



NEWS

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THE METAMORPHOSIS OF CORK

UK**Cork in the Design Products MA Programme**

Royal College of Art

Amorim cork in the Victoria & Albert Museum

Wicanders corkflooring showcased at the London Design Festival

FRANCE**Corticeira Amorim & O-I unveil Helix**

The cork-glass wine packaging with an unexpected twist

Corticeira Amorim's new cork composite embarks on another space project

ESA selects national consortium for new generation of thermal protection systems

POLAND**AluCORK in the INSPIRO**

Cork used in state-of-the-art Siemens metro

PORTUGAL**Amorim Cork Composites, S.A.**

Celebrates 50 years of successful activity

Metamorphosis exhibited at Jerónimos Monastery

10 renowned architects and designers, 10 innovative research projects

Amorim Revestimentos launches Natural Power Coat

Latest generation of varnish, resistant and environmentally friendly, for cork floors

USA**Building Green Top 10 Products for 2013**

Expanded insulation cork board

Amorim Cork America, Inc.

Launches the most sophisticated cork stopper factory

TURKEY**European Business Awards**

Corticeira Amorim in the Top 10 most innovative companies

ITALY**Quiet Motion, a cork installation by designers Bouroullec**

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Portugal Pavillion at the Venice Biennale

Artist Joana Vasconcelos selects cork by Amorim

ON OUR WAY TO A SUCCESSFUL 2014

FROM PORTUGAL, CORTICEIRA AMORIM REACHES OUT TO THE WORLD, FOSTERING TODAY'S MOST VISIONARY MINDS TO TAKE ADVANTAGE OF THIS UNIQUE RESOURCE, THAT IS CORK.

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EDITORIAL

Passion for cork, the entrepreneurial vision of successive generations of the Amorim family and the ability to anticipate a changing world and promote the use of cork, have been an indelible influence on the history of Corticeira Amorim and cork itself. We are certain that it will also influence its future.

We know the potential and advantages of cork and the value it adds to the products in which it is incorporated. Today, the extraordinary contribution that it has made to the balance of the cork oak forest, a paradigm of sustainability, is unanimously recognised. We are inspired by the quest to continue to develop new applications and new cork products.

It was in this spirit that, with the collaboration of Experimentadesign, we challenged some of the most talented architects and designers to design innovative approaches for cork. Rather than new products, the idea was to attempt an unusual and questioning reflection on the material, thus pushing far beyond the current boundaries of cork.

After intensive research and successive developments, we are proud to present METAMORPHOSIS, an original collection of cork items and solutions, which distinguishes itself both as a repository of the secular knowledge of the material and exploitation of its unique properties, and the forward thinking of 10 of today's most renowned creative talents.

METAMORPHOSIS, therefore, is an unequivocal statement that cork is the material of choice for the third millennium, an inspirational conclusion which reaffirms the uniqueness of our mission.

I am delighted to invite you to leaf through this new edition of Amorim News and appreciate the enthusiasm and commitment that the organisation places, day after day, on adding value to cork, in a competitive, differentiating and innovative way, providing a vast portfolio of products and solutions with a flawless technical performance for the most demanding and sophisticated business sectors: wines, spirits & champagne, transport, the aerospace industry, construction, architecture and sport.

Best wishes for 2014.

Cristina Amorim
Member of the Board of Directors



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ESA SELECTS NATIONAL CONSORTIUM FOR NEW GENERATION OF THERMAL PROTECTION SYSTEMS

Cork embarks on a new space project as a result of the technical performance of Corticeira Amorim's new cork composite.

Amorim Cork Composites, of Corticeira Amorim, Critical Materials S.A. (CMT), PIEP – Innovation in Polymer Engineering Pole and ISQ – Institute of Welding and Quality comprise the national consortium responsible for the cTPS project – Design of a Crushable TPS for the ERC, of the European Space Agency (ESA).

The project is aimed at developing and functionally testing an innovative thermal protection system that will simultaneously perform structural and thermal functions, helping to simplify the process of re-entry of spacecraft into Earth's atmosphere. The system will combine the ability to absorb landing impact energy and the capacity to sustain thermal loads encountered during re-entry into Earth's atmosphere.

The new solution under development is based on an innovative cork composite material, which enables the spacecraft to successfully adapt to going into orbit and its subsequent descent to the planet's surface. It is further testimony of cork's ability to meet highly demanding aerospace applications, an area it has been present in since the dawn of space exploration.

The result is a high performance solution that allows significant simplifications to be made to the re-entry modules, thus reducing costs and increasing reliability.



CORECORK PART OF WINNING PADEL RACKETS

The new padel racket, which took over a year to develop with Amorim Cork Composites, was one of the stars at the Lisboa International Open.

Juan Martín Díaz, ambassador of the Drop Shot brand together with Fernando Belasteguín, was a pioneer in the use of the brand's latest padel racket, distinguished by its "Super Rebond Cork" technology, produced with the CoreCork solution.

Super Rebond Cork is a unique system in the padel market which introduces a laminated system on the surface of the racket, with a special high density membrane that gives the racket more power, while reducing vibration.

This innovative racket is made of carbon-titanium, a material that gives it greater resistance and precision in shots. It consists of bidirectional 3k cork, with titanium filaments that give it greater playability. The handle comprises a system based on two parallel carbon tubes. These are produced at high temperatures which give them increased flexibility and reduce vibrations. This system, unique to padel, offers better balance to the racket, thus increasing its manoeuvrability.

CORK CAR AT SILVERSTONE CIRCUIT

Amorim Cork Composites was one of the partner companies in the project for the creation of a cork racing car, developed by CDRSP – Centre for Rapid Development and Sustainable Product, the research unit of the Polytechnic Institute of Leiria. This initiative was developed with a view to participating in Formula Student, at the Silverstone circuit, in England.

The project included building a car designed for CNG (compressed natural gas), with a carbon fibre and cork sandwich bodywork and a seat with visible cork areas. The Portuguese team was the only one to participate in 2013, thus great visibility was achieved in regard to cork's performance.



ANA SALAZAR PRESENTS CORKFABRICS COLLECTION

The refreshed Ana Salazar brand, owned by Excalibur, has incorporated CORKfabrics material in various items of its collection – it is an innovative material made of natural cork, bringing design and innovation to the national textile industry.

*3D-Cork CoreCork reduces floor weight
by 50% compared with traditional models*



CORK IN LUXURY YACHTS

WolzNautic, a world leader in building and installing decks in the yacht industry, has recently developed a special cork material with Amorim Cork Composites to be used as a levelling process underneath the teak deck in Super Yachts.

From among the endless advantages of this innovative cork system – excellent thermal and acoustic insulation, humidity resistance – it should be highlighted that 3D-Cork CoreCork ensures a 50% reduction in weight compared with conventional floor solutions on the market.

With the launch of the new Super Yacht it could be seen that at sea, the elasticity accompanies the expansion and contraction of the yacht's structure, preventing problems related to the oxidation of the metal underneath the teak deck, mostly due to fissures arising in the highly rigid traditional levelling systems.

Following the success achieved with 3-D Cork in the levelling of the Super Yacht Mogambo, produced by the Nobiskrug shipyard in Germany, other manufacturers have opted to use the CoreCork levelling system.

Mogambo is a Super Yacht, 76m in overall length, with a capacity for 12 guests and a crew of 19 and was the first of five other Super Yachts to install 3D-Cork in two years. Another five Super Yachts are currently in the planning stages.



LUFTHANSA MAGAZINE HIGHLIGHTS PINO

The product PINO, of the MATERIA brand, was highlighted in the August 2013 edition of Lufthansa airline's magazine. The article depicts the main national products of Portugal, as a tourist destination. The article suggested that the product designed by Daniel Caramelo was a "must have" in the store section of the magazine. It is a product that can be used as a memory aid with a dual function: rising up like a totem pole, it is the ideal place on which to affix all the things that you wish to remember.



ACOUSTICORK AT MASHAD HOTEL

Due to its acoustic performance and easy installation, AcoustiCORK U34 was selected to furnish a five star hotel in the city of Mashad, to be used underneath all floating screed in each room.

Currently 23,000 sqm of AcoustiCORK U34, are being installed over the hotel's 17 floors.

WICANDERS PRESENTS THE ULTIMATE ECOLOGICAL VARNISH FOR CORK FLOORS

Natural Power Coat (NPC)

Wicanders, of Amorim Floor & Wall Coverings, has just launched Natural Power Coat (NPC) on the market, a resistant and ecological varnish for cork floors. This solution reinforces the brand's innovative flair, which distinguishes itself by the continuous development of cutting-edge and sustainable solutions for cork floors and coverings.

Due to ensuring exceptional wear resistance and longevity, NPC varnish has enabled varnished cork floors to achieve a class of use of 32 (ISO 10874), AC6 (EN13329) for the first time. This solution is launched on the market with a 20-year warranty for domestic use and 10 for commercial use, the longest warranty offered by a varnished cork floor product.

The new NPC finish is available in the Wicanders Artcomfort product line, that blends the natural embossing of cork with the latest optic image technology, achieving an authentic and natural surface reproduction.

Due to NPC's chemical reaction during the hot coating process, this highly flexible finishing fits perfectly with the resilient characteristics of the cork floor, preserving its ability to "bounce" back from impacts, making it more durable, comfortable and resistant than hard surface floors, like wood or tiles. At the same time, it maintains all the unique advantages of cork: thermal insulation, sound reduction and unmatched credentials in sustainability.

NPC varnish also ensures that the pleasant natural haptic sensation of cork is maintained, which is very much valued in contemporary society, as well as a high level of detail, replicating the appearance of materials like wood or stone.

CORKTECH: THE TECHNOLOGY THAT DIFFERENTIATES CORK COVERINGS

Wicanders is a brand which is renowned for the development of floor and wall solutions with unique properties, due to its innovative Corktech technology.

Its performance is based on a multilayer structure, with a layer of premium quality cork at its core – providing unparalleled physical comfort, as well as noise reduction and warmth – and a second cork underlay that further reinforces the thermal and acoustic properties and thus make it energy efficient.

By using a unique engineered multilayer structure, which combines state-of-the-art technology with the exclusive properties of natural cork, a higher standard in flooring is achieved, providing the perfect match between beauty, comfort and durability.



AMORIM FLOORING PARTICIPATES IN BRANCHENTAG HOLZ 2013

The wood industry's major players get together every two years at Branchentag Holz, in Germany, an event promoted by GD Holz, an organisation that gathers all the entities in the sector. The last meeting took place in November, in the city of Cologne.

It is an important initiative, in that it acts as an indicator of trends in the field and is an excellent networking platform for professionals. In this edition, Amorim Floor & Wall Coverings took the opportunity to present the new innovations developed in recent years.



AMORIM FLOORING ATTENDS DOMOTEX

Amorim Floor & Wall Coverings attended DOMOTEX 2014, one of the leading trade fairs for carpeting and flooring, from the 11-14 January in Hannover. At the trade fair, Wicanders promoted the advantage of its cork coverings and marketed the benefits of Corktech technology.



WICANDERS RECEIVES AUSTRALIAN GREENTAG CERTIFICATE

Wicanders is now Global GreenTag certified. It is a seal of environmental quality of Australian origin that distinguished the products of the Amorim Floor & Wall Coverings premium brand.

The following ranges were distinguished: Artcomfort Floating HPS, Corkcomfort Floating WRT, Corkcomfort Glue-down WRT, Corkcomfort Floating HPS, Corkcomfort Glue-down HPS, Wicanders Artcomfort Floating NPC, Woodcomfort Floating HPS and Woodcomfort Glue-down HPS.

GreenTag was created to simplify the identification and comparison process of the origin of sustainable products. Research, analysis and environmental review is carried out by the client through a strict certification system which focuses on the Life Cycle Assessment (LCA) process.

HIGHLIGHTED WORKS



Hotel Volksschule, Hamburgo, Germany
Product: Vinylcomfort Dry Smoked Oak

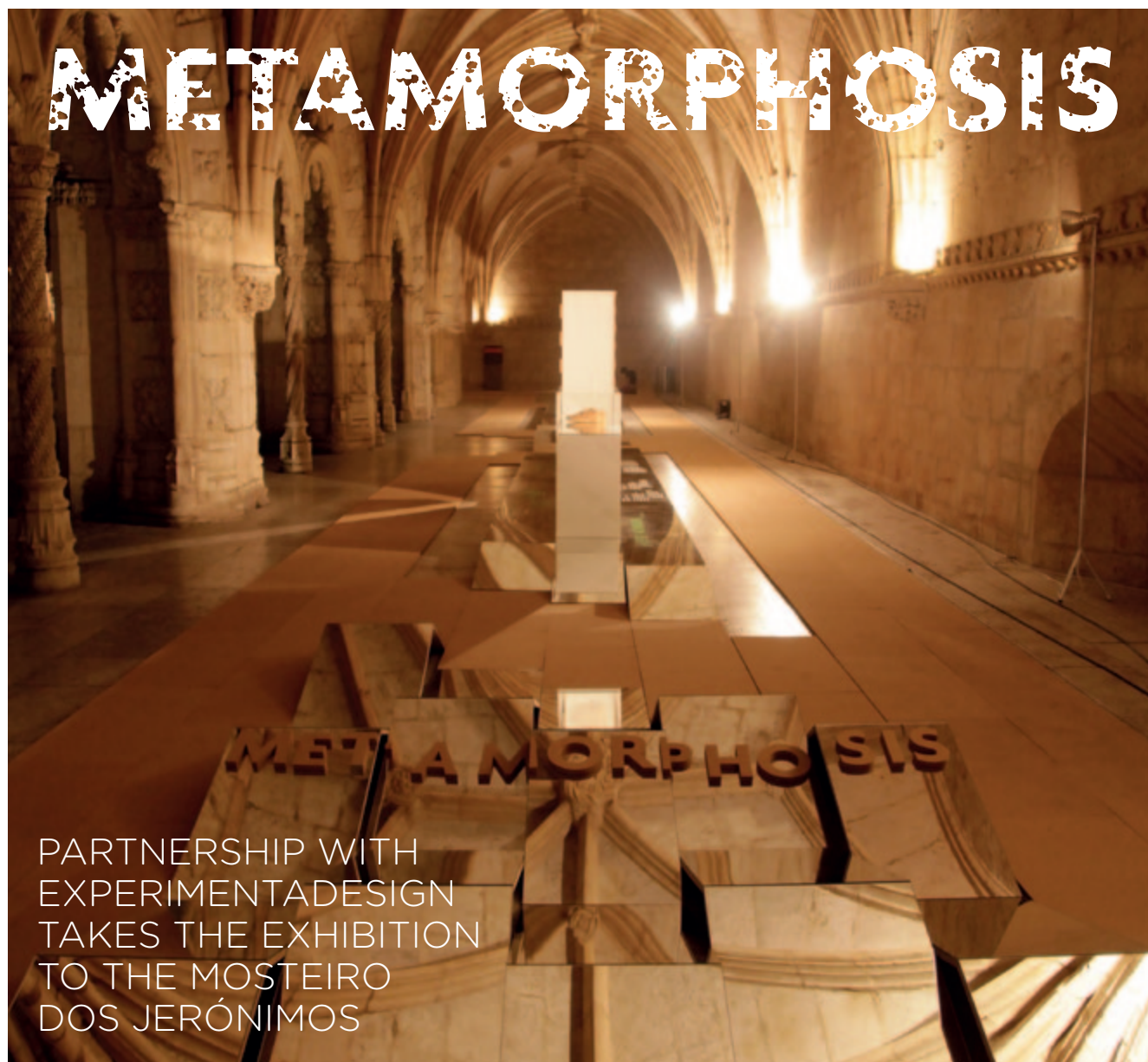
AIRV, Vizela
Architect: Filipe Vilas Boas
Product: Corkcomfort Lane Chestnut

Chapelaria do Liz, Leiria, Portugal
Product: Vinylcomfort Sawn Twine Oak

WICANDERS EXPANDS PRESENCE IN SCANDINAVIA

Timberman, of Amorim Flooring, has established a partnership with Stark for the sale of the Corkcomfort brand by Wicanders in the wood and construction markets. To this end, promotional shop windows were created in 80 stores, while over 300 Stark sales staff underwent training.

This partnership is of the utmost importance, in so far as it is the first step to expand the company's presence in the Scandinavian market. At the start of 2013, Stark's market share in regard to Wicanders sales was 23% which indicates enormous growth potential for the brand.



PARTNERSHIP WITH
EXPERIMENTADESIGN
TAKES THE EXHIBITION
TO THE MOSTEIRO
DOS JERÓNIMOS

INNOVATION AND CREATIVITY

Within Experimentadesign's EXD'13 Biennale, Corticeira Amorim presented the METAMORPHOSIS exhibition, the result of a research and development project on the potential of cork. Showcased at the Mosteiro dos Jerónimos in Lisbon from 7 November – 1 December, the opening to the public was attended by His Excellency the President of the Republic, Professor Aníbal Cavaco Silva and the Secretary of State for Culture, Jorge Barreto Xavier.

METAMORPHOSIS was designed to stimulate the innovative, creative and cutting-edge use of cork, as a unique raw material. The curatorial concept, commissioned by Experimentadesign, was based on the ideal to broaden the horizons of this decidedly Portuguese material.

RENOWNED ARCHITECTS AND DESIGNERS PRESENT NEW APPROACHES FOR CORK

Pritzker Prize winners, Álvaro Siza, Eduardo Souto de Moura and Herzog & de Meuron were invited to participate in the project, along with celebrated architects Alejandro Aravena, Amanda Levete, João Luís Carrilho da Graça and Manuel Aires Mateus as well as three top product designers, James Irvine, Jasper Morrison and Naoto Fukasawa.

The authors were given creative carte-blanc to devise new terrain, functions and forms while using cork, which is an important resource in the cultural material and production of the 21st century. Fascinated by the characteristics and properties of cork, they became engrossed in every stage of the process, in an intense interaction with Corticeira Amorim and the curator, from the development of the concept, choice of the type cork and prototyping testing to the assessment of the final result.

Taking full advantage of the material's extraordinary versatility and capacity to be transformed, they converted cork – the theme of the whole concept and creative development – into unusual items that combine design and functionality and demonstrate its unique technical and environmental credentials.



“This exhibition, with works by renowned architects and designers highlights the enormous potential of a product for which Portugal is the world leader. It clearly shows how innovation, creativity, the liaison between companies and research centres can add value to cork and promote it in a different manner, even in those sectors which are considered traditional in Portugal. Today we learn of innovative and different ways to use cork which lead to business opportunities of higher added value, thus promoting Portugal through this product which is so Portuguese, that is cork” **Cavaco Silva, President of the Portuguese Republic, who attended the official opening of the exhibition.**



"On the whole, it could not have happened were it not for the sterling efforts of an important network of professionals, highlighting, clearly, the key role of the unique talents of those who worked on it. We would like to thank all of those who have participated in the exhibition and the project, to the teams who have contributed to its achievement and to Corticeira Amorim for its investment in this creative as well as productive field".
Guta Moura Guedes, President of Experimentadesign

EXD'13
lisboa



Alejandro Aravena

"We profited from its high insulation capacity, its low weight and the time captured in its skin. With an increasing global need for energy efficiency, it would be nice to see cork offering its advantages to a broader public."



Álvaro Siza

"Architecture and design can benefit from cork's unique set of properties by being aware of them and being imaginative."



Amanda Levete

"Cork kit exploits the characteristic of lightness and finds ways of emphasising the tonal range of colour variations without adding natural pigments. The advantage of using this material is that you can have zero wastage, as cork is fully recyclable."



Eduardo Souto de Moura

"As well as cork's ecological, insulating and natural attributes, what I like is touching it, so I chose to "redesign" a door handle... to handle. Essentially, it was the touch; and, on top of that, the texture is lovely, compact, consistent, neutral and pleasant. It has a cream tone that works in virtually all environments; it's not purple, red or canary yellow."





Herzog & De Meuron

"With cork we use a material that addresses the senses: visual, aural, haptic and olfactory."



Jasper Morrison

"Cork is a material which is certainly worthy of attention in design. Its appeal lies in the combination of its old-world appeal and new-world technical capabilities."



Manuel Aires Mateus

"Cork, which is a natural material with countless physical attributes, can be very expressive. In addition to its thermal, acoustic and ecological qualities, it communicates something sensory and aesthetic."



James Irvine

"Cork and sound absorption are a natural match. It doesn't get much better."



João Luís Carrilho da Graça

"A light, white concrete obtained from incorporating cork aggregates, this material boasts unique and interesting features, both technically (it is lightweight and a good insulator) and in its form (it is both very attractive and tactile), where the characteristics of cork are transferred to concrete."



Naoto Fukasawa

"Cork is known for its natural temperature-regulating properties and it is known to maintain a similar temperature to our own bodies, thus providing a unique connection between us and the product. As a result, this bench offers a very comfortable experience."





AMORIM ISOLAMENTOS PRESENTS INNOVATIVE SOLUTION FOR CONSTRUCTION

Amorim Isolamentos took part in the 26th edition of Concreta, the international construction fair at Exponor, with an innovative and 100% sustainable architectural project created in partnership with Vitruvius FabLab, ISCTE – Lisbon University Institute and the Faculty of Architecture of the University of Porto. The exhibition stand is the result of a year of research of the company's main product: expanded cork agglomerate, developed from CAD/CAM tools.

The infrastructure fully explored the natural, mechanical and chemical characteristics of expanded cork agglomerate, demonstrating, in practice, new possibilities for the application of this natural, completely recyclable material, in the construction sector. Thus, it was possible to demonstrate the possibilities of expanded cork agglomerate as a thermal and acoustic insulator and to introduce new concepts for its architectural use, from an aesthetic and performance point of view.

Among the new solutions, worth highlighting is the possibility to personalise and customise existing products, with the resulting improvement in performance made possible by the exploitation of new shapes and textures.



CORKPAN CLADS FIRST HOUSE WITH CASACLIMA GOLD ECOLOGICAL CERTIFICATION

The first house to be awarded CasaClima Gold Certification from Sardinia was clad with Corkpan, the expanded cork agglomerate brand of Amorim Isolamentos for the Italian market.

The architect Paolo de Martin chose to use the 16 cm Corkpan cork panel in the exterior thermal cladding, on top of the house. This choice, in addition to strengthening and improving energy efficiency in line with that required by CasaClima Gold certification, has enabled the sustainable construction of the building.



Retail price (including VAT)/ bottle:
 Mirabilis Grande Reserva Red: 72,5€
 Mirabilis Grande Reserva White: 30€
 Quinta Nova Grande Reserva Clássico: 49,50€
 Quinta Nova Grande Reserva Referência: 49,50€



Mirabilis Red: "... the tortoise overtaking the hares..."

Finally, Mark Squires highlights the new Grande Reserva Mirabilis Red 2011, a wine launched in September 2013, commenting on a lighter note that due to the design of the bottle "it will be hard to store but it certainly won't be ignored. All the marketing would be in vain, of course, if the wine didn't meet the challenge. It does...". He closes by saying **"It's hard to say what I admire more about this winery – the wine quality or the marketing genius. There are plenty of both."**

Tasting notes, by Mark Squires:

"Mirabilis...it does, showing precision, structure, concentration and fine focus. Of the three Grande Reserva here, this shows the most finesse, perhaps, projecting a silkier feel early on, with a more Burgundian midpalate, relatively speaking. Like all of them, it is tight, powerful, a bit astringent and unevolved at the moment. It requires some cellaring and patience. **In a certain sense, this stands out the least of the three.** It is the least obvious early on. However, its focus and concentration make me suspect that it will be the tortoise overtaking the hares in the long run. It may yet be entitled to an uptick after it has five or six years of age on it. **It was the one here that I feared I was underrating...**"

QUINTA NOVA AMONG THE BEST DOURO WINES

Robert Parker highlights Quinta Nova as the best collection of top quality wines

Quinta Nova features on the short-list of Wine Advocate's Best of 2013, with some of its 2011 wines being awarded rare ratings - two wines were awarded 95 points (the highest rating given) and one 94 points. This was a reflection of all the hard work carried out by Quinta Nova. Mark Squires, who writes for Wine Advocate, the most prestigious wine guide in the world says: "It is so impressive watching this relatively new operation burst onto the scene with high quality production".

Mark Squires, also states that this Grande Reserva collection is "... an awfully nice group", highlighting that they are "stylistically different but all brilliantly made." According to the critic, this collection of top-of-the-range Quinta Nova wines, in spite of the price, delivers excellent quality. He also recommends that they be purchased by anyone who can afford the investment, given that "they are very much worth a look though, as it is quite a collection - if you have a cellar."

In the article he also highlights the ageing potential of the wines, two of which with the capacity to age until 2033, which clearly illustrates the potential of the Douro region.

- Grande Reserva Mirabilis Red 2011 – 95 points – drink until 2033
- Grande Reserva Referência Red 2011 – 95 points – drink until 2033
- Grande Reserva Clássico Red 2011 – 94 points – drink until 2031
- Grande Reserva Mirabilis White 2012 – 92 points – drink until 2020

This distinction is even more relevant after the recognition of the excellent quality of the 2011 Vintage Ports, at a time when world critics are ever more cautious and demanding.



VIHLS DESIGNS CORK SCULPTURE FOR PORTUGAL TELECOM DATA CENTER IN COVILHÃ

“Contraste” (contrast) is an amazing cork sculpture, created by the Portuguese artist Alexandre Farto under his artist name Vihls – for the entrance of Portugal Telecom’s new Data Center in Covilhã.

In this work, Vihls highlights not just the relationship of man and the world, but also his ability to make use of materials, which are not only economically prosperous, but most importantly, sustainable for future generations. The new Data Center was designed to maximise the eco-efficiency of the building, which is currently one of the largest and most ecological in the world.

HELIX AND AMORIM CORK ITÁLIA WIN LUCIO MASTRO- BERARDINO INNOVATION PRIZE AT SIMEI

Amorim Cork Itália (ACI) and the innovative concept HELIX, were awarded the Lucio Mastroberardino (Enovitis) Innovation Prize at SIMEI – International Ecological and Bottling Equipment Exhibition in Milan. The prize was awarded by Paolo de Castro, Italy’s former Minister for Agriculture, and Domenico Zonin, President of the Italian Wine Union (Unione Italiana Vini).

During the five days of SIMEI, the ACI exhibition stand was visited by 1300 people. Also included in the event was the presentation of Excellence, a new line of high quality cork stoppers and the new technical stoppers Advantec Colours, which are distinguished by their unique colours and competitive price.

At the event visitors also had the chance to participate in a sensory workshop on post-bottling reduction defects, conducted by the renowned oenologist and researcher, Pascal Chatonnet.





CORK STOPPERS BUSINESS UNIT ANNUAL SEMINAR

The Serralves Foundation in Porto was the chosen venue for the Cork Stoppers Business Unit annual seminar.

It is an internal event which brings together in one place the senior management of all the sales companies together with those from the company's main divisions – the Board, Industrial division, Product Management, Quality division, Public Relations, Control and Management, and Finance.

Over 100 employees took part in the event, which was attended by special guest Antoine Leccia, CEO of the AD VINI Group, with the motto to share knowledge and align best practices.

Presentations included the strategic guidelines for the 2014-2016 three-year period, an overview of the Wine & Stoppers industry and the results of the launch of the new "HELIX" concept, among others.

AMORIM CORKS IN ICONIC CHILEAN WINE

Amorim natural cork is being used for a special wine that seeks to encompass all the regions of Chile and the skills of its greatest winemakers.

The project, which began in 2012, consisted in blending 100 barrels of the same grape variety, supplied by 100 producers from different Chilean wine-growing regions, into a single wine: the magnificent 100 Barricas de Chile.

The vintage was 2011 and the grape variety, Cabernet Sauvignon.

Some 30,000 bottles were produced and will be put on sale at around €75 each. The main target markets are Brazil, Chile, China, Canada, USA and the United Kingdom.

It is a project that will certainly be repeated in future years, with Corticeira Amorim natural cork stoppers, of course.

HELIX WINS L'OSCAR DE L'EMBALLAGE 2013

HELIX, an innovative packaging solution for the fast turnaround wine segment, has won the packaging award L'Oscar de L'Emballage 2013, promoted by the French Emballages Magazine.

Unveiled in a world première at the last Vinexpo, HELIX is an original concept that combines an ergonomically designed cork stopper and a glass bottle with an internal thread finish in the neck, creating an easy opening solution, maintaining the benefits of cork and glass: quality, performance, durability and sustainability.

During the development of the Helix three patents were filed, a clear indication of the inherent innovation to this packaging solution, aimed at the fast turnaround wine segment.

Clearly validated in markets such as France, the United Kingdom, USA and China, the HELIX is the result of a four-year partnership between Amorim and O-I, who both boast over a century of experience in the wine market.





84% of American wineries use natural corks.

A trend that strengthens the quality image and environmental advantages of this closure of choice.

This is the main conclusion to be drawn from the recent survey conducted by Wine Business Monthly magazine, in which 292 wineries across the USA took part and which concludes that when it comes to “acceptance of natural cork” those surveyed rate this closure very highly.

The 2013 report, conducted by WBM since 2004, emphasises that preference for natural corks “continues to be the benchmark by which all other closure-types are measured”. The survey focused on the perceptions of the performance of various closure-types _ which included price, performance in the bottle, consumer acceptance, ease of opening and environmental impact. Environmental impact and the results provide an insight into the perceptions and preferences of different wineries across the USA – from small, medium to large.

Worthy of note is that small wineries – which of course there are more of in the USA – prefer the natural cork closure and highlight its performance after bottling. Large wineries, which focus more closely on quantity rather than quality is where screwcaps have greater acceptance.

With the introduction of Helix on the market, it will be interesting to assess the “ease of removal” category, where currently screwcaps perform best. Helix is an innovative wine packaging, which for the first time combines cork and glass in an easy-to-open solution, with no need for a corkscrew, an argument which until now was exclusively used by aluminium closures.

When it comes to environmental impact, the results are predictable. Natural corks are seen as positive, technical corks slightly positive and screwcaps and synthetics range from neutral to negative.

The result of this survey reinforces those previously conducted in markets such as France, Italy, the United Kingdom and Germany, which are unanimous when it comes to the overwhelming consumer preference for the natural cork stopper.