in Portugal, underlining its industrial applications to professionals from the Ministry of Public Works, amongst whom was the assistant director of Architecture, Dina Tarraza and the architect, Juan Pable Rojas.

The public showed great interest in the subject, completely unknown before then. Information was given on the cork production process; from the cork oak to cork’s applications in civil, aerospace and construction engineering.



# “2005 Albariño” from the Araújo Winery, selects cork as the first choice stopper Amorim Cork – Quality guaranteed

The Spanish winery Viña Araújo carries a neck tag indicating that the wine is sealed with a natural cork stopper.

“To ensure wines of the highest quality that express the unique character of our environment, we limit production and the use of additives or other interventions in our winemaking,” said winemaker José Araújo Peña. “We use real cork to seal our wines because it is a natural, sustainable product that also allows the wine to develop as nature intended. By choosing Amorim & Irmãos cork we are guaranteed quality and consistency and we want to share this confidence with our customers”, he added.

Other wineries - such as “Bodegas del Muni”, “Quinta Couselo” and “Ervideira Soc. Agrícola” - have associated themselves to this image of a cork stopper being synonymous with a quality wine, as “Viña Araújo” has done.



## Cork and Football

# Trip of our customers Messrs. Timpe & Mock to Porto / Espinho

One of the important customers of AMORIM Germany, Messrs. Timpe & Mock (Akzo-Nobel-Group) travelled to Amorim Revestimentos from May 4 – 6, in order to deepen their knowledge about the production of cork floorings.

The group of customers, accompanied by two staff members of AMORIM Germany, arrived on May 4, in Porto. After a short stop in Hotel Praiagolfe in Espinho, they visited AMORIM Revestimentos in Oleiros and made a company tour. They received further information about the production procedures of cork floorings and processing of the raw material cork as far as details about the application possibilities of cork. All visitors were impressed by the high technical standard, the elaborated logistic and the all-around tidiness. Of course, they were especially impressed by the new production line for suspended cork flooring. The interest was that large that the dinner in the restaurant Mineirao in Gaia took place with some delay.

On Saturday, the main event was a football tournament, which took place on a very nice grass football field in pleasant surroundings. Luso Cargo won the tournament. The team of AMORIM Revestimentos achieved the second place. The Timpe & Mock affiliate in Berlin was placed third

and the Timpe & Mock affiliate in Bremen could be glad about a very good fourth place.

For the ladies of the group, a nice “ladies’ program” was organized. Besides the possibility to go shopping in Porto, they also visited the port wine cellars of Messrs. Sandeman in Gaia.

In the evening, they enjoyed a group dinner in the “Pedra Alta” restaurant. After their return to Hotel Praiagolfe, some of the participants took the chance to visit the local casino. On Sunday, May 6, they left the hotel very early in order to make a sight seeing tour in Porto. All participants were impressed by the numerous places of interest, the historical locations and buildings, the different bridges, which connect Porto and Gaia, as well as by the activities in the streets.

They had lunch with a variety of dishes in the restaurant “Tomba Rija” near the Rio Douro. During lunch, Mr. Tepe, the leader of the group, expressed his thanks to the organizers of this trip - the marketing department of AMORIM Revestimentos and to the staff of AMORIM Germany. All participants explained that the approach to the range of cork products especially to the decorative cork products has been positively influenced by this trip and that surely this was not their last trip to Portugal.

# Wicanders Series 4000 decorates Borealis building

Borealis – leader in the manufacture of plastics – recently rented and refurbished the interior of its brand new building, located in the industrial estate of Mechelen-Noord, in Belgium. The Wicanders Series 4000 coverings were chosen, among other reasons, for their elegance and functionality and proffered a perfect result!

## Borealis

Borealis is a leading and innovative manufacturer in the plastics industry. With a 4000 million euro income from sales and 4500 employees, Borealis is proud to have over 40 years of experience as a reliable supplier of polythene (PE) and polypropylene (PP) products. Its head office is in Copenhagen, Denmark, and the company has innovation centres, customer service centres and important manufacturing facilities in Europe and the Middle East, in addition to offices and activities in Asia and North and South America. In Belgium, it has factories in Beringen, Kallo and Zwijndrecht. The Group's Coordination Centre, Shared Service Centre and Asian Customer and Exports Service Centre are located in Mechelen.

## Borealis' refurbished building

This is an office block that soars above the horizon of the rest of the industrial estate. Structurally, the floors are almost identical. The lifts and stairwells are in the centre of the (square) building and, on each floor, they open their doors onto a central hall that divides the floor in half. The offices are open space. On each floor, there is an open-plan reception area and offices on each side. "Its design was intentional, providing the open-space offices with natural light and a view from the windows, by placing them in the centre of the building", states Emmanuel Baert, from "EBA projects".

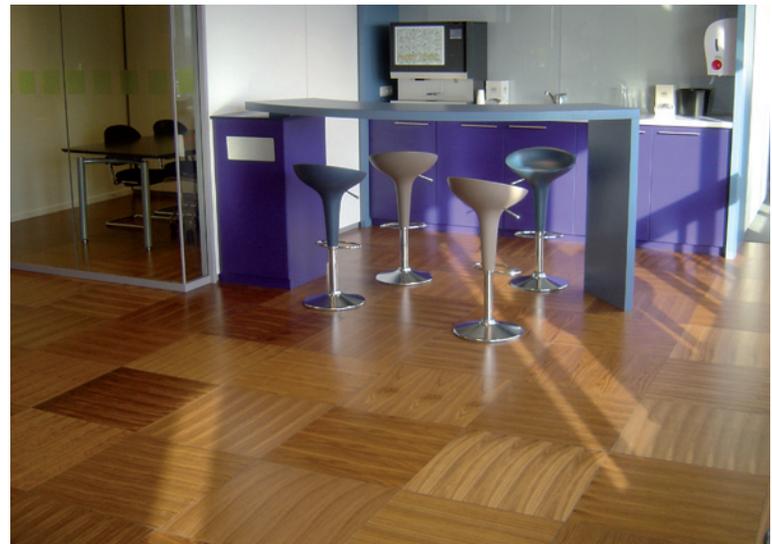
The restaurant is on the top floor. It is a wide-open space that covers almost the entire central hall (3/4). The remaining area is occupied by modules for meetings and/or a restaurant for receiving guests or customers.

The interior decoration is minimal, displaying a few objects manufactured in the specialized materials manufactured by Borealis: plastics.

## The Series 4000 choice

The Wicanders Series 4000 coverings were those chosen after assessing many other possible solutions: "After understanding what the customer required, we were left with very few options to choose from. Carpeting was not an option for hygienic reasons. Solid wood was excluded from the very beginning. As Borealis in Denmark had had a bad experience with solid blocks, especially regarding acoustics, nothing solid would ever be accepted. Vinyl could not be considered as PVC is a direct competitor of the plastic products supplied by Borealis. It was feared that laminated flooring would originate too much contact noise. Linoleum or rubber were considered too cold and the former also has the disadvantage of shrinkage", states Emmanuel Baert.

So, Borealis' intention was to create an open space, where the acoustics of the coverings would be decisive. Therefore, the decision was made to install a raised floor, which was applied by the company, Jansen, and to cover the surface with a visible layer of Wicanders Series 4000. This solution also allowed for



electric wires to be passed under the floor, as the Wicanders Series 4000 coverings are removable and allow for the wires to be installed at any time.

## Assembly with Wicanders Series 4000

Assembly began by installing concrete beams, upon which small fibre feet and panels, manufactured by Jansen, were installed. The undersides of these panels are covered in aluminium film to protect against any possible humidity. The panels were covered with a 3.2 mm-thick layer of Wicanders Series 4000. Normally, the flooring sheet is composed of 4 different layers (from top to bottom): a lower layer of vinyl, a layer of cork agglomerate, a layer of real plywood and a top layer of long-lasting vinyl. "The lower layer of vinyl was not used in this project as the customer was afraid that it would cause problems when being glued", says Emmanuel Baert. "It looks like a solid wood floor but the Wicanders Series 4000 flooring sheets are as flexible as if they were vinyl or linoleum. It is surprising and also fascinating, even though it looks like it is made of blocks, the flooring can be rolled up".

## Other advantages of Wicanders Series 4000

The European standard for elastic surfaces (EN 685) provides a means of classification, through technical specifications and requirements, based on usage intensity. This classification serves as a guide for manufacturers, architects and end users, aiding in the selection of the most appropriate kind of flooring for each surface and application. Wicanders Series 4000 flooring complies with the highest technical requirements in the domestic category (class 23), as well as in the commercial category (class 33) and industrial category (class 42). The surface in vinyl, for example, has a low enough resistance to enable pushchairs and wheelchairs to move smoothly, and just enough resistance to prevent office chairs from sliding too much, for example.

With regard to acoustics, the floor covering was a success both visibly and acoustically. The reverberation time was reduced to half of what it was before this flooring was applied.

## NELO Kayak – CAI steps onto the podium

The Corticeira Amorim-Indústria (CAI) embarked on another new Project with great potential, together with the Portuguese company, M.A.R. Kayaks, Lda., known internationally for the NELO Kayaks, who are leaders singled out for obtaining medals at world championships.

In 2006, athletes that used the NELO Kayaks won about 60% of the world championship medals and out of the 18 gold medals attributed, 13 were to athletes with NELO Kayaks.

The NELO Kayak-CAI prototype has already been produced and will be tested by national teams during training sessions for the Olympic Games. The first results obtained are quite encouraging, as the cork provides the kayaks with unique characteristics such as greater resistance to impact and greater thermal stability, in addition to improvements in the production process.



## Amorim Deutschland organises technical training of customers

In March this year two seminars were held about cork floorings for our customer Timpe & Mock in our training center in Delmenhorst. During two days, 25 participants each were informed about the product range of the WICANDERS brand. Both installers and salesmen were present. First, the advantages of the natural raw material, cork, were clearly presented by our technician Andreas Schwarze. After this, the novelties i. e. WRT, HPS and also Dekwall were introduced. After a small break, dem-

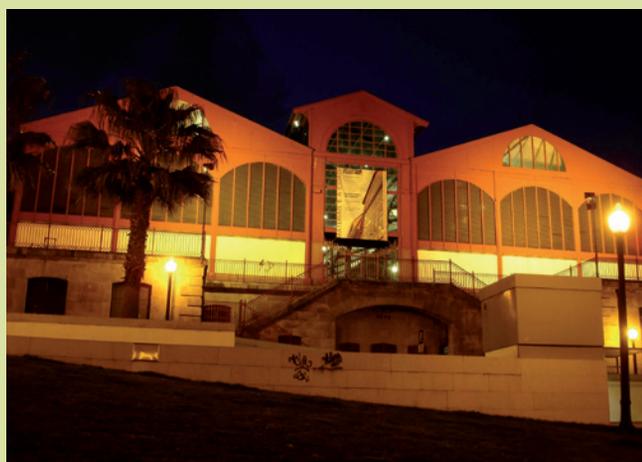
onstrations of the different laying techniques followed. Each participant had the opportunity to try out how easy and simple the patented Corkloc technology can be installed. After the final discussion, we said good-bye to the very interested participants and handed over a small present to them. The training was rated by the customers as very useful and helpful to their daily business with the WICANDERS products.

## Corticeira Amorim-Indústria participates in the exhibition “Materials and the City, 2007”

The exhibition “Materials and the City” – included in the “2007 MATERIALS International Conference” programme, took place at Porto’s Faculty of Engineering (FEUP), with the participation of Corticeira Amorim Indústria and Amorim Isolamentos, along with other companies belonging to the automobile, electronic, shipbuilding and aeronautics industries.

The exhibition was open to the public at the Ferreira Borges market, giving the whole population of greater Porto the opportunity to find out more about the materials used in the city. Organizations such as Grohe, Ceatano Bus, M.A.R. Kayaks, Citeve, Lipor, Volkswagen Autoeuropa, Extrusal, Ferpinta, Inegi and Ficosa were represented.

Jorge Lino, a lecturer from the FEUP, explained that the idea of promoting this exhibition “arose because all members of the Organizing Committee work directly with materials and have been extremely active in divulging the importance of the selection, comprehension and correct use of the materials in a variety of ways. As such, the opportunity to hold this exhibition, at the same time as the conference, was also an opportunity to build closer relationships between companies, universities,



institutes for research, development and innovation, and the city of Porto as well as with its population in general, alerting them to the extremely important role materials play in the daily life of the people”.

# Certification of the Safety, Hygiene and Health Management System



Corticeira Amorim-Indústria, S.A. (CAI) formally received the Certificate from APCER (Portuguese Certification Association), according to OHSAS 18001:1999 Standard, which confirms the certification of its Safety, Hygiene and Health System.



CAI introduced a Safety, Hygiene and Health System with the objective of preventing danger and minimizing the risk of accidents and professional illnesses. This system promotes a reduction of costs incurred from indemnities, accidents at work, insurance premiums and asset losses. For this project to be successful, the Sustainable Development Outlook of the Board of Directors was fundamental, which concentrated on preventing accidents and promoting safety

and health at work places, not only to satisfy legal requisites and demands but also, essentially, to promote a continuous improvement policy.

This project involved the participation of the whole organization, Board of Directors, HSH Structure, Area Representatives, Occupational Health Doctor, Operators and HSH Committee, which effectively determined its success and without which it would have been impossible to introduce the management Policy and Principles.

With regard to Sustainable Development, the CAI certification, now obtained, is a long-term goal achieved, involving the commitment of the safety of people and property at work and affirming the organization's ethical and social responsibility.

## Corticeira Amorim-Indústria, S.A. with a “Conformity-Systemcode Certification”

The Cork company, Amorim-Indústria, S.A., received the “Conformity-Systemcode Certification”(International Code of Cork stopper Manufacturing Practices). This attribution confirms the company's successful com-

pliance with the rules of good practice by professionals of the cork industry and cork stopper sector regarding the supply of cork granules for producing agglomerated stoppers.

## The Amorim Group joins Electronic Invoicing

Keeping up with the developing legislation on processing electronic documents and new competitive market requirements, the Amorim Group decided to join electronic invoicing.

OSI - Sistemas Informáticos e Electrotécnicos, Lda., selected IBS as its partner for implementing this Project as it met all legal requisites and had a solution that was both solid and flexible. This solution is independent from the invoicing systems and is adapted to the structure and image of the Group.

IBS e-Billing is a web-based, multi-language solution, with a user interface and simple intuitive navigation. It follows the web portal concept, where each user has access to consultations, remittance and receipt of invoices or equivalent documents by using a single identification registration, which improves integration into the different billing systems that already exist.

Since the pilot stage has been completed in four companies, with positive results, it was expanded to all the Group's business areas. The objective is to complete the electronic invoice

remittance project before the end of this year.

For additional information, please contact OSI at the following email address: [ebilling@amorim.com](mailto:ebilling@amorim.com)



# Amorim Corks with a Cork Mark symbol



The connection between the cork stopper and wine goes way back in history. In 1680, the French Benedictine monk, Dom Pierre Pérignon encouraged the use of cork, after successfully starting to use it as a stopper in sparkling wine bottles (champagne). In the first half of the 18th century, the use of the wine stopper was already widespread throughout the world, being used by famous wine lodges such as Ruinart in Reims and Moët et Chandon. Today, cork stoppers are one of the best indicators of the quality of a wine. As such, and in order to provide consumers with a conscious choice, the Cork European Con-

federacy (C.E. Liège), in partnership with international institutions such as the European Forestry Commission and the Food and Agriculture Organization (FAO), created Cork Mark, an international symbol that identifies cork products or those made with cork.

With regard to bottles, the Cork Mark symbol identifies those that are bottled with genuine cork stoppers produced in accordance with the strictest quality standards. Amorim & Irmãos obtained authorization from C.E. Liège to use the Cork Mark symbol on its corks, yet another guarantee of the quality of its products.

## Amorim & Irmãos Present At the World Contest in Brussels

The “Concours Mondial de Bruxelles”, one of the world’s most prestigious wine and spirits contests, took place this year in Maastricht (Netherlands), between the 29<sup>th</sup> of April and the 1<sup>st</sup> of May. Present at the event were 230 international experts who, during the three days, assessed and classified over 5700 wines from 47 participating countries, in a blind tasting session.

As world leader in the manufacture of cork stoppers, Amorim & Irmãos naturally became the partner of the Brussels World Contest, right from its creation in 1994.

Every year, experts from the contest and Amorim & Irmãos carry out a detailed survey of the samples eliminated due to the “taste of cork”.

This result of this analysis showed that less than 1% of wines were contaminated with trichloroanisole (caused by the cork stopper) or tribromoanisole (caused by the oak bark).

This year, for the first time, glass containers were placed at the front of the testing rooms for collecting the cork stoppers, with the objective of subsequently recycling them.

This collection confirmed that most producers continue to rely on cork stoppers, as shown by the accompanying photograph.



## Quinta Nova with Serralves in South Africa

In close collaboration with the Serralves Foundation, the Quinta Nova will be one of the destinations to be visited in the cultural tourism programme “Treasures around the Cape of Good Hope”, organized by the Foundation between the 17<sup>th</sup> and the 29<sup>th</sup> of November. A tour along the “Cape Wine Route” will include a visit to the Beyerskloof Wine Lodge, Quinta Nova de Nossa Senhora do Carmo’s partner in creating the 1st crossbreed wine between Portugal and South Africa from two noble varieties – the National Touriga, a variety that is queen of the Douro and Pinotage, an indigenous South African variety.

This is a magnificent programme, for which you can sign up until the 17<sup>th</sup> of September at the Serralves Foundation.



## Amorim Revestimentos receives a visit from Amorim Benelux customers



Some of Amorim Benelux's most prestigious customers visited Portugal between the 11<sup>th</sup> and 15<sup>th</sup> of May.

During their five-day stay, the 55 members of the committee had the chance to see the production of floor and wall coverings on site during their visit to the two industrial units belonging to Amorim Revestimentos (Oleiros and Lourosa).

Participants also had the chance to visit Amorim&Irmãos and become familiar with this business unit.

During the third day, the committee visited one of the most famous



and unique Port wine cellars and then went on a pleasure cruise along the Douro river.

The programme for the customers from Amorim Benelux also included a trip to the Serralves House and Foundation as well as a guided tour of Porto city centre.

At the end of the stay all the committee members expressed their desire to continue to work together in the promotion of our cork coverings in the Dutch and Belgian markets.

## Sommeliers of the United Kingdom visit Amorim & Irmãos

Between the 1<sup>st</sup> and the 3<sup>rd</sup> of April, Amorim & Irmãos received a visit from eight Sommeliers from some of the most prestigious British restaurants.

The group, formed by Anke Hartmann (Chewton Glen), Edward Hutchings (Suka), Gerhard Steyn (Malmaison), Igor Huttler (Le Gravoche), Isa Bal (Fat Duck and finalist of the Sommeliers World Contest), Alessandro Bonuzzi (One o One), Jade Koch (Tate Britain) and Nicolas Pierron (Home House) was accompanied during their three-day visit by Joana Mesquita, Public Relations and Carlos de Jesus, Director of Communication & Marketing, both of Amorim & Irmãos.

The visit began in the South of the country, in the Coruche Industrial Unit and terminated in the Northern Industrial Units, providing the visitors with detailed information on the whole production process of the Amorim & Irmãos cork stoppers and on the quality control to which the company's products are subjected during the entire production phase.

The visit ended with a trip to the Douro and a stay in the Quinta Nova Nossa Senhora do Carmo Country Hotel, where the visitors could enjoy the surrounding landscape and the wines of the Quinta Nova!

Photograph of the group with Carlos de Jesus (from left to right): Igor Huttler, Alessandro Bonuzzi, Nicolas Pierron, Carlos de Jesus, Jade Koch, Anke Hartmann, Edward Hutchings, Gerhard Steyn and Isa Bal



## 3 Orchards highlighted at Mercure Hotels

In mid-April, the result of the 8th edition of the Great Mercure Wines was revealed. Four new families of colours and flavours for different moments and states of mind were presented, with the 3 Orchards 2006 white wine from Quinta Nova de Nossa Senhora do Carmo chosen as a "Wine Discovery".

Despite its youth, this successful wine has been chosen to accompany meals served in the Mercure hotel chain.



# Kids have fun in Amazement Square, with the comfort of Wicanders



Cork Oak Floors covering Amazement Square, the hands-on children's museum and interactive learning playground located in Lynchburg, VA. With a building based on a very unlikely premise, reading "Death to all Insects!" along its sidewall, Amazement Square is now dedicated to motivating all children and adults toward greater understanding of themselves and the world (yes, even the insect world!) around them. Wicanders floors facilitate creativity and learning by providing a wholesome environment that is safe, clean, and inviting.

Wicanders floors are made from all natural Cork Oak, a healthy and sustainable alternative to common flooring. The designers of this "creepy" museum chose Wicanders Series 1000 from the Originals Collection in color shade Natural to cover approximately 5,000 square feet of the museum's high traffic areas. According to Garrett Jones, the building's Facilities Manager, Cork Oak was chosen to occupy this inspired space for several reasons, including, "comfort, noise reduction, warmth, cleanliness, allergy and dust reduction." These unique qualities played a major role in the creation of this innovative and amazingly tactile museum.

## Building renovation

The museum's remodeled structure, the J.W. Wood Building, has a unique history. In the past 150 years, the building has served as an infirmary for the Confederate Army, a commissary store in the 1860's, a warehouse and a wholesale grocery store in the 1930's. Only after several decades of being unoccupied did it become the home of Lynchburg's first multidisciplinary children's museum in 2001.

Transforming the J.W. Wood Building, which is on the National Register of Historic Buildings, into a first-class, hands-on children's museum, was a monumental challenge. The museum's founders sought to create an original, playful learning environment that children and families could enjoy, while maintaining the architectural and historical integrity of the building.

Dealing with the building's exterior was their first challenge. After a pressure wash treatment, signs of the old wholesale grocery firm and warehouse, including the inscription "Death to all Insects" along the building's entire sidewall was revealed. In an effort to preserve the history of the building as a wholesale store that sold insecticides, while also reflecting its new purpose as a learning organization that appreciates all forms of life, the founders of Amazement Square came to a creative solution.

In a positive twist, the Square decided to adopt insects as the museum's official mascots (now known as the LynchBugs) and change the sign from "Death to all Insects" to "Respect to all Insects."

## Wicanders role

While the museum itself may be 'crawling with critters,' Wicanders floors is naturally impenetrable to insects. In fact, Wicanders floors provide a range of health benefits. Cork Oak trees themselves are grown without the use of any chemical herbicides, fertilizers, or irrigation. The cellular structure of Cork Oak locks air into each chamber, making it impenetrable to moisture, mildew, and insects, even the museum's beloved mascot Scorpy Bug!

Another influential factor in choosing Wicanders is the incredible warmth it brings, both thermal and visual, to any space. When remodeling the interior, the building's heavy timber framing, stone basement floors and walls did not provide the warmest, most playful environment for a children's museum. According to Mr. Jones, Wicanders was chosen "because it's soft, durable, and blended well with the wood/brick interior of the museum."

With the use of Wicanders and the expertise of local architects, Craddock Cunningham Architectural Partners, contractors and designers, the building's harsh interior was soon transformed into an impressive, four floor, one-of-a-kind, hands-on learning center that continues to welcome and delight children and families from across the nation.

One of the museum's many attractions is the Central Health Gallery, featuring "Your Amazing Body." As children travel through a walk-through heart, they learn more about the body and functions of the heart and respiratory system. At Pedal Power, children can race against each other on bikes or play their favorite sport in the Virtual Sports Holopod and discover how exercise has a positive effect on their health.

With all this hands-on action, there is lots of potential for spreading germs and viruses. Wicanders floors help reduce these risks. Cork Oak is naturally anti-microbial, anti-bacterial and hypoallergenic- some very huge benefits, especially when it comes to children. Wicanders is also remarkably resilient. The shape of cork oak cells allows it to pocket 89.7% of air within its structure, making Wicanders incredibly durable, safe, and forgiving for active children. Cork Oak is the only natural material that when compressed will consistently return to its original shape, posing as both gently giving and amazingly durable for well-trodden surfaces.

Wicanders' capacity for noise absorption caters to the kid-filled museum as well. The designers of Amazement Square left no sensory detail unexplored. The original warehouse space was an acoustical nightmare, but by choosing Wicanders, this innovative children's museum was able to dramatically reduce impact sound and reflected noise. Wicanders flooring is often used to diminish the echo effect in large corridors and hallways, as well as in specialty rooms such as libraries, classrooms, and theaters.

The museum's exhibits and educational programs encourage everyone to explore the arts and humanities, culture, science, technology, their relationships to each other, and to the world. Wicanders floors help bring creative learning a little closer by providing a wholesome environment that is safe, clean, and inviting.

## Cork in Fashion

# Corticeira Amorim Indústria sponsors “White Tent” and “2ndSKIN cork jewellery”



Cork was the star of the “Circuit Portugal” fashion show, which took place between the 14<sup>th</sup> and 15<sup>th</sup> of April in Lisbon and in which the fashion designers Ei Ei Kyaw, Evi Tabakova and Pedro Noronha-Feio, calling themselves “White Tent”, participated, presenting a collection of clothing in cork leather, sponsored by Corticeira Amorim-Indústria (CAI).

The “White Tent OI 07/08” collection uses a neutral colour scheme, with grey as the key colour and combines cork with materials such as wool, cashmere, cotton and tyvek. According to Pedro Noronha-Feio, the collection explores the coexistence of two aesthetics: the idea of a space-related future, offset by more traditional references”. The Portuguese fashion designer also adds that the collection is characterized by “modelling

using angular and geometric structures which, through the use of materials, takes on more fluid forms”.

“2ndSKIN cork jewellery” is another Project sure to cause a stir, as it involves combining cork with precious metals to make jewellery and already has national and international exhibitions on its agenda, which arouse extreme curiosity.

Famous international designers participating in this project, which is sponsored by CAI, have already presented some of their proposals, which leave us overwhelmed by cork as a very valuable fashion accessory, not only because it is associated with precious metals but also because it is valued as an ecological and sustainable material.

## Amorim Deutschland commemorates “Girls’ Day”



Amorim Deutschland commemorated “Girls’ Day” on the 26<sup>th</sup> of April in a very special way.

In the morning, some 5<sup>th</sup>- and 6<sup>th</sup>-grade pupils from local primary schools were given the opportunity to visit the different departments of the company, meet employees and find out about their respective jobs and responsibilities. Afterwards, they attended a presentation on raw cork and were familiarized with the products and brands.

After a short interval, the youngsters attended a training session, given by Andreas Schwarze from the Technical department, where they learnt to lay cork paving.

With a rucksack full of give-aways and samples of memo boards, and a lot of information on cork and the different functions of Amorim Deutschland’s employees, the group said goodbye...slightly exhausted but very satisfied.

# Amorim Revestimentos at DOMOTEX - ASIA/CHINAFLOOR

## A lot of praise, good business and large-scale recognition

With a new product structure and a 64 m<sup>2</sup> stand, Amorim Revestimentos presented its brand of excellence, WICANDERS, from 28 to 30 March at the International flooring Fair, DOMOTEX, in Shanghai.

The many visitors that visited the stand praised Amorim Revestimentos considerably on the presentation of its products, Wicanders and Ipowood and showed their approval of the efforts made by the company to increase the value of its products.

With a total area of 85000 m<sup>2</sup>, 12000 m<sup>2</sup> more than the year before and with over 35000 visitors, DOMOTEX ASIA/CHINAFLOOR is confirmed as the largest International flooring Fair to take place in Asia.

Due to its very positive balance of the event, Amorim Revestimentos intends to be present at the next edition.



## Quinta Nova Hotel with new partnerships

The Quinta Nova de Nossa Senhora do Carmo Country Hotel closed a deal with new partners. There are many plans for facilities and they cover several areas, namely:

Serralves Foundation; "friends of Serralves" and employees;  
Galp: Fast Galp Card holders and Clube Galp members;

Portugal Telecom: Clube PT members.

Excuses are running out and the Douro is much closer!

If you would like to know more about the implicit advantages or propose new partnerships, contact us: [quintanova@amorim.com](mailto:quintanova@amorim.com).

# FAIRS AND EVENTS

## AMORIM & IRMÃOS

- **World Whiskies Conference:** 17-18 April – Glasgow, Scotland
- **Intervitis Interfructa:** 22-26 April – Stuttgart, Germany
- **Brussels World Contest:** 29 April -1 May – Maastricht, Holland
- **London International Wine & Spirits Fair:** 22-24 May – London, England
- **At the London International Wine & Spirits Fair, Amorim & Irmãos organized two Wine Faults Workshops:** 23 May – London, England
- **OIV Congress:** 10-16 June – Budapest, Hungary
- **Vinexpo:** 17-21 June – Bordeaux, France

- **At Vinexpo, Academia Amorim organized a Conference:**

"Influence of Wine Packaging for customer: environmental constraints? Foreseeable evolutions?": 19 June – Bordeaux, France

## CORK COVERINGS

- **SIMA:** 29 May – 2 June – Madrid, Spain
- **NEOCON:** 11 – 13 June – Chicago, USA

## NATURE

- **Vinexpo:** 17 – 21 June, Bordeaux, France

## Vintage 2005 and LBV 2003 New Quinta Nova harvests



Two new Port Wines from Quinta Nova de Nossa Senhora do Carmo are already on the market. Vintage 2005 and Late Bottled Vintage 2003 follow on previous harvests to refresh the range of Ports already on the market.

In spite of their recent appearance, these wines have already earned positive criticism during tests and guarantee a very attractive market price.

The new image that Quinta Nova has been developing since the beginning of the year now culminates with Port Wine in a very coherent and extremely elegant manner.

## Quinta Nova at the Dolce Vita shopping centres



Between May and September of this year, a weekly contest will take place at the Dolce Vita shopping centres of Coimbra, Porto, Monumental and Miraflores, aimed at customers who present the most creative sentence describing what represents a Dolce Vita weekend.

Every week, a weekend for 4 people at the Quinta Nova Vinício Hotel will be given away.

Caudalie is also involved in this initiative. In addition to providing prize winners with special offers, Caudalie will arrange with pharmacies near the different centres to have a health care adviser present to perform wine-therapy mini-facials and give out vouchers to enrich each month's campaign.

Go on a shopping spree at Dolce Vita and learn about the Douro Valley.

## GRAINHA, a new range of wines from the Quinta Nova



The Quinta Nova de Nossa Senhora do Carmo created two Douro wines in a new segment of its portfolio.

The 2006 Grainha White has a citrus colour and a mature tropical bouquet. It has a rich palate, with a toasted woody tang and a persistent aftertaste.

The 2005 Grainha Red is a pretty red colour, has a fine bouquet with a strong mature fruit flavour combined with that of toasted barrel. Its rich palate and dense tannins give it a long pleasant finish.

Its image is varied, and bears the translation of the word Grainha into 15 different languages.

This "pair", of limited stock, is the result of special batches worked in wood, which can be found on the market with an excellent quality/price ratio.

A new experience not to be missed.