

#### Amorim Group news



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Study reveals ecological properties of natural cork stoppers

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## CORTICEIRA AMORIM's latest innovation in cork stoppers

## **Acquamark**®

- 800 million technologically-coated natural cells

Officially launched in December 2008, the Acquamark® stopper is the latest innovation in stoppers from CORTICEIRA AMORIM, world leader in the production of cork stoppers.

Produced using advanced technology, Acquamark® is extracted from Nature and subjected to a production process which gives it a superior technical performance in fundamental aspects such as sealing and conservation of wine.

Recyclable, biodegradable and ecological, the Acquamark® stopper is an excellent choice for anyone seeking the security and prestige of a natural cork stopper at a remarkably competitive price.

More information at www.acquamark.com

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## Welcome to another issue of **Amorim News**!

In this edition of Amorim News, now with a brand new look, of particular note is the publication of a number of CORTICEIRA AMORIM's institutional documents: Its Annual Report, Organigram - including a map of worldwide representation - and Sustainability Report.

It should be noted that this is the third edition of the Sustainability Report, which once again distinguishes CORTICEIRA AMORIM as the only Company in the sector to publish its commitments and aims with regard to Sustainable Development.

In this area, we would like to highlight the comparative life cycle study for three different forms of closure conducted by PricewaterhouseCoopers, which concludes that cork stoppers are the only closures with a positive environmental impact, and the best choice for wine producers seeking to adopt best practice.

On the subject of closures, Amorim & Irmãos has launched Acquamark®, a natural cork stopper extracted from Nature and subjected to a technologically advanced production process resulting in superior technical performance and excellent value for money.

Moving on from stoppers to insulants, though still with regard to Sustainability, Amorim Isolamentos recently launched the Amorim Isol+ software application, a tool created to meet the needs of eco-

construction, which calculates the energy efficiency of buildings using cork agglomerates. "Sustainable materials for sustainable construction" is the tagline embodying the philosophy of this new Business Unit devoted to insulants (insulants which are also used in the wine cellar of Quinta Nova de Nossa Senhora do Carmo).

Following on from what we had previously written, Quinta Nova was awarded the Best Wine Tourism 2009 award, in the Art and Culture category, for the Wine House project, in recognition of the Company's efforts towards enhancing the value of the Douro historical heritage. This international award was formalised at a ceremony held at the Port Wine Museum, in the city of Porto.

Read all about this and other news at www.amorim.com.

# CORTICEIRA AMORIM publishes Annual Report and Sustainability Report



CORTICEIRA AMORIM, like all economic agents, has recently been operating within a framework of economic recession and shrinking consumption, affecting its main export markets. The year's operating results did not therefore match expectations, and above all they did not match the effort and commitment of the entire Organisation, which was quick to become aware of the new phase and take action to successfully overcome the setbacks experienced and prepare to resume, in the near future, an appropriate level of profitability and creation of value for the shareholders.

## To this end, in 2008 CORTICEIRA AMORIM:

- reinforced its positioning in the prime quality cork stoppers segment, by acquiring the Oller Group;
- launched Acquamark®, a new natural cork stopper of proven technical efficiency;
- acquired the Cortex Group (Germany) and a significant shareholding in US Floors, Inc (USA), increasing its capacity for production and distribution of coverings;
- created new collections of coverings, presented to the Portuguese market in early 2009;

- published its Amorim Alsol+ software, a new tool created for ecoconstruction;
- shared with the scientific community and the cork sector its activities regarding Innovation, Research and Development;
- became the first member of the Earth Condominium, a voluntary system aimed at caring for shared spaces in an integrated fashion;
- launched Green Cork, a pioneering programme to recycle cork stoppers in Portugal;
- presented the Natural Choice Programme, aimed at bringing together the Organisation's events and initiatives regarding Sustainability into a single programme, as well as mobilising widespread civic participation.

This is the setting within which CORTICEIRA AMORIM operates, acting in an incisive and prioritary manner both for market development - creating business, products and collections, expanding its sphere of geographic influence, and reinforcing partnerships - and in adapting the Organisation to current needs - promoting the reduction of industrial investments, stock rationalisation, and efficient management of working capital.

Visit www.corticeiraamorim.com to read the full versions of the Company's Annual Report and Sustainability Report.

#### Quinta Nova is "Global Winner Best Wine Tourism Award 2009"

On 2 March, in a ceremony held at the Port Wine Museum in Porto, Quinta Nova de Nossa Senhora do Carmo received the "Best of Wine Tourism 2009" international award, in the "Art and Culture" category, awarded to its latest wine tourism project at Pinhão station, the Wine House. The international prize, awarded 8 months after the opening of the Wine House, is added to previous prizes won by the Quinta Nova Rural Hotel, in the Accommodation category in 2007 and in the Architecture, Parks and Gardens category in 2008. "The efforts made by the Amorim Group aimed at valorisation of the natural and historical heritage of each of the projects it undertakes have led us to see in Pinhão station the ideal location to exhibit the treasure trove collected over many years by Fernanda Amorim, my mother, which portrays the Port wine cycle in the 19th and 20th century so well", stated Luísa Amorim, CEO of Quinta Nova, during the award ceremony, attended by her father, Chairman Américo Amorim.

The existence of this museum was one of the reasons which led the international jury of the Great Wine Capitals Network to select the Wine House as the winning project on an international level. For the award, the jury also considered the restoration of the historical heritage of Pinhão Station, as will as the economic boost brought about by this wine tourism facility in the region.





From left to right: Manuel Pimentel, Municipal Councillor of Porto, Luísa Amorim, CEO of Quinta Nova and Chairman Américo Amorim during the award ceremony



## Wicanders® Coverings at H2otel Congress & Medical SPA, in Covilhã

In late 2008, in the peaceful mountains of the magnificent Serra da Estrela Natural Park, H2otel was opened, a hotel facility and spa designed in full harmony with the surrounding landscape. With 90 rooms, 17 of which are suites, H2otel took inspiration from Nature to provide utter comfort and relaxation to its guests. The construction and decoration materials were selected with this concept in mind, leading Natura IMB Hotels, the company which owns the facility, to choose Amorim Revestimentos solutions, laying 4000 m<sup>2</sup> of **Wood**comfort® HPS, ref. Classic Sucupira floating floors in the rooms.

One of H2otel's great assets is its Mountain Spa, a modern thermal spa and beauty centre offering the opportunity to enjoy the renowned therapeutic qualities of Unhais da Serra water. In this facility too, 1000 m<sup>2</sup> of **Wood**comfort® HPS, ref. Classic Sucupira glued floors were fitted, remaining with the choice of Sucupira as a way of maintaining visual harmony, with the added benefit of the comfort associated with this product.

## FSC General Assembly 2008

## Cork and sustainability of forests under debate

From 3 to 7 November, Amorim & Irmãos was present at the FSC General Assembly 2008, a meeting held every 3 years and which took place in Cape Town, South Africa.



The FSC (Forest Stewardship Council) is a non-governmental, independent and not-for-profit organisation committed to promoting responsible management of forests all over the world. Products produced in accordance with all of its ecological, social and economic standards are awarded the FSC certification of the same name, as is the case with Amorim & Irmãos cork stoppers.

As a representative of one of the most environmentally friendly industries, and playing a fundamental role in the sustainability of forests, cork was highly praised, in particular within the context of the wine industry, the greatest consumer of cork stoppers. Around 15 thousand million cork stoppers are produced every year all over the world.

Natural, renewable, recyclable and biodegradable, the cork stopper is the most eco-efficient and natural way of conserving wine, respecting the parameters promoted by the FSC. Not a single cork oak is felled in the process. Stripping is carried out every 9 to 12 years, the time required for complete regeneration of the bark of this tree. Cork oak forests are also the natural habitat of countless threatened species, and a hotspot of biodiversity and CO<sub>2</sub> retention.

There'se Brinkcate, of WWF South Africa, who also attended the FSC General Assembly, mentioned these facts: "Corks used in the wine industry represent over 70% of the total value of the cork market. As a result, this industry takes on a fundamental importance in the preservation of cork oak forests. Consumers who chose closures other than cork, such as plastic and screw caps, are contributing to the destruction of the vital ecosystems which exist within cork oak forests, leading to their conversion for other uses, abandonment, degradation, and finally loss of one of the most valuable examples of a system of balance between Man and Nature".

The WWF also maintains that FSC certification is the best way of ensuring responsible management. With regard to the wine sector, some leading companies have already expressed their preference for FSC certified cork stoppers, but there is still a long way to go.





## **Amorim Cork Beijing** gives Oenology award

Amorim Cork Beijing, in partnership with Northwest Agricultural & Forestry University, is to reward the best dissertation in the field of oenology by final-year students taking their degree at this prestigious institution.

The prize, limited to students of oenology in China, is aimed at promoting and expanding the study and development of issues in the field.

The dissertations, which may by written individually or in groups, must be the students' final paper, and must be submitted in the same academic year as the prize is awarded (2008/2009).

The papers will be assessed by a jury, presided over by Professor Li Hua, according to the topic chosen, relevance, degree of innovation, scientific rigour, quality of writing and bibliography used.

The winner will be announced before the end of 2009, and the prize will be awarded in 2010 at a location yet to be confirmed.



### **Revestimentos Amorim** at Japan Home & Building Show 2008

For three days, from 12 to 14 November, Amorim coverings were represented at the Japan Home & Building Show 2008, held in Tokyo, an event attended by 700 exhibitors.

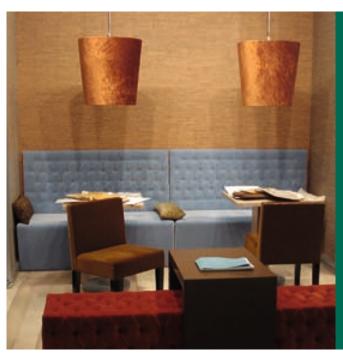
142 professionals representing 104 companies took part in the fair. Visitors had the opportunity to become acquainted with the potential of cork, in particular with regard to its ability to take on a wide variety of attractive appearances, and the ease with which it can be combined with other materials such as wood.

Following this event, a business dinner was held for a number of important Clients in this market, including representatives of the companies Shimizu, Asahi Matex, Sinco, Elan Cork and Maruhon.



## **Amorim Cork Composites** attends BAU 2009

Amorim Cork Composites took part in the 2009 edition of BAU, in Munich (Germany), a major trade fair devoted to the construction sector, where it presented its various sustainable solutions aimed at improving the acoustic and thermal performance of buildings. The range of products exhibited at BAU 2009 was centred around the idea of an eco-efficient home using cork solutions for the various building elements. Visitors had the opportunity to see the AcoustiCORK subfloors, Acoustic Core Materials (ACM) for incorporation in wooden panels, noise reduction solutions for wooden panels for technical flooring (AcoustiCORK NRT) and the proposal for rubber flooring for home gyms and play rooms.



## **Amorim Revestimentos** and Gierlings Velpor at Heimtextil 2009

#### Seduction and comfort in texture, form and colour

Amorim Revestimentos, in partnership with Gierlings Velpor, attended the latest edition of what is regarded as the world's greatest trade fair for home and contract textiles, held from 14 to 17 January in Frankfurt, Germany.

The latest suggestions for the German market were presented at the team's stand of around 27 m<sup>2</sup>. Seduction and comfort were the concepts communicated by the new lines of cork-based coverings and deep-toned velvet fabrics.

86,000 visitors and 2700 exhibitors from over 60 countries are some of the numbers attesting to the importance of this event.

## Study reveals ecological properties of natural cork stoppers

Carbon dioxide emissions associated with cork stoppers are significantly lower than those associated with aluminium screw caps and synthetic closures - this is one of the conclusions of a study carried out by PricewaterhouseCoopers, an independent body which examined and compared the life cycle of these three

The study, conducted over a year, was commissioned by COR-TICEIRA AMORIM with the aim of identifying opportunities for improvement of the environmental performance of natural cork stoppers.

#### Parameters and results of the study

CO<sub>2</sub> emissions caused by aluminium screw caps are 24 times greater than those caused by natural cork stoppers, whereas synthetic closures are responsible for ten times more CO<sub>2</sub> emissions than natural cork stoppers.

This conclusion was based on the examination of 7 key environmental indicators: emission of greenhouse gases; consumption of non-renewable energy; water consumption; contribution to acidification of the atmosphere; contribution to the destruction of the ozone layer; contribution to eutrophication and production of solid

Cork stoppers were rated the best alternative in 6 of the above indicators, and came in second place, after aluminium closures, with regard to water consumption.

Over a 100 year period, CO<sub>2</sub> emissions during the life cycle of 1000 stoppers (production, transportation, packaging and end of life) amount to 1,533 g of equivalent CO<sub>2</sub> (CO<sub>2</sub>e), whereas the value for 1000 synthetic closures is 14,833 g of CO<sub>2</sub>e, and 37,172 g of CO<sub>2</sub> for 1000 aluminium screw caps.

The study by PricewaterhouseCoopers, conducted in accordance with standards ISO 14040 and 14044, was subjected to careful revision by three independent bodies, including an expert in life cycle studies. In accordance with the above standards, the least favourable scenario regarding the promotor of the study (CORTICEIRA AMORIM) was always considered. In addition, the study did not consider the environmental impact associated with the process of transformation of aluminium into screw caps, and raw material into synthetic closures.

António Amorim, Chairman of CORTICEIRA AMORIM, remarked that the life cycle study contributed towards expanding the Organisation's vast knowledge base on sustainability issues regarding the raw material cork: "Many sectors of the wine industry are working hard to reduce their environmental impact, and this study once again highlights the role which cork stoppers can play in this process. Natural cork stoppers are the only choice of closure for wine producers, distributors and retailers seeking to minimise their carbon footprint and adopt best practice with regard to environmental performance. We are a natural partner in their efforts at CO, retention".

The PricewaterhouseCoopers 2008 report on the life cycle study along with the respective abstract can be viewed at www.corkfacts.com and www.corticeiraamorim.com.



## New 3 Pomares vintages

Quinta Nova de Nossa Senhora do Carmo has launched the new vintages of the 3 Pomares range, with one 2008 white and rosé, and one 2007 red.

Continuing the commitment to quality, combined with excellent value for money, these new wines boast a more defined and exuberant character, in accordance with market expectations.

We invite you to experience them, and promise satisfaction.





Over 420 000 people have seen the film

## "Save Miguel" nominated for the Green Awards

Promoting the sustainability of the cork oak forest and cork is the main thrust of the "Save Miguel" international campaign, promoted by CORTICEIRA AMORIM and nominated for the 2008 Green Awards.

The purpose of the Green Awards, launched in 2006, is to reward creativity in sustainability across the entire market, encouraging

social responsibility and best sustainability practice in corporate communication.

#### The "Save Miguel" campaign and film

The "Save Miguel" campaign has a crucial message: defending natural cork as a unique ecological resource in the world, and appealing for the preservation of the cork oak forest.

With this aim, a short and entertaining film - seen by over 420 000 people to date - was made, starring the North-american actor Rob Schneider. Schneider finds out that "Miguel" is a cork oak with a crucial role in the environment, which needs to be protected, and lists a number of ways to contribute to its preservation.

By persuading the public to choose a 100% sustainable product, "Save Miguel" has helped promote informed consumer choice, as by choosing a wine with a natural cork stopper consumers are choosing the world's most ecological form of closure.

Watch the film at www.savemiguel.com.



## T&D Day in Singapore

The power transformers and distributors business area promoted yet another meeting amongst international partners, with the aim of exchanging technical and market-related information. This time the meeting took place in Singapore, and aroused keen interest in the audience.

Amorim Cork Composites continues to regard these events as unique opportunities for the formation and sharing of synergic relationships which play a key part in the development of this business sector.

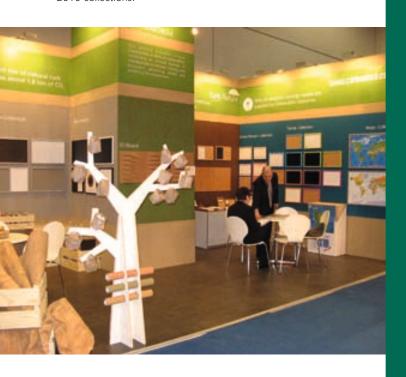
The event, like previous ones, was organised in conjunction with a local partner in Singapore. The company Faxolif was in charge of this organisation, and with the support of Amorim Cork Composites it presented to the audience a number of solutions for power transformers and distributors.

## Paperworld and Ambiente 2009 Cork Nature in Frankfurt

Amorim Cork Composites' CorkNature brand was once again present in Frankfurt at Paperworld and Ambiente, two major international trade fairs, where the new home and office products were presented.

The stand was strongly marked by the concept of sustainability, and attracted a large number of visitors. Once again, and in line with the tendency observed in previous years, keen interest was shown in cork as a natural decorative material with great design potential.

These two events contributed not only to increased awareness of the target consumer group with regard to the concepts of sustainability, innovation, functionality and design in relation to the raw material cork, but also served as a source of inspiration for the 2010 collections.



#### **ACC Global Meeting '09**

Amorim Cork Composites (ACC) organised another Global Meeting in February, attended by company staff from all over the world.

The aim of this kind of event is to ensure and foster constant communication and alignment of Employees as fundamental conditions for success. To this end, in addition to numerous working meetings, a Strategic Alignment Session was held.

There was also a presentation of the operating profits from the previous year and the Strategy Map which will guide ACC's activity over the next quarter. This enabled us to share the goals and initiatives upon which the Organisation's activity will be based.

## World's largest organic produce supermarket chain

# Whole Foods Market® joins the ReCORK America Recycling Programme





Geoff Smith / Whole Foods Market®

A renowned promoter of intelligent environmental practices, the North-american supermarket chain Whole Foods Market® has recently joined the ReCORK America programme.

ReCORK America is a programme for the recycling of cork stoppers promoted by CORTICEIRA AMORIM and its subsidiaries PortoCork America and Amorim Cork America.

In the first phase, over a six month period, 25 shops belonging to the chain will provide customers with containers for the collection of used cork stoppers for subsequent recycling.

Carlos de Jesus, Communication and Marketing Director of the Cork Stoppers Business Unit, highlights the fact that the Whole Foods Market® chain is a flagship with regard to sustainable business practices: "We are very happy to be able to provide our customers with the chance to take part in recycling, and contribute to the useful life of cork stoppers".

Cork is a natural, biodegradable and sustainable product, and is a valuable source of carbon fixing. Recycled cork stoppers can be re-used as a raw material for other cork products, a sustainable solution.

Adesina Stewart, Green Mission specialist at Whole Foods Market®, also expressed her satisfaction with the project: "How could we not like the idea of recycling cork stoppers? Millions of cork stoppers are thrown out every year. It is a small object, with the purpose of closing wine bottles, but it can have an extremely positive impact on the environment, if recycled and reused".

To find out more about this project in particular and about CORTICEIRA AMORIM's Sustainable Development practices, visit: www.recorkamerica.com and www.amorim.com.



## Gierlings Velpor

takes on new investment projects

Gierlings Velpor - a textile company belonging to the Amorim Group, specialising in three-dimensional fabrics, is currently experiencing great changes.

In the wake of the recently approved Strategic Plan for the next three years, this two hundred year old company is undertaking an ambitious investment project.

The industrial section - weaving, dyeing, printing and finishing - will undergo major improvements. The goal is increased productivity, better quality and above all greater flexibility. As part of this project, within the framework of another of Gierlings Velpor's great strategic strengths - diversification - production has begun for the new Looms, using Jacquard technology, which will enable the company to enter the Home Decor and Velours for Public Transport markets. The company is also investing in an enhanced market presence, in particular by increasing its participation in other European textile fairs in the three main sectors in which it operates: Clothing, Decor / Displays and Public Transport

Investment in new products is another major strategy for the coming years. In 2009, the recently established Creation Department will coordinate the Fall / Winter 2010 / 2011 clothing collections and the 2010 Decor collection, one of Gierlings Velpor's main strategies to enable the company to penetrate the restricted circle of world market leaders in velours.

## Gula Magazine distinguishes

## Quinta Nova reserva 2005

"BRAZIL'S BEST, MOST COMPLETE AND INDE-PENDENT RANKING FOR 11 YEARS" - THIS IS THE CLAIM WITH WHICH THE PRESTIGIOUS BRAZIL-IAN MAGAZINE GULA PUBLISHES ITS LIST OF THE YEAR'S BEST WINES, WITH THE AIM OF IDENTIFY-ING TRENDS.



The Gula tasting panel selected the 222 best wines sold in Brazil in 2008, grouped according to category and price band. After the Best Old World Red prize awarded last year to Quinta Nova Grande Reserva 2005, this market has now given pride of place to Quinta Nova Reserva 2005: "Well perfumed, rounded, intense, ripe fruits. Notes of cocoa, floral, very long and quite persistent. Silky and long in the mouth, enviable. A remarkable number of Douro wines won prizes, demonstrating the triumphant success of a region which not only produces admirable Ports, but superb whites and reds as well. This market displays an attraction to good value wines and a tendency to seek quality, with very well-informed "disciples of Bacchus".



Cork products are indeed the most environmentally friendly and, if their entire life cycle is considered, Expanded Cork Agglomerates are the best of all insulation materials

## **Amorim Isolamentos**

# launches software to support sustainable construction Sustainable insulation, using sustainable products

Conservation and sustainability of the environment are key issues in today's world. With this in mind, Amorim Isolamentos has been working towards improving the dissemination of its products, in particular Expanded Cork Agglomerates, with the tagline "sustainable materials for sustainable construction".

Within the context of sustainability, the concept of thermal efficiency is of great importance. However, much more wide-ranging is the concept of eco-efficiency, as it defines a policy of reduced energy consumption, as well as the type of materials used, which must be environmentally friendly and durably effective, as short-term effectiveness is not the same thing as sustainability.

Cork products are indeed the most environmentally friendly and, if their entire life cycle is considered, Expanded Cork Agglomerates are the best of all insulation materials: the raw material is natural and renewable, and is the result of a natural (additive-free) industrial process; it has excellent thermal and acoustic insulating properties, has unlimited durability without loss of its qualities and is entirely recyclable.

Thanks to these properties, already attested to by a number of international certifications - in particular the ICEA (Italy) and R (Germany) and Japan environmental certifications, in addition to those guaranteeing quality and values, Acermi (France) and MPA (Germany), and control procedures in accordance with the requirements of EN 13170 and resulting EC marking - demand for these materials is rising on the



international market, thirsty for technically efficient and environmentally friendly materials.

Always alert to market demands, Amorim Isolamentos has just launched its own software application for thermal calculations, an indispensable tool for technicians working in the field of requirements for and classification of energy efficiency in buildings, based on the recently approved RCCTE – Regulamento das Características de Comportamento Térmico dos Edifícios (Regulation for Thermal Behaviour Specifications of Buildings).

The excellence of Cork Agglomerates has led a number of renowned architects to use this product in landmark projects, for insulation and as an exterior covering - an agglomerate with identical features, but created for specific applications.

Some of these projects are a veritable testament to the excellent performance of cork, such as the Portugal Pavillion and Quinta do Portal (both by Siza Vieira); the Cork house, already accoladed by TV and magazines; a Wine Cellar in the Alentejo; an Institute in Switzerland; a manor in France and, more recently, the Ecocabanas (eco-huts), among many other projects currently in the competition stage.

Sustainable insulation, effective over time, the healthy environment of a breathing building... only possible with cork.



### **Surfaces 2009**

## Amorim Flooring North America continues to surprise the American market

In order to surpass the expectations of US customers and introduce the dynamism and innovation of AMORIM's products, Amorim Flooring North America took to Surfaces 2009, an important floor covering trade fair, the renewed image of Wicanders®, leaving a lasting impression on distributors, dealers and the media.

With a sophisticated, modern and striking design, combined with new sizes, colours and textures, the **Cork**comfort® and **Vinyl**comfort® product lines have given rise to a clear change in the way cork is perceived. The realistic texture and wood-like appearance aroused

curiosity among some of the visitors, who could not be sure whether they were touching vinyl or wood tiles.

WILDLIFE FUND (WWF)

In conjunction, the new merchandising systems for retail showrooms were also presented. Customers were very impressed by their attractive and compact appearance.

It remains to be added that the stand, with a design that won great praise and was considered to be one of the best at the fair, received constant attention from the cameras capturing the 9 beautifully designed environments.

### **Cork used to "clothe"** classic Renault 4L



The owner of one of the most iconic Renault cars - the 4L - has lined its interior with cork.

Upholstery, sunroof and doors were all given an attractive new look which served above all to make the car much more comfortable.

The virtues of cork - bark of the cork oak, Quercus suber L. - are well known: it is light, impermeable to liquids and gases, compressible, elastic, provides excellent insulation against temperature, noise and vibrations, is wear-resistant, and is a natural, renewable, recyclable and biodegradable product. All these virtues are represented in this unique Renault specimen.

A veritable work of art and a compliment to Portugal, world leader in the production, processing and export of cork, the 4L car was displayed at the Amorim Group Christmas party, where it was the centre of attention.

### www.quintanova.com Quinta Nova with renewed internet presence

The new Quinta Nova de Nossa Senhora do Carmo website is now online.

After its recent major business expansion in the oenology, gourmet and wine tourism areas, the need was felt to communicate with the market.

Packed with content, this new interactive site enables visitors to become acquainted with the entire project, and make intuitive contact with the Company's brands, as well as expand their technical knowledge of the world of wine.

Visit www.quintanova.com and discover every nook and cranny of the Quinta and its Rural Hotel, the charming Wine House project and the range of wines produced from the historic 120 hectares of this special terroir.

### **Hospital Orbis,**

## a 21<sup>st</sup> century hospital with Wicanders® coverings

*Orbis Ziekenhuis Maasland Sittard* is a new concept of hospital created in Sittard, in the Netherlands. Orbis (which means 'circle' or 'ring') is an independent organisation seeking to complete the 'circle' of healthcare in the Netherlands.

An ambassador for a new vision of healthcare services, *Orbis Ziekenhuis Maasland Sittard* places patients in centre stage, making it a priority for them to feel at home, in an almost domestic, relaxing and welcoming environment. To this end, the entire hospital structure, lighting, construction and decoration materials were carefully planned with a focus on positivity and wellbeing. The Wicanders® **Wood**comfort® line fits in with this goal, and **Wood**comfort® Classic Oak was the covering chosen for the corridors, relaxation rooms and visitor rooms, over a total area of 6500 m². The result is a hospital for the 21st century.





## Foreign journalists visit Quinta Nova

On 13 March, Quinta Nova hosted a group of foreign press correspondents in Portugal.

The group took part in an intensive programme aimed at providing a global overview of the project, including a tour of the vineyards, wine tasting, wine caching and a visit to the Wine House at Pinhão Station.

The programme, prepared in partnership with Arisdouro and Museu do Douro, also included a boat trip for the visitors to enjoy the beautiful Douro landscape, lunch at a DOC restaurant and a visit to the innovative Régua museum.

The Quinta Nova wine tourism project, which magnificently embodies the spirit of the Douro Valley, greatly impressed the visiting journalists, representing Spain, France, Romania, Hungary, Germany, the UK and Brazil.





# Woodcomfort® product line chosen for the new Novotel Trabzon in Turkey

In October 2008, a 1st class hotel was opened in northwest Turkey, in the city of Trabzon, by the Black Sea.

For the construction of this project, Amorim Revestimentos supplied two items from the **Wood**comfort® product line: Classic Rustic Oak, installed in the Restaurant, and Classic Sucupira, installed in the hotel's spa area.

The Novotel Trabzon is very close to the World Trade Centre, 5 minutes from the airport and 8 minutes from the city center. It has 200 rooms, a restaurant and bar, relaxation/spa and fitness area, convention centre, business centre and pool, among other facilities.

#### **Wood**comfort® also used in the "Park Bravo" shop in Trabzon Shopping Centre

In Trabzon Shopping Centre, devoted to high-level customers, the shop "Park Bravo" has opened, also making use of the **Wood**comfort® product line, the selected product this time being the Classic Mutene flooring.





## Hotel Indigo Riverside uses **Wicanders® cork** floorings

#### A case study in eco-hospitality

Nestled in a tranquil suburb just outside of downtown Boston, Hotel Indigo Riverside has a very unusual peculiarity: its interior designs change to reflect the season, providing guests with a truly unique experience during each visit.

The concept was created by the architecture firm CBT, which chose Wicanders® cork flooring for the project as a way to create quiet inspiration and comfort, while maintaining a balance between aesthetics and Nature. As a result, over 4275 m² of Wicanders® cork adorn the floor of the roughly 200 rooms and suites. The **Wood**comfort® ref. bronze product line is a refined version of the classic Wicanders® cork floorings, covered with wood veneer. This unique combination provides the look of hardwood without sacrificing the sustainable values and sensory benefits of cork oak.

According to Jackie Soandso, head designer, "Wicanders® was chosen because of its superior design, durability, manufacturer's warranty and ongoing customer support."

Mark Shuber, General Manager at Hotel Indigo, shares his thoughts: "Cork oak floors provide a comfortable and quiet surface. They are unique, eco-friendly, and sustainable which is extremely important in hospitality design today."

Wicanders® patented Acousticork Noise Reduction Technology (NRT®) is excellent for use in hotels, apartment buildings, town homes, condominiums, and anywhere silence and privacy are valued. This technology is a perfect solution for diminishing

the echo effect of large corridors and hallways.

Of course the warm touch and giving feel of cork oak are just as important as the aesthetic design. Paulo Nogueira, Managing Director for Amorim Flooring in North America says that, "Wicanders® cork oak offers many possibilities for design. It is technically possible to alter and adjust the color, shape, size, texture and look of our products—they can be made to mimic different woods, even stones."

In addition to all these benefits, there is the issue of air quality. Wicanders® products are made with Acrodur® by BASF. Acrodur® is purely water-based and contains no solvents such as the often-used formaldehyde resins that give off emissions. These features are recognised by the GREENGUARD® Environmental Institute's (GEI) prestigious GREENGUARD Indoor Air Quality Certified® product performance certification.

CBT also looked to Wicanders® to contribute significant points to the U.S. Green Building Council's LEED rating system. The LEED system articulates a set of integrated, measurable goals that have changed the way professionals approach design and construction. Wicanders® Cork Oak floors contribute LEED points in Materials and Resources, Indoor Environmental Quality, and Innovation and Design Process.

More information at www.Wicanders.com or www.WicandersCorkOakBlog.com

## **Drivers and journalists plant cork oaks CORTICEIRA AMORIM** sponsors Ervideira Rally TT 2009

In an ecological and original initiative, CORTICEIRA AMORIM donated 450 cork oaks to be planted by drivers and journalists during the Ervideira Rally TT 2009 last February.

Each participating team planted 10 cork oaks in land belonging to the Herdadinha, close to the location where the competition is held.

"This was an excellent idea, and I took great pleasure in sowing the seeds of the future", remarked Carlos Sousa, three-time national cross-country champion, who celebrated his 20th birthday this year behind the wheel of a Mitsubishi Racing Lancer. "I had never done anything like this before, but it was an absolutely extraordinary idea, and if our contribution has the effect of improving the environment and helping future generations, I am all for it", added Filipe Campos, current national champion.

The cork oaks planted symbolise respect for Nature and its resources, and the gestures Humans can still make to care for the environment. "Our efforts will only bear fruit in 50 years, but the image of these friends planting the future and contributing towards a better environment will stay in my mind forever", concluded Duarte Leal da Costa, CEO.



## Amorim Cork Composites presents novelties at Domotex 2009

Amorim Cork Composites attended Domotex 2009, in Hannover (Germany), the most important international trade fair for professionals in the flooring market, where it exhibited its AcoustiCORK NRT, Amorim Sports Floors and AcoustiCORK subfloors.

The Company presented, to a highly specialised audience, developments in the field of acoustics for flooring and rubber flooring for children's areas and small and large scale sports facilities, its latest innovation.

The Amorim Cork Composites stand was very popular with visitors, and a number of important international contacts were made, suggesting good business prospects.



#### **Fairs and Events**

#### **QUINTA NOVA**

- Vinitaly (Verona Italy) 2 to 6 April
- Expovinis (S. Paulo Brazil) 5 to 7 May
- Vinexpo (Bordeaux France) 21 to 25 June

#### **AMORIM&IRMÃOS**

- The London International Wine Fair
- (London United Kingdom) 12 to 14 May
- International Cork Fair (Coruche Portugal)
- 29 to 31 May

#### **AMORIM CORK COMPOSITES**

- TIF Tripoli International Fair (Tripoli Libya) 2 to 12 April
- MOSBUILD 2009 (Moscow Russia) 31 March to 3 April
- CWIEME 2009 (Berlin Germany) 5 to 7 May

#### **AMORIM REVESTIMENTOS**

- Domotex (China) 24 to 26 May
- Vakbeurs Vloeren (Netherlands) 24 to 26 May



## New **Wicanders**® collection by **Amorim Revestimentos** wins over international fairs

In the first quarter of 2009, the new look of the Wicanders® brand has already been a huge success at major international fairs held in Germany.

At BAU, in Munich, the Comfort product lines, exhibited in six different environments, were displayed in a two-storey stand with a total area of almost 200m<sup>2</sup>. The display was very well received by visitors, with a particularly positive impact on the southern Germany and Austria market, consolidating Amorim's leadership in this market with regard to its competitors.

The fair was attended by an unexpected volume of visitors, with a significant number of direct sales.

At DOMOTEX, in Hanover, as in previous years, the stand was located in pavilion 7, but this time its products were displayed in an area of 360m². An interesting combination of materials from the new **Cork**comfort®, **Wood**comfort®, **Lino**comfort® and **Vinyl**comfort® product lines, as well as the PARKET product line, were presented in twelve environments, alluding to different residential areas, offices and shops. These environments elicited a very positive visitor response.

It should be highlighted that the Portugal and Germany teams of the Flooring Business Unit created an exceptional presentation for these two major international fairs.

The new products caused quite a stir, and the high number of international clients and specialist visitors is expected to be an excellent indicator of the success of these products on the market.

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