



AMORIM

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Letter

# news

Amorim Group news

## CORTICEIRA AMORIM joins YDreams' Invisible Network



Individuals in charge of all the bodies involved in the project.

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## Amorim Revestimentos presents the new 2009/2011 collection

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## Amorim Group creates private equity

### Amorim Global Investors (AGI)

Amorim Investimentos e Participações S.G.P.S., S.A. (AIP) has created Amorim Global Investors (AGI), a new business area devoted to making and managing new investments in companies.

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In the company's first seminar

## CORTICEIRA AMORIM promotes Innovation in Cork



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With the aim of divulging the latest discoveries and possibilities in the field of cork, a natural raw material par excellence suitable for even the most demanding industries, the seminar was attended by almost 200 of CORTICEIRA AMORIM's stakeholders, who warmly congratulated the Company on the initiative.

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## Editorial

**N**ew products, new collections, a seminar, an association with a technology company, certifications and environmental partnerships are all clear indicators of CORTICEIRA AMORIM's strategic commitment to the areas of Sustainability and Research & Development.

The CORTICEIRA AMORIM seminar, devoted to Innovation in the Field of Cork, marks a turning point in the Organisation's communication strategy, with the decision to provide a yearly progress report regarding Research, Development and Innovation.

CORTICEIRA AMORIM's partnership with YDreams in the launch of Invisible Networks also reflects how innovation applies, in the most varied ways, to cork as a raw material. As a result of this cooperation, a "magic" carpet made of cork with visual effects triggered by movement may become reality.

Moving on to our Business Units, innovation is apparent, for example, in the Coverings business unit, with the launch of new collections and product lines, and in the Stoppers business unit, with a new surface covering, "Clean C", with features which improve the visual appearance of cork stoppers.

With regard to sustainability, a special mention should be made of the Greenguard performance certification achieved by the Wicanders coverings, CORTICEIRA AMORIM's support to the WWF for forest conservation, and the joint planting of cork oaks by Amorim & Irmãos and Direct Wines/Laithwaites - the largest independent wine retailer in the UK -, a symbolic gesture by the English wine industry for the preservation of cork oak forests.

And last but certainly not least, a reference to the "Best Wine Tourism Award" international prize awarded to Quinta Nova for the Wine House project, in the "Art and Culture" category, a recognition of the efforts made in restoring the architecture of a historical heritage site and boosting the regional economy.

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# CORTICEIRA AMORIM joins YDreams' Invisible Network

On 10 November, at the YDreams headquarters in Costa da Caparica, a presentation was given on Invisible Network (IN), a network of companies working on developing revolutionary products, attended by the Minister for Science, Technology and Higher Education, Mariano Gago, in a pioneering initiative joined by CORTICEIRA AMORIM. The network includes some of Portugal's largest companies: the Portucel Soporcel Group, Sonae Indústria, Logoplaste, BA Vidro, Bi-Silque and Metoxid (of the CUF Group).

Invisible Network's purpose is to research and prepare for industrial production a range of products based on innovative technology relating to invisible and ubiquitous computing. "We brought together this group of companies because we saw in each one of them the potential and desire to lead the way with a generation of products which will revolutionise areas such as interactive media, environmental intelligence and intelligent furniture and packaging", said António Câmara, CEO of YDreams.

IN was formed in order to develop scientific and technological competences with a view to producing a new generation of surfaces with interactive properties operating along different lines to those currently used in computers or digital media. The end goal is to bring to the market a range of products using media such as cork, paper, glass or plastic, among others, with interactive properties, i.e. presenting dynamic information which the user can interact with or manipulate without requiring a computer or traditional electronic device. One of the benefits of these products stems from the fact that they are less demanding in terms of energy, more economical and faster than those we know today in the computing sector.

As regards investigation, Invisible Network includes some of Portugal's most prestigious laboratories, such as the Photochemistry



André Teixeira, CORTICEIRA AMORIM officer for Business Development, formalises the partnership with IN.

group and CENIMAT of the Universidade Nova de Lisboa - Faculty of Science and Technology, and the 3Bs group of Minho University, led by Fernando Pina, Elvira Fortunato and Rui Reis, the latter also being responsible for the CORTICEIRA AMORIM Department of New Cork Applications and/or Products.

Examples of the kind of products which may result from this initiative include "magic" cork carpets with visual effects triggered by movement, glass or plastic packaging with interactive information incorporated into the packaging itself, wooden furniture which alternately displays calendars or games, and paper books or magazines with dynamic animations.

## New "clean c" coating for natural cork stoppers

The 2008 natural cork production was by far the best ever in Amorim. According to the measurements made by Quantum laboratories in Stellenbosch for the first nine months of the year, TCA levels in Amorim natural corks were pegged at an average of 0.7ng/L, a figure that is well below the sensory threshold. This was possible thanks to the increased usage of the ROSA evolution system in this product segment.

As a result of its investment in Research & Development, Amorim has been able to make a further improvement to its natural corks: Clean C coating. This new surface coating is the latest development in silicone elastomers - it:

- is antiseptic

- reduces the capillarity or absorption of the cork
- improves the visual appearance of the cork
- reduces the amount of tannins migrating from the cork to the wine
- improves consistency during the bottling process
- results in improved extractability

The Clean C coating aims to raise customer and consumer satisfaction, producing and offering up-to-date products that meet their expectations and needs, whilst keeping natural cork's intrinsic qualities.

## “Pastures and biodiversity” distinguished

# Instituto Superior de Agronomia (Higher Education Institute for Agronomy) wins CORTICEIRA AMORIM’s research award



Mr. Américo Amorim hands the award to Prof. Francisco Rêgo

The research team of the Beata Neves Centre for Applied Ecology, of the Instituto Superior de Agronomia (ISA), responsible for the paper “Fencing of pastures and biodiversity of cork oak forests: reasons to use rotating pastures” is the winner of the first edition of the “Valorisation and Sustainability of the Cork Oak and Associated Biodiversity” award promoted by CORTICEIRA AMORIM.

Francisco Castro Rêgo, coordinator of the Beata Neves Centre for Applied Ecology, received the award from Américo Ferreira de Amorim on Friday 10 October at the Casa da Música (House of Music).

The winning paper discusses the effects of grazing on the plant and animal biodiversity of the cork oak forest. The paper reveals the changes which will occur in areas of cork forest where grazing is prevented for periods of at least six years. Keeping plots free of grazing contributes towards greater biodiversity at the level of the landscape, and could foster natural regeneration of the cork oak.

The prize was created within the context of the protocol signed by CORTICEIRA AMORIM, the National Forest Authority, the ICNB (Institute for Conservation of Nature and Biodiversity), QUERCUS and the WWF, aimed at increasing knowledge regarding the valorisation and sustainability of the cork oak and associated biodiversity.

CORTICEIRA AMORIM’s investment in Sustainability of the Cork Oak and Associated Biodiversity is also substantiated by means of:

- support for the GreenCork programme for recycling of used corks, which will partially finance the programme “Caring for Common Areas: Creating Woodlands, Preserving Biodiversity”,
- establishing a free technical consultancy service for forest producers with a view to identifying opportunities to incorporate better practices,

- support for Forest Stewardship Council (FSC) certification of forest management systems.

CORTICEIRA AMORIM is one of the main promoters of FSC certification of forest management systems, and was not only the first cork company to achieve FSC certification, but the first packaging company in the world to achieve this certification, with certified factories on three continents: Europe, Africa and America. This certification is of great importance, as it enables us to provide Customers with added guarantees of corporate ethics throughout the chain of custody: from the forest to the end product, preserving cork oak forests.



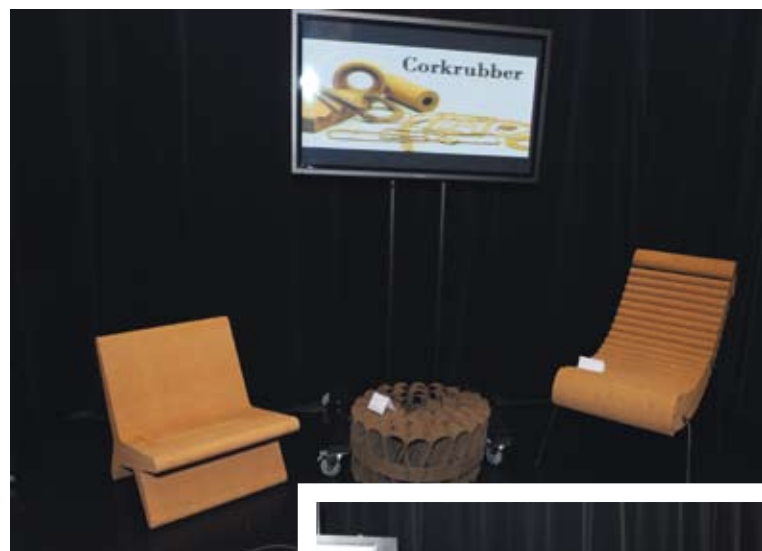
Four of the approximately 10 members of the Instituto Superior de Agronomia (CEABN and CEF) team which won the research award in “Sustainability of the Cork Oak and Associated Biodiversity”. In addition to Portugal, the team comprises members from France, Spain, USA and Sri Lanka. From left to right: Conceição Caldeira, Miguel Bugalho, Xavier Lecomte, João Santos Pereira.

In the company's first seminar

# CORTICEIRA AMORIM promotes Innovation in Cork



António Amorim, Chairman of the Board of CORTICEIRA AMORIM



On 10 October, CORTICEIRA AMORIM organised a seminar with the title "Innovation in the Field of Cork: CORTICEIRA AMORIM's experience", in the magnificent premises of the Casa da Música (House of Music).

With the aim of divulging the latest discoveries and possibilities in the field of cork, a natural raw material par excellence suitable for even the most demanding industries, the seminar was attended by almost 200 of CORTICEIRA AMORIM's stakeholders, who warmly congratulated the Company on the initiative.

António Amorim, Chairman of the Board of CORTICEIRA AMORIM, began the seminar by highlighting the tremendous opportunities yet to be seized in the sector: "Cork has intrinsic features which enable a set of applications quite different from the traditional ones. In this seminar we challenge the scientific community to take part in the new stance which CORTICEIRA AMORIM has adopted over recent years".

Aware of the importance of the traditional applications of cork, which will continue to form the basis of CORTICEIRA AMORIM's business, António Amorim reaffirmed the Company's commitment to Research, Development and Innovation: "Those who do not innovate have a limited future, and we will continue to invest strongly in the development of current applications, but also to seek new ones, as we believe that cork has much more to offer than it has offered to date".

To this end, in October 2003 CORTICEIRA AMORIM created a unique innovation model, hiring into its permanent staff a distinguished scientist - Rui Reis, a professor at the University of Minho and director of the 3B's research group (biomaterials, biodegradables and biomimetics) - and at the same time signed a protocol with this university to create a team entirely devoted to cork-related research.

A number of projects are currently underway, such as the use of cork to absorb spillages of crude oil, or the use of its components for the food, cosmetics and pharmaceutical industries. Research is

also being carried out with a view to sequencing the cork oak genome, which will make it possible to develop improved plants which are more resistant to plagues and droughts and provide higher quality cork.

The seminar had the participation of distinguished speakers, such as the Secretary of State for Science and Technology, Manuel Heitor, the Coordinator of the Centre for Forestry Studies of the ISA, Helena Pereira, well-known for her career in the cork sector, Guta Moura Guedes, from Experimenta Design, who brought with her a daring and creative proposal for the sector, and Manuel Carrondo, Coordinator of the Executive Committee of IBET.

The Secretary of State for Science and Technology, Manuel Heitor, began his contribution by congratulating the Company: "I would like to begin by congratulating and acknowledging this initiative by CORTICEIRA AMORIM, which is particularly appropriate as it takes place in a phase of unprecedented growth and drive for science in Portugal, in which the creation and reinforcement of cooperative networks in science and technology with international ambitions today begin to form effective dynamics of innovation on an international scale" and proposed the challenge of "extending and widening a 'research agenda' to expand the capacity for development of new products with greater added value in Portugal, fostering scientific activity in conjunction with the national capacity for concept engineering and design in an international setting".

CORTICEIRA AMORIM stated its commitment to make this a yearly event, in which to report on the Company's activities in the development of products and/or applications for cork.



# Amorim Revestimentos presents the new 2009/2011 collection



The launch of new product lines and the Wicanders 2009-2011 collection in January 2009 marks an important step in the company's new strategic cycle.

With an approach clearly based on market trends, this collection seeks to provide our customers with a diverse range of products of distinctive value.

This is one of the main components in the strategy of growth of the company, alongside the values of distinction and excellence.

In this new cycle, and with this ambition, significant changes are required to the way in which all parties are involved: employees, customers and other partners; in a new culture, with new values to satisfy the increased demands and opportunities presented by the market.

Aware of these factors, the company has since September been implementing a set of initiatives to mark the pre-launch phase of this new collection.

September to October 2008 » International Client Events.

September to December 2008 » Involvement of employees in production and positions with direct contact with customers.

January 2009 » Involvement of employees in administration and management support.

January 2009 » Internal promotion of the new collections (Images, Posters, Flyers...).

## New strategy, new collections

In all the initiatives we will convey the company's new market

positioning - "A shift from being a cork flooring company to a general flooring company". Thus, the Amorim Revestimentos - WICANDERS brand will, from 2009, comprise 5 product lines: CORKcomfort, WOODcomfort, VINYLcomfort, LINOcomfort and PARQUET. To the first two, which already exist, will be added two further product lines with cork in their makeup but vinyl and linoleum surfaces, and one made of wood.

The previous advertising strategy, focused on technical specifications, will be replaced by one in which we will advertise benefits and suggestions for combination of materials, textures and colours, in the form of atmospheres. "Emotion" and "Lifestyle" were the themes chosen to present the new collections. Guests will enjoy an opportunity to visit a showroom unlike most, with a number of areas for exhibition of products and possible applications of the new WICANDERS collections in combination with other building materials, in a more realistic display.

*"The philosophy of the 2009 Wicanders collection is to make the coordination of trendy decorative interior material in combination with other products as attractive as possible. Harmony in design and colour".*

Andreas Dotzauer

## Amorim & Irmãos - guest of honour in Coruña, Spain

Amorim & Irmãos was a guest of honour at the "IV Galicia Wine and Firewater Showroom", held in August in Coruña, Spain.

Miguel Cabral and Paulo Lopes, of the Amorim & Irmãos



Research & Development Department were speakers at a conference which addressed the work carried out by the Amorim Group in eliminating TCA from cork stoppers, and also included a practical presentation on certain defects that can be found in wine.

The conference hall was filled by a varied audience from all areas of the wine industry, including owners, managers, oenologists, sommeliers and journalists.

The event was sponsored by the Consellería de Medio Rural da Xunta de Galicia, the Concellería de Turismo de A Coruña and the IV Salón de Viños e Augardentes de Galicia, in collaboration with the Asociación Galega de Catadores.

# Amorim Group creates private equity

## Amorim Global Investors (AGI)

Amorim Investimentos e Participações S.G.P.S., S.A. (AIP) has created Amorim Global Investors (AGI), a new business area devoted to making and managing new investments in companies.

AGI is a private equity company with the aim of exploring opportunities for investment in companies with a sound history of profitability, in leading positions in their sector of activity and with a high calibre management team. The investment process may result from disinvestment plans on the part of groups of companies, or corporate recapitalisation processes.

Initially, AGI expects to invest €100 million, with an underlying investment period of three to five years. It may also mobilise additional third-party resources in the event of greater opportunities arising.

AIP's portfolio, controlled by the Amorim Group, within which Américo Amorim, Joaquim Amorim and António Amorim jointly explore a wide range of economic activities, now includes CORTICEIRA AMORIM, AGI and a set of other shareholdings. In the words of Américo Amorim, Chairman of the Amorim Group, "the creation of AGI demonstrates that the Amorim Group remains confident in long-term economic progress for quality companies, and that they can benefit from this new cycle to reaffirm their leadership in their sector of activity".

The Amorim Group's activity in the area of investments has been a success story. Its vast experience in sectors such as real estate, finance, tourism, telecommunications, energy and infrastructures gives the Amorim Group a considerable competitive advantage in identifying opportunities for and making investments. The creation of AGI is aimed at reaping the benefits of this experience, putting it to the service of companies.

AGI intends to favour sectors and geographical areas with long-term potential for growth, and for the initial phase it relies on a solid management team with acknowledged professional merit: Pedro Pinto Coelho, CEO of AGI, holds the view that "We rely from the outset on the proven capacity of the Amorim Group to identify and successfully execute opportunities for investment, particularly in adverse periods or circumstances. In addition, AGI has at its disposal a team which specialises in private equity in order to enhance the Group's focus by centralising the identification of investment opportunities and following a strict procedure in the selection and evaluation of opportunities".

AGI's leader joins the company in the wake of over 18 years' experience in investment in London, Lisbon and São Paulo, having recently held the position of Manager at Banif Investimento in Portugal and Brazil. He was responsible for investment banking at Citigroup in Portugal, and was employed by Salomon, Banco Espírito Santo de Investimento and Banco Finantia.

Hugo Mendes Domingos, Director of Investments, joins the AGI team after working at HSBC, where he was in charge of the execution of mergers, acquisitions and capital markets in Europe, the Middle East and Africa. He boasts a nine year career in investment banking, including stints at Morgan Stanley, ING and CIBC.

Leonardo Pimenta de Carvalho, Investment Manager, joins AGI from London, where he was employed at ABN AMRO in the areas of structured finance, project finance and syndicated loans. He has six years of experience in the finance sector, having also worked at Banif Banco de Investimento in Portugal and Brazil, and at Standard Bank in the United States.

# Amorim Cork Composites at CWIEME Chicago 2008

Last October, following the Berlin edition, Amorim Cork Composites once again presented its products for Power Transformers and Distributors, this time in Chicago. As was the case in Europe, the fair was preceded by events organised among Amorim T&D's partners for discussion of market issues.

CWIEME Chicago was attended by a large specialist audience, not just from the USA and Canada, but also from Central and South America.

During CWIEME Chicago, the article "Vibro-acoustical Analysis of a Power Transformer and Distributor Using the Finite Element Method" was presented. This technical document demonstrated to the target audience Amorim Cork Composites' high degree of technical expertise, and helped inspire a great number of participants to visit the company's stand.



# Wicanders receives GREENGUARD Certification - Healthier Indoor Air Quality



The GREENGUARD Environmental Institute (GEI) has recently awarded five Wicanders cork flooring product lines its prestigious GREENGUARD Indoor Air Quality Certified® product performance certification.

GEI is an independent, non-profit organisation that oversees the GREENGUARD Certification Program<sup>SM</sup> and establishes indoor air standards for products, environments and buildings. “We are pleased to welcome Amorim Revestimentos, as a participating manufacturer in the GREENGUARD Certification Program,” stated Marilyn Black, Founder of GEI. “With the Wicanders Cork Floor products achieving this certification, Amorim Revestimentos continues to show its commitment to good indoor air quality.”

In the last 130 years, Amorim Revestimentos has been the environmentally conscious world leader of the cork industry and it is proud of being the manufacturer of Wicanders Cork Floors. As a world leader, it is in a position to have a powerful impact on the conservation of our environment.

Amorim’s cork products are uniquely balanced between the creation of wealth and the protection of the environment. The cork industry takes a natural raw material, extracted cyclically from trees without ever harming them, and turns it into high value-added products. Moreover, it is important to point out the role of cork oak forests in the preservation of biodiversity, in the fight against desertification and in the retention of CO<sub>2</sub>. The CO<sub>2</sub> retention capabilities of Portugal’s cork forests are estimated to be 5%, or 4.8 million tons, of the country’s annual emissions.

Wicanders products retain the CO<sub>2</sub> that would otherwise be contributing to global warming.

The GREENGUARD Certification Program is voluntary and identifies specific products that have been tested to ensure that their chemical and particle emissions meet acceptable indoor air quality pollutant guidelines and standards. Corticeira Amorim products were tested for over 2,000 potential chemicals in state of the art stainless steel environmental chambers, following global ISO standards. As a result and extension of the Group’s existing environmental commitment, CORTICEIRA AMORIM is able to offer the most environmentally sensitive products on the market— true value-added!

The U.S. Environmental Protection Agency, the American Lung Association, the World Health Organization, and other public health and environmental organisations view indoor air pollution as one of the greatest risks to human health. Poor indoor air quality can lead to allergies, asthma, reproductive and developmental problems, cancer, and other health-related issues. At a time when people spend over 90% of their time indoors, the GREENGUARD Certification mark is a valuable tool for architects, designers, product specifiers, and purchasing organizations that want to identify, locate, specify, and purchase off-the-shelf, low-emitting products for indoor environments.

In keeping with its commitment to environmental protection, health, and innovation, Amorim Revestimentos, in an exclusive partnership with BASF—the world’s leading chemical company—has launched a new generation of cork flooring using Acrodur®, a purely water-based eco-friendly binder that contains no solvents, such as the commonly used phenol-formaldehyde or urea-formaldehyde resins that give off emissions. Acrodur®, which significantly reduces off gassing, is now available in all Wicanders products.



## Amorim Revestimentos joins WWF in forest conservation

Always on the front line, innovatively leading the way with its distinguished position in numerous areas of environmental sustainability, Amorim Revestimentos supports the WWF via the Forest Trade Iberian Network - an alliance of almost twenty companies in Portugal and Spain which promotes responsible consumption of cork, wood and paper by Portuguese and Spanish companies and seeks to contribute towards curbing damage to forests worldwide. The companies which make up the WWF Forest Trade Iberian Network are committed to developing and implementing a Programme for Responsible Purchasing of Forest Products, which progressively increases the supply of products certified by reliable systems such as the FSC (Forest Stewardship Council), the highest guarantee that they come from a legal and sustainable source.

Portugal is the world's leading country in the production, processing and export of cork, and Amorim is its greatest producer and driving force. Its leadership in the sector has placed Amorim at the forefront of knowledge and research regarding cork, and made it responsible for sustainable forest management.

It is also common knowledge that cork oak forests absorb carbon dioxide, the main culprit of global warming, and prevent desertification and deforestation, playing a major role in reversing climate change trends.

In the words of Luís Silva of the WWF: "This alliance is of fundamental importance in curbing illegal logging, and contributes towards forest conservation at a national and international level, by means of responsible consumption of forest products such as cork, wood and paper. Once again, the Portuguese private sector has shown a desire to play an active role in the conservation of forests and their biodiversity by joining the WWF."

In total there are 17 founding members in the WWF Forest Trade Iberian Network, of which 6 are Portuguese: Amorim Revestimentos, AmBioDiv, Cork Supply, Leroy Merlin Portugal, Listor, and SusDesign. This partnership was launched at the Construtec 2008 Madrid Construction Hall, in a ceremony attended by Soraya Rodríguez, Secretary of State for International Cooperation of the Spanish Government.

The WWF Forest Trade Iberian Network is the Spain and Portugal group of the WWF Global Forest Trade Network (GFTN), which has a presence in over 30 countries to promote forestry certification by means of responsible consumption practices. The initiative has the participation of 300 companies worldwide.

The WWF (recognisable by its logo, the panda) is one of the most important independent natural conservation organisations. It has around 5 million supporters and is active on all five continents, in over 100 countries. It has maintained high success rates since its inception in 1961. The WWF currently finances around 2000 projects and employs around 4000 people worldwide.

### THE WWF'S MISSION

The WWF's mission is to curb degradation of the planet and build a future where human beings are able to live in harmony with nature:

- promoting conservation of biodiversity;
- ensuring sustainability of natural resources;
- promoting the reduction of pollution and waste.



**IBÉRICA  
RED e DE  
COMÉRCIO  
FORESTAL**

## Party of German journalists visits Amorim Revestimentos



From 25 to 27 September, Amorim Revestimentos played host to a group of 8 journalists representing some of Germany's most prestigious flooring, design and interior decoration magazines.

The members of the party visited the S. Paio Oleiros production units and were given a detailed press kit describing the unique features of cork coverings, as well as Corticeira Amorim's business.

During the visit, they were acquainted with Amorim Revestimentos' new strategy and collections, as well as the new factory.

The programme also included a press conference which was attended by António Rios de Amorim and Jorge Santos, chairman of Corticeira Amorim and CEO of Amorim Revestimentos respectively, who answered everyone's questions.



## CINCOS 2008 Congress on Innovation in Sustainable Construction

CORTICEIRA AMORIM, with its various units, Amorim Cork Composites, Amorim Isolamentos and Amorim Revestimentos, took part last October in the “Congress on Innovation in Sustainable Construction” promoted by CentroHabitat and attended by a large audience with research-related or corporate connections to the field. The congress included around 60 papers.

On the topic of Sustainable Development, the importance of Cork as a raw material was once again highlighted, both due to its capacity to retain carbon dioxide and its role in protecting biodiversity and fighting desertification.

The Sustainability practices associated with CORTICEIRA AMORIM’s production process were also made known, in particular the use of renewable energy, environmental concerns, and the life cycle of the products involved, both up and downstream of their use.

In this cycle of conferences, CORTICEIRA AMORIM reaffirmed and highlighted the Performance of Cork-based Products in Sustainable Construction, having been invited by two Universities to take part in Internal Dissemination Seminars connected to the field.

## Quinta Nova launches new wines



In pursuit of its constant quest for quality, at the end of last year Quinta Nova de Nossa Senhora do Carmo launched new editions of its flagship wines: Quinta Nova Vintage 2006, Quinta Nova Reserva 2006 and Quinta Nova Grande Reserva 2006.

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

The launch of a new wine, Quinta Nova Touriga Nacional 2006, is scheduled for the end of November. Bottled last May, this wine will be placed on the market as a very limited edition of only 1,666 bottles.

Touriga Nacional vines make up 24% of the Quinta Nova vineyards, and the grapes from the 30-year-old Pisca plot, with excellent exposure to the sun, produce elegant, concentrated wines such as this one.

## Amorim supports European Wine Bloggers Conference

### The first European Wine Bloggers Conference

For the first time in History, 40 bloggers from 11 different countries across Europe and from Canada, Australia and the USA got together online for the European Wine Bloggers Conference (EWBC), with the full support of Amorim.

This first European Wine Bloggers Conference brought together online wine writers and producers, with the aim of sharing and finding a way around the issues that divide and hinder wine bloggers, particularly across European borders.

The greatest success of the event was that wine lovers, producers, marketers, retailers or simply drinkers from the different countries found a way to overcome the language barriers that normally divide them and exchange ideas on wine writing, consumer education, wine marketing and other innovations.

This discussion will certainly result in new kinds of content and new conversations about wine, which will attract more wine producers, retailers and consumers to the online environment,

bringing a more relevant, effective, and professional hallmark to the online wine experience.

The event, which left behind many ongoing discussions, was recorded in video and in the form of live blogging transcripts from each roundtable for anyone to review and comment on: <http://ewbc2008.wineblogger.info>.

It should also be mentioned that the EWBC was organised by Robert McIntosh of The Wine Conversation ([www.wineconversation.com](http://www.wineconversation.com)), who represents a number of prestigious Rioja wineries in the UK & Ireland, and Ryan & Gabriella Opaz of Catavino (<http://www.catavino.net>), a website dedicated to training people on the subject of Portuguese and Spanish wine. They also run Catavino Marketing, a business dedicated to setting up Iberian wineries, such as Cortes de Cima and Abadia Retuerta, which are among the leading lights of the new social Internet.

# Laithwaites and Amorim plant cork oaks in the UK

as a symbol of partnership in sustainability

Tony Laithwaite, Chairman of Direct Wines/Laithwaites, together with Martin Salter, local MP, and Carlos de Jesus, Amorim & Irmãos Communication and Marketing Director, symbolically planted three cork oaks in Theale Vineyard on 11 November to celebrate the beginning of an innovative partnership in the wine industry.

The initiative, the first of its kind in the UK, consists in the joint planting of cork oaks by Direct Wines/Laithwaites, the largest independent wine retailer in the UK, and Amorim, in Portuguese cork oak forests. The gesture represents the British distributor's investment in the 22nd century, as the cork from these oaks will be used to provide stoppers for Laithwaites' wines in the future.

The aim is to demonstrate the fundamental nature of the wine industry's contribution to the protection and maintenance of the huge biodiversity found in cork oak forests, which constitute a formidable barrier against desertification. It is estimated that cork oaks are responsible for the retention of 10 000 000 tonnes of CO<sub>2</sub> each year!

By choosing stoppers made of cork, the wine industry makes a 70% contribution to the added value provided by cork, the inverse being true when artificial closures are used.

Also as part of this initiative, Laithwaites provided its employees and customers with containers in which to collect used corks on their premises. These corks will subsequently be recycled by Amorim and reused as a raw material for other products made for a wide range of industries, from the aerospace industry to building materials and environmentally-friendly decorations.

"We are very pleased with this joint initiative with Amorim. We

have worked successfully with this company for over a decade, and this initiative will help to preserve cork oak forests, which are present throughout seven countries on two Continents", said Tony Laithwaite.

Carlos de Jesus responded by saying "I congratulate Tony Laithwaite, a charismatic figure on the UK wine scene, for his leadership in such a crucial issue, and for having understood long ago that cork and wine go hand in hand. This initiative also substantiates the concern for sustainability which is on everyone's lips at the moment. Laithwaite is demonstrating how the problem can be circumvented, and we are very proud to be part of the solution."



Planting of the cork oaks by Carlos de Jesus of Amorim & Irmãos, Martin Salter and Tony Laithwaite

## Amorim Revestimentos purchases 100% of German Cortex Group

Amorim Revestimentos recently purchased the German Cortex Group, one of the main distributors of cork coverings to the German market over the last 24 years.

This acquisition reinforces CORTICEIRA AMORIM's continuous investment in the cork coverings sector via the current expansion of its production capacity.

Considering the size of the German market and its medium-term potential, it was felt that the time was right to incorporate this distributor into Amorim Revestimentos, S.A., merging the position of the Cortex group with that of Amorim Deutschland GmbH & Co. KG.

# Tate, a renowned US company, establishes a partnership with CORTICEIRA AMORIM

Tate - the largest manufacturer of access flooring in North America, with over 40 million square metres of raised flooring installed in commercial office buildings, computer rooms, and clean rooms around the world – has just teamed up with CORTICEIRA AMORIM as a supplier.

The Wicanders brand of Amorim Revestimentos provides cork and real wood veneer which can be factory laminated to Tate's access floor panels. The WicWood finish is made of a real wood veneer laminated between an underlayer of flexible insulating cork and a high resistance surface wear layer. The WicCork finish is also supplied with the same protective high resistance wear layer.

In recent years, Wicanders has improved its finish to increase product durability, by adding a high resistance surface layer to protect the flooring from scratches, scuff marks and stains and make it more slip resistant. Both the WicWood and WicCork finishes are produced with a monolithic edge, which minimizes seam visibility.

As a result of this partnership Tate is able to offer exclusive solutions for buildings needing a high-end finish in projects demanding quick installation times, while still providing the cost benefits and flexibility of an access floor.

Headquartered in Jessup, Maryland (south of Baltimore) with manufacturing plants in Jessup, Red Lion, Pennsylvania and Oakville Ontario, Tate is a member of the Kinspan Group of companies, a global manufacturer of specialized building products based in Ireland with facilities throughout the world. Tate acquired ASPmaxcess, a leading access floor manufacturer in Canada, to form Tate ASP, which provides local sales, support, expanded production, and distribution in Canada.

# T&D Days in Canada and South Africa



The power transformers and distributors business area continues to proactively promote exchanges of technical and market-related information amongst international partners in the sector.

Following on from the first event of this group of business partners in June 2007, promoted by Amorim Cork Composites, the gatherings for exchange of up-to-date information continue. This time the events were promoted by our partners Argus (Winnipeg and Toronto, Canada) and GMC (Johannesburg, South Africa), who organised T&D days in their respective countries.

The event, devoted to power transformers and distributors, included a visit to Argus and GMC's production units, and the main topic discussed was that of vibration control, one of the sector's major concerns, and for which Amorim Cork Composites provides high performance solutions.



# Neutrocork confirmed a success for the retail sector

Amorim's latest innovation in cork closures, NEUTROCORK, is the seal of choice for retailer SPAR private label wines Olive Brook and Country Cellars.

At the latest Veritas Awards, SPAR wines won three medals for wines sealed with Neutrocork: two golds for their chardonnays and one silver for a red blend, all of which are bottle-aged for over a year.

According to Tinus van Niekerk, Spar's expert wine adviser, Neutrocork is the perfect closure for this type of wine, as it allows the consumer to get the real wine experience while preserving the wine's delicate fruit notes, is less expensive than alternative closures and is free of defects.

He says: "Customer feedback is part of Spar's day-to-day experience - from stores to distribution centres and from distribution centres to stores. We thus have access to the eyes and ears of our customers - and our customers are quick to point out any faults. To date, after hundreds of thousand bottles we have not had one com-

plaint regarding our wines closed with Amorim Neutrocork."

This high-tech, competitively priced stopper made of renewable resources is a successful product since its introduction into the market in 2003, subjected to stringent testing before being approved by wineries all over the world.

Today, Neutrocork sales represent well over 150 million units per year. Corks are individually molded from stopper-quality corkwood and ROSA steam-treated granules of uniform size allowing easiness of compression, extraction and re-insertion.



## International Clients Event

### Over 300 customers visit Amorim Revestimentos to see the new 2009-2011 collections

With the aim of conveying the company's new strategy - a shift from being a cork flooring company to a general flooring company - as well as pre-launching the new Wicanders product lines and 2009-2011 collections, Amorim Revestimentos invited its major customers to a series of events, organised over the course of around six weeks.

Each event, lasting two days and attended by an average of 40 clients, included numerous activities: the first day included a meeting in the museum showcasing cork and the Amorim family history, next to the Casa do Fundador and Amorim & Irmãos, lunch and a visit to the Amorim Revestimentos factory. The second day was geared more towards leisure and socialisation, with a number of activities which greatly pleased our guests: golf, a boat trip along the Douro including lunch, and a bus tour of the magnificent city of Porto.



# Amorim Cork Composites at Composites Europe 2008



Amorim Cork Composites (ACC) presented its CORECORK range of materials for the nucleus of composite panels at Composites Europe, demonstrating to visitors the countless benefits of using a sustainable material such as cork in applications with demanding technical performance requirements. The ACC stand was one of the star attractions at Composite

Europe 2008, displaying an ecological car, a kayak and an aeroplane pilot seat, all using the company's products. The high visitor numbers and countless contacts made are a testament to the great curiosity felt with regard to the use of cork in such technically demanding applications.

## UTAD students visit Amorim & Irmãos

On 13 June, Amorim & Irmãos was visited by 25 students from the Erasmus Mundus master's degree at Trás-os-Montes e Alto Douro University, along with several teachers. The students, of various nationalities, watched Amorim &

Irmãos' corporate film and were given a guided tour of the factory. All were impressed by the production process, which was completely new to some of the visitors.



# Eight nations in harmony – In the name of cork!



Together with Amorim & Irmãos, Korken Schiesser organised a cork study trip for about 30 wineries from eight different nations: Austria, Czech Republic, Slovakia, Slovenia, Croatia, Serbia, Montenegro and Macedonia.

For five days, this multinational group attended different Amorim-factories in the north of the country, where new technology was presented, as well as the cork forest in Alentejo or the factory in Coruche.

The visit to Amorim & Irmãos included lunch at the Casa do Fundador, in the company of Américo Amorim, Joaquim Amorim and António Rios de Amorim, during which the solid 60-year relationship between the Amorim and Schiesser families was clearly visible. During the stay, the group also had the opportunity to get to know some of Portugal's main cities and attractions, such as Porto, Lisbon, Fátima, Cascais, Sintra and Cabo da Roca.

## Amorim Cork Composites

### sponsors meeting with the Institute of Electrical and Electronics Engineers

Amorim Cork Composites sponsored the meeting with the Institute of Electrical and Electronics Engineers (IEEE) held in September in Porto (Portugal).

The IEEE, namely the Transformers Committee, came to Portugal to take part in the seminar promoted by the EFACEC group, which was attended by around 250 members and pro-

vided a point of contact with an audience specialising in the area of transmission and distribution of electrical energy.

The audience attending this seminar showed great interest in the Amorim T&D product range, in particular the specially tested product line designed to tackle problems regarding noise and the need to control vibrations in this type of application.

# Amorim Benelux equips the IPOWOOD range with the “IPOLOC click system”

Since July 15, Amorim Benelux has been delivering its most successful Ipowood line with the patented IPOLOC system. The 1.83 m long, 18.9 cm wide and 15 mm thick cork planks are now also available in the rustic and nature tones with oiled and white oiled finishing and one of the best click systems on the market.

Nevertheless, Ipowood customers that want to continue working with the Tongue and Groove system can still acquire products using that system.

This innovation will not lead to a price increase. Therefore, cus-

tomers can choose between IPOLOC and Tongue and Groove planks for the same price.

Moreover, to complete the range of products with thinner planks and a more attractive price range, Ipowood has new 14.8 cm wide nature version planks. These new nature planks are available with the IPOLOC click system.

The IPOLOC click system is produced under licence from Välinge Innovation AB, holder of one of the world's best known click systems. This system is also deployed by Wicanders cork flooring and most laminate producers.

## Amorim & Irmãos hosts Russian delegation

Last July, Amorim & Irmãos hosted in Portugal a group of individuals in charge of the major producers in the various sectors of the Russian wine-growing industry.

The visit surpassed all expectations, providing an opportunity to see all of the technological improvements implemented in the various Factories, as well as enabling greater contact with the country and its traditions.

On the part of the customers, it was amply acknowledged that the improvements implemented and the technological calibre of the Group clearly explain Amorim's leading position in the Russian market.



António Amorim with Russian delegation

## Group of Hungarian professionals visits Amorim & Irmãos

Amorim & Irmãos hosted a group of Hungarian wine professionals from 22 to 26 June.

After observing the stripping of cork trees in a cork oak forest in the Alentejo, the group visited the Coruche and Equipar factories and the Amorim & Irmãos headquarters.

Victor Ribeiro, General Manager of Amorim & Irmãos, gave a

general presentation on the company, which included a discussion of the work carried out in the Research & Development area.

The Hungarian group's stay ended with a magnificent walk along the Douro, including a visit to the Quinta Nova de Nossa Senhora do Carmo vineyards, owned by the Amorim Group.



# Hungarokork-Amorim

## supports 9<sup>th</sup> edition of VinAgora International Wine Competition 2008

Hungarokork-Amorim Zrt sponsored the 9th edition of VinAgora International Wine Competition, held from 4 to 6 July at Lake Balaton, one of Hungary's oldest and most prestigious wine-growing regions.

554 companies competed at the distinguished biennial event, which is regarded as one of the most important wine contests in the world. The jury, made up of international personages of great calibre, selected 5 winning wines; 54 companies were awarded gold medals and 110 were awarded silver. A media jury gave awards to 3 additional wines.

During the event, José António Remoaldo, Area Sales Manager, gave a presentation describing Hungarokork-Amorim's contri-

bution towards Sustainable Development to an expert audience which included professionals from the wine industry and members of the international jury.

VinAgora International Wine Competition is sponsored by international bodies such as the OIV (International Organisation of Vine and Wine) and the UIOE (Union Internationale des Oenologues), and is an active member of VINO FED (Fédération Mondiale des Grands Concours Internationaux de Vins et Spiritueux).

Since its first edition in 1992, the level of competition has risen, as has the number of participants and the guarantee to consumers of the excellence of the competing wines.

# Tide of awards for Quinta Nova wines

Quinta Nova's progress in the East has been widely acknowledged. Via its trader in those markets, Quinta Nova wines have been awarded countless prizes reflecting quality and international character.

Between the Wine Style Asia Award and the Japan Wine Challenge, they achieved three silver medals, two bronze and several commendations.

The Quinta Nova Grande Reserva remains in the limelight with its recent 1st prize at the "Top Douro" competition by the magazine Free Time (Brazil) and the "Press Selection - red wines" award given by a specialist panel of Portuguese journalists.



# ISO 22000:2005 certification awarded to Amorim Australasia

Amorim Australasia has been awarded ISO 22000:2005 certification for the finishing and distribution of various types of cork stopper, joining the list of Amorim companies already boasting this distinction.

An important certification in the cork industry with regard to Food Safety, its main aim is to guarantee uniformity of proce-

dures, in parallel with implementation of the HACCP system, regardless of the country or product in question.

The standard is applied to companies which are active in any stage of the food chain, which is the case with Amorim Australasia, for whom this marks an important step in its commitment to the quality of the products it produces and supplies.

# Cork training for German Sommeliers

On 13 October, Amorim Cork Deutschland, representing DKV Deutsche Kork-Verband e.V., gave a presentation to 12 regional members of the Sommelier Union (Dusseldorf group).

The meeting, which was held at the Intercontinental Hotel in Dusseldorf, provided an opportunity to broach a number of issues regarding wine and cork, giving rise to highly productive discussions.

The presentation also included a wine tasting session intended to assist with the sensorial distinction of TCA and TBA aromas, attended by a very interested audience alert to the powerful position which is increasingly being achieved by quality cork stoppers in markets worldwide.



# Cork - a fashion trend in interior decoration,

in the new Amorim Revestimentos show room



Within the context of the launch of the new Wicanders collections for 2009/2011, Amorim Revestimentos has set up a show room at its premises, inspired by an innovative concept.

In a total of 190 m<sup>2</sup>, divided into different areas, the five new product lines are displayed - CORKcomfort, WOODcomfort, VINYLcomfort, LINOcomfort and PARQUET (two additional product lines with cork in their makeup but vinyl and linoleum surfaces, and another made of wood, were added to the first two).

The show room's innovative nature lies in the fact that this

is not simply a location in which to display the collections. In each display area, unique and inviting atmospheres are recreated, suggesting different possible combinations of cork with other building and decorative materials, including furniture, home textiles and other decorative elements, always making use of the most appealing materials, textures and colours.

"Emotion" and "Lifestyle" are the key themes for the presentation of the proposals, evoking the comfort, design and innovation provided by cork, and the endless possibilities for application of the new Wicanders collection.

# Amorim Revestimentos Staff Gathering

In keeping with previous years, the third Amorim Revestimentos Staff Gathering was held this year with a view to continuously mobilising people to Processes of Change, promoting Organisational and Strategic Alignment (values and culture), reinforcing Team Spirit and Cohesion and, this year, discussing the issue of "THE MARKET AND HOW TO CONQUER IT".

62 employees, representing the various parts of the Company, got together on 11 and 12 July in the inspiring location of Óbidos, under its imposing walls which evoked an atmosphere of conquest.

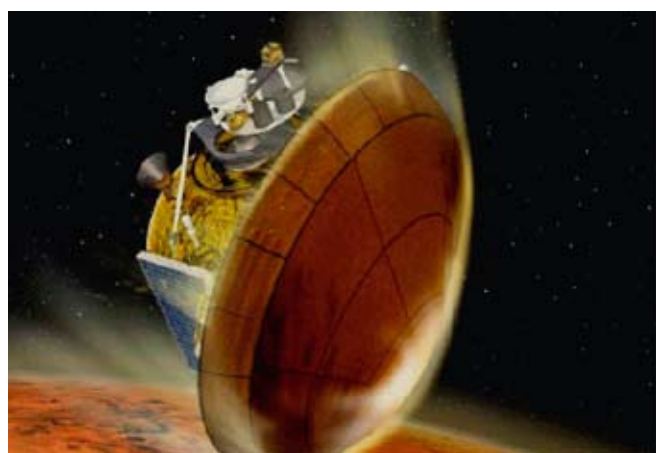
The schedule for the gathering included presentations by the Area Departments and Prof. Adriano Freire of the Executive Group, as well as an outdoor exercise on the theme of "Motivation and Commitment", in which the participants were asked to identify initiatives and activities to involve everyone in Conquering the Market.

The following general messages were conveyed:

1. The new strategic cycle will entail much greater and different requirements, and the need for a different organisation;
2. Because it is not Organisations that change, but People, it is essential that each of us feels the need for and urgency of that change;
3. Each of us should be able to transform the discomfort caused by change into a shared driving force;
4. A force powered by a positive, enthusiastic and winning discourse;
5. Committed to the Company strategy and in full compliance with the Values and Competences which we adopt today as essential in standing out and succeeding in that strategy;
6. Finally, we have already demonstrated our ability to meet the targets we set ourselves, as happened in the 2001 - 2007 cycle. Consequently, we will also be able to fulfil this new ambition, and conquer more of the market.



# Cork in Aerospace Applications



In a recent interview with EURONEWS, the ESA (European Space Agency) presented the success of tests carried out with a thermal protection system which counts cork among its components.

Re-entry into the atmosphere is a critical point in aerospace projects. This is because the friction caused by the entry of the spacecraft into the atmosphere towards the surface of the planet can cause irreparable damage to equipment.

According to official sources, the thermal shield developed and tested by the ESA has proved effective, enabling it to progress to new projects, namely the development of a new generation of aerospace transport vehicles.

# International Prize “Best Wine Tourism Award 2009” - Art and Culture



Having been awarded “Best Wine Tourism Award” national prizes for two years in a row, in the categories Accommodation (2006/7) and Architecture, Parks and Gardens (2007/8), the time has come for the long awaited award in the international “Art and Culture” category, for the Wine House project.

This international competition aims to reward excellence in the wine tourism area, and is promoted by the Great Wine Capitals Network ([www.greatwinecapitals.com](http://www.greatwinecapitals.com)), made up of the cities of Porto, Bordeaux, Melbourne, San Francisco, Bilbao, Florence, Mendoza and Cape City.

The 8 cities involved put forward a total of **384 candidates**, and the Wine House won over the jury thanks to the architectural restoration of historical heritage and the dynamic impact it has had on the regional economy.

Quinta Nova won the award ex-aequo together with three projects of international renown - Fundacion Dinastia Vivanco (Bilbao - Rioja, Spain), Villa Petriolo (Florence, Italy) and Bodegas Salentein/Museum Killka (Mendoza, Argentina) - leaving behind other strong candidates, including the grandiose Robert Mondavi project (Napa Valley, USA).

128 years after the first train travelled through, Quinta Nova breathed new life into the emblematic building, giving it a touristic and cultural vocation by restoring the station, the surrounding area and the homes of the railway workers.

For those who are not yet acquainted with it, the Wine House has an area of around 460 m<sup>2</sup> and includes a shop with a terrace for visitors to sample or buy Quinta Nova products, a private events hall and a museum centre. Worthy of particular note here is the permanent collection belonging to a member of the Amorim family, comprising around 500 items collected over 13 years, portraying the wine cycle in the 19<sup>th</sup> and 20<sup>th</sup> centuries.

Yet another example of the great potential of international wine tourism.



**AMORIM INVESTIMENTOS E PARTICIPAÇÕES, S.G.P.S., S.A.**

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