



# NEWS

## Amorim Group news



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## Amorim Floorings used in Gaudí's Sagrada Família

It is Barcelona's crowning jewel and one of the most popular monuments in the entire world, visited by millions of tourists every year. The Sagrada Família, designed by Catalan architect Gaudí and regarded by many as his greatest work, is a Catholic temple of imposing grandiosity and breathtaking architecture.

From now on, anyone visiting the Sagrada Família who enters the temple's crypt will be walking on a floor which is "made in Portugal", more specifically by Amorim Revestimentos. The Wicanders® product range, namely the **Corkcomfort** line, which combines a feeling of comfort with the refined appearance of cork, was chosen to be a part of this imposing project, led by architect Jordi Bonet i Armengol. In addition to the abovementioned features in terms of comfort and appearance, the capacity for acoustic absorption provided by the use of cork in Wicanders® coverings was a determining factor in the choice of the **Corkcomfort** range due to its huge importance in a project of this magnitude.

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# NEWS



The year which just ended was one of the very best in CORTICEIRA AMORIM's long history. Faced with the harsh realities of the economical and financial crisis of 2009, the company reacted swiftly and effectively. It reorganised its internal structure, adapting it to meet the needs of the market, reformulated its processes and rationalised its operating costs. To support growth, these measures were complemented by an aggressive stance on the part of CORTICEIRA AMORIM's management teams. Wider geographical coverage, combined with increased productivity of the sales teams and the launch of new products, led to a significant increase in the Company's market share in the sector.

In perfect harmony with the realities in which CORTICEIRA AMORIM currently operates, cork is enjoying a renaissance the world over, with a new perception of its true potential for application and the added value it brings to the products in which it is used.

This was indisputably a significant year as regards the launch of new projects, some of which on a scale which proved decisive in this renewal of cork's image. The Portugal Pavilion at the World Expo 2010 in Shanghai is the most prominent example of the visibility achieved by cork in 2010. At a world expo in which 192 countries were represented, the Portugal Pavilion, entirely covered with cork, was the 11th most visited, receiving the Design award alongside

countries such as Finland and the United Kingdom.

New stoppers - associated with some of the world's most highly regarded nectars; major investment in the association of Cork & Design - with cork being used in works of art and the creation of partnerships devoted to the pursuit of this field; the launch of new products, such as Corksorb; and a coherent track record in the field of sustainability, with a range of initiatives aimed at the valorisation of cork oak forests, are some of the features which left a mark on the year 2010 for CORTICEIRA AMORIM.

I conclude with a curious fact. If you visit [www.informationisbeautiful.net](http://www.informationisbeautiful.net), you will find a map depicting the best that each country has to offer (Because every country is the best at something). In the case of Portugal, a single word is shown: "Cork". For this, a heartfelt thank you to all admirers of this wonderful material, with such unique features, which is so closely associated with our country.

Carry on preferring Cork, for a Present with a Future.

Kind regards,  
António Rios de Amorim



“I have always regarded cork as an excellent material, and have used it in a number of projects designed by myself. Whenever I have used cork the results have been good, and it is also an interesting option from the economic perspective. ”

Architect Jordi Bonet i Armengol

Around 2000 m<sup>2</sup> of **Corkcomfort** Glue-down with a high-traffic varnish finish cover the floor of the crypt, a part of the temple declared a World Cultural Heritage site by UNESCO. Begun in 1882, the Sagrada Família is still under construction, and is expected to be finished in 2026, the centenary year of Gaudí's death. This year, another important milestone was added to the long history of this Catholic temple in Barcelona. The central nave of the Sagrada Família Basilica was completed and opened to the public. It was consecrated on 7 November by Pope Benedict XVI.

### Interview with architect Jordi Bonet i Armengol

In perfect harmony with Gaudí's philosophy, cork won over Jordi Bonet i Armengol, the architect in charge of the construction of the Sagrada Família, who told us about the reasons behind his choice of cork for the crypt of the majestic Cathedral in an informal chat. “I have always regarded cork as an excellent material, and have used it in a number of projects designed by myself. Whenever I have used cork the results have been good, and it is also an interesting option from the economic perspective. This flooring (points at the floor of the workshop in which the interview was conducted) has been here for 25 years, has witnessed several floods, and remains in good condition. In my architecture studio I also have cork flooring, so my experience led me to choose the same material for this great work by Gaudí.” – he states at the beginning of the conversation.

#### Why did you decide to use cork in this project?

First of all, when it was decided that in 2010 this location would be used to celebrate mass, it was clear that a major investment would have to be made. However, Gaudí did not specify which flooring was to be used. The use of sandstone from the Montjuïc area was customary in most churches in Catalonia, but this caused the sound to reverberate. As the surface of the Sagrada Família is very large (4500 m<sup>2</sup>, with capacity for 9000 people), using sandstone would make the building acoustically uncomfortable.

On the other hand, we had some difficulty sourcing the stone used for the columns (porphyry), in accordance with Gaudí's specifications. This stone - the most resistant in the world - is from Iran, as there are no quarries in Europe able to produce blocks large enough. When I realised the stone wasn't coming, and that we had to meet our objective of opening the church in late 2010, I made a decision, in the knowledge that it could be either provisional or definitive, depending on the results. As acoustics are of extreme importance in a project of this scale, I did not hesitate to use cork.

Although there was a great deal of opposition from various fronts to the use of cork in such an important building, I always argued: “If Gaudí always used fundamentally natural materials and took inspiration from Nature, why not use a natural product such as cork?” The reply was an odd one: “It's only for sealing bottles!!!”.

Nonetheless, encouraged by the excellent acoustic and thermal properties of cork I decided it was the perfect choice, as it matched the other materials already used from the aesthetic perspective. Looking at it now, after it has been installed, the results are very good... and there are still some people who aren't sure exactly what type of flooring it is!!! But everyone is surprised by the acoustics and comfort the Cathedral now has to offer!

It was an interesting experiment, but I don't know what the future will bring... But I believe in the effectiveness and resistance of cork (it does not rot, it is aseptic, it is comfortable to walk on, it offers far greater thermal comfort than cold marble, making it unnecessary to install artificial heating...). And that was how we opted for cork. I believe that the experiment will end up speaking for itself, with positive results. I am convinced it is a material with a clear future!

#### We know that in Gaudí's work, everything has a defined symbology. What is the symbology of cork in this project?

We followed the Gaudí quote which says that “Nature is my Master” The tree before me is my Master.” This means that we should use what Nature gives us, in a rational way. The bark of the cork oak - cork - can be removed without causing any damage (as it grows back in a few years), just as fruit trees give us fruit year after year...

One of the greatest problems of the modern world is that we use too much energy, and to get that energy we continue to harm the atmosphere, making it almost unbreathable. So, any use of natural products is a good thing, particularly when they have such a positive impact on the Environment as cork.

#### Was cork used in other parts of the project?

Right now, only in this part of the Cathedral, but it will probably be used in other areas such as the Assembly Hall.

#### And do you intend to use cork only for flooring?

We may use it for other surfaces due to the need for thermal and acoustic insulation, but we are still working on that project: the room will have capacity for 250 people, so once again cork would be perfect. Although I am the chief architect and director, I still need to persuade others... the trendsetters have still not entirely grasped the immense potential of cork.



## DID YOU KNOW?

THE TOP SERIES® STOPPER WAS CHOSEN FOR TAYLOR'S SCION PORT, A 155-YEAR-OLD TAWNY PRICED AT AROUND 2500€.

## Lot submerged in the Baltic Sea

# Amorim Stopper preserves 200-year-old Champagne

Over 160 bottles of Champagne around 200 years old, recently discovered in the Baltic Sea, have been recovered with the technical support of CORTICEIRA AMORIM, which carried out the replacement of the original stoppers with new natural cork stoppers.

The Champagne, found in a boat which sank around 1800, was discovered by divers last July at a depth of 50 metres, off the coast of the Åland archipelago, an autonomous region of Finland.

The technical advice of CORTICEIRA AMORIM was requested by the Finnish authorities and specialists from the French winery Veuve Clicquot when faced with the need to ensure the proper preservation of this Champagne stored at the bottom of the ocean.

After selecting the appropriate manual bottling machine, the CORTICEIRA AMORIM team carried out the replacement of the stoppers at a location close to the shipwreck, thus minimising the impact of the operation on the quality of the Champagne. The new natural cork stoppers were used in a small number of bottles recovered, the majority of which remain submerged at a secret location. At an event held at Mariehamn, the capital of the autonomous region of Åland, in mid-November, two bottles of this historic Champagne were opened. Richard Juhlin, one of the world's most acclaimed Champagne experts, attending the event, testified to the "excellent state of conservation of this nectar carried up from the depths of the ocean".

Ernesto Sá Pereira, in charge of CORTICEIRA AMORIM's technical

Champagne team, stated that "CORTICEIRA AMORIM, honoured to have been asked to take part in the recovery of this unique Champagne, quickly developed a solution which included the design of a natural cork stopper in accordance with the specific characteristics of these antique bottles".

Begun shortly after discovery, the operation to rescue and recover each bottle from the bottom of the sea constituted a major technical challenge. The greatest difficulty arose from the need to constantly make adjustments in order to manage pressure and temperature changes so as not to affect the contents of the bottles.

According to archaeologists, some of the bottles originate from Maison Juglar, which ceased production at the end of 1820. However, thanks to the good condition of the stoppers, a comet symbol can be seen, identifying some of the bottles as having been produced by Veuve Clicquot.

Ernesto Sá Pereira sees the specialists' tasting notes as a tribute to natural cork stoppers: "the fact that this precious liquid was preserved at the bottom of the sea for 200 years is a testament to the unique capacity of cork stoppers to preserve wines and Champagnes anywhere in the world".

The government of Åland plans to auction some of the bottles, which are expected to fetch some of the highest prices ever paid for a single bottle of Champagne.



## DID YOU KNOW?

IN 2010, CORTICEIRA AMORIM RECYCLED OVER 150 TONNES OF CORK STOPPERS.

# Cork Oak Forest of importance to conservation of the Mediterranean Eco-region

CORTICEIRA AMORIM, in partnership with C.E. Liège, has conducted a study aimed at assessing the environmental services provided by Cork Oak Forests.

The study was conducted at the Machoqueira do Grou Estate, a 2423 hectare property with a number of different soil uses, including around 1000 hectares of cork oak forest, which has invested in good management practices and has been FSC (Forest Stewardship Council) Certified since 2008.

The innovative nature of this study lies in the fact that it describes the environmental services at the scale of the property, establishes causal relationships between agro-forestry management practices and ecosystem services, and finally assigns a value to these services. The study examined four categories of services provided by the ecosystem - identified in the Final Report of the Millennium Ecosystem Assessment -, namely Supporting Services (e.g. water cycle), Provisioning Services (e.g. production of food and raw materials), Regulating Services (e.g. pollination and erosion control) and Cultural Services (e.g. tourism and education).

In addition to the Provisioning Services provided, in particular the production of Cork, the cork oak forest also provides notable Regulating services: retention, soil formation and erosion control, hydrological regulation, regulation of nutrients, pollination, treatment of waste/pollutants, water purification, flood control buffer zones, prevention and control of fires, prevention of plagues and diseases, undergrowth control, air quality, maintenance of habitats, High Conservation Value Areas, existence of habitats for endangered species, biodiversity bank and the widely acknowledged local climate regulation (carbon retention).

Also of benefit to local populations are the Cultural Services provided by the cork oak forest, such as activities relating to recreation, tourism/ecotourism, landscape, education/interpretation and scientific research.

The study highlights the fundamental role played by the cork oak forest in the different ecosystem services examined, above all when compared to other soil uses, and makes it possible to establish relationships between good forestry management practices and the level of ecosystem services, providing a wealth of practical information for forest owners about the effect of management practices on ecosystem services.

Finally, the study opens up the way for remuneration of ecosystem services, for example by means of public financing, by identifying a practical set of evaluation criteria and verification mechanisms - consisting mainly in improvements to or adaptation of existing systems, such as forestry management certification (e.g. FSC or PEFC), and by suggesting methodologies for the valorisation of ecosystem services. Accordingly, the study sought to establish the minimum value of the services provided in the roughly 1000 hectares of cork oak forest in Machoqueira do Grou, and even without considering the "hydrological regulation" service, concluded that the ecosystem services of this area are worth at least 100 euros/year per hectare.

The goal is therefore for this minimum value to be the starting point for the remuneration of these services (the owner of the forest currently receives no compensation for the public services provided by the ecosystem).

The maintenance, preservation and valorisation of this natural asset - the Cork Oak Forest - is therefore of paramount economic importance to the Country, not only as a result of the production of cork (which guarantees Portugal world leadership in the sector) but also of the social and environmental value of the countless services provided.

As long as the shift from analysis and evaluation to actual remuneration for these services does not take place, it will be cork products which continue to make the entire balance viable. In short, the study highlights the importance of cork products and their real contribution to the viability of the cork oak forest ecosystem.

# CORTICEIRA AMORIM

## a case study at the European Platform for Biodiversity

CORTICEIRA AMORIM is among the group of companies which the Business & Biodiversity (B@B) Platform of the European Commission singled out as examples of good corporate practices which benefit Biodiversity. Reinforcing companies' concern for biodiversity is, according to the B@B Platform, an essential factor for sustainable development, competitiveness, economic growth and employment, i.e. a guarantor of a better life. The B@B Platform of the European Commission, launched in the first half of 2010, aims to raise corporate awareness of the importance of biodiversity and the consequences of losing it. To this end, it promotes contact among companies with a view to sharing experiences and better practices and monitoring needs and concerns.

The Food Supply Sector was identified by the European Commission as one of six priority sectors for 2010. The workgroup's first workshop was held in Brussels on 13 September. CORTICEIRA AMORIM was the only Portuguese company and the only company in the entire food packaging sector invited to present its case study. From among CORTICEIRA AMORIM's good practices, the workgroup highlighted the following: production of life cycle analyses, promotion of sustainable forestry management and FSC (Forest Stewardship Council) certification, its cork stopper recycling programme, its technical consultancy service provided to forestry producers and

the prizes given out by the Company as an incentive to Forestry Research and good management practices.

As a result of being based on the transformation of cork, a natural and renewable raw material, CORTICEIRA AMORIM's business activities play a decisive role in the preservation of biodiversity in cork oak forests, a goal which it pursues alongside a host of other environmental, social and economic services.

In early 2010, declared the International Year of Biodiversity, the organisation Countdown 2010 challenged civil society with 10 priority recommendations with which to invert the decline in biodiversity, in which cork was named as a key factor. The recommendation was "Drink only wine sealed with a cork stopper".

### The cork oak forest and Biodiversity:

The basis for a widely acknowledged world biodiversity hotspot, unique in Europe, the cork oak forest comprises a high level of plant diversity (over a hundred species have been recorded in 0.1 hectare plots) providing a habitat to over 160 bird species, 37 mammal species and 24 reptile and amphibian species, and contributing to the survival of a large number of native species and to the preservation of the environment.

## Quinta Nova wines score in Wine Enthusiast



In the February edition of Wine Enthusiast, a highly regarded American magazine, Quinta Nova was included in the ranking of top wines, with four wines available on the American market achieving high scores.

Quinta Nova N. S. Carmo Grande Reserva 2008 – 92 points (competing for the Cellar Selection)

Quinta Nova N. S. Carmo Reserva 2008 – 90 points

Quinta Nova N. S. Carmo LBV 2005 – 89 points

Quinta Nova N. S. Carmo 2009 – 85 points

Each year, the editors of the magazine compile a list of their favourite wines. Among extraordinary scores, excellent value for money or a high degree of individuality, all are a window on their terroir of origin. One of the most highly valued factors is diversity... And a place in the ranking of top wines is a way to applaud them.



From left to right:  
Pedro Fernandes, Amorim Cork America; Jim Rutledge, Four  
Roses Distillery

## Amorim & Irmãos sponsors Kentucky Bourbon Festival

Amorim & Irmãos, in keeping with tradition, was involved in another edition of the Kentucky Bourbon Festival, as a Silver Sponsor.

One of the most eagerly awaited moments of the festival is the nomination of candidates, whose names are recorded in the Hall of Fame of the Oscar Getz Museum of Whiskey History, which houses a unique collection of rare artefacts and documents involved in the history of the American whisky industry since pre-colonial times.

Those awarded this prestigious nomination were also presented with customised silver Top Series® stoppers, a prestigious gift from the new collection of luxury capsulated stoppers from CORTICEIRA AMORIM, by Pedro Fernandes, General Manager of Amorim Cork America, further ennobling the distinction. The awardees were: Jim Rutledge, from Four Roses Distillery; Harlan Wheatley, from Buffalo Trace Distillery; Craig and Parker Beam from Heaven Hill Distilleries Inc.; Fred Noe, from Jim Beam; Chris Morris, from Woodford Reserve Distillery; Jimmy Russell from Wild Turkey Distillery; Kevin Smith, from Marker's Mark Distillery and The Barton Distillery.

In terms of visitor numbers, this edition was the most popular yet, hosting over 40,000 Kentucky Bourbon enthusiasts from all over the world.

The Kentucky Bourbon Festival is an event held in the city of Bardstown, in the state of Kentucky, USA over one week, comprising over 30 original initiatives and attracting the biggest names in the sector. The festival opened with a dinner and a bourbon tasting event for 250 people. It currently attracts visitors from several countries each year, and includes events for adults and children. One such event is the bourbon barrel race national championship, in which many of Kentucky's distilleries take part.

The aim of the entire festival is to celebrate the history and art of distilling bourbon whisky. The city is known as the "Bourbon Capital of the World", and has been home to distilleries since 1776.



## AMORIM seals £100,000 whisky

Leading cork producer CORTICEIRA AMORIM has revealed that it provided the premium corks used to seal the world's most expensive whisky. Only three bottles of the £100,000 Dalmore Trinitas 64 were released last month and two have already been sold to private collectors — one in the US and one in the UK.

Located in the Scottish highland town of Alness, The Dalmore distillery is renowned for housing some of the oldest and rarest single malt whiskies.

The Trinitas 64 is a unique combination of spirits from the 1868, 1878, 1926 and 1939 vintages topped up with a vintage from the 1940s. The blend matured for a further two years in a handcrafted 9-litre American white oak cask that was seasoned with rare whiskies from The Dalmore and two ancient sheries.

The packaging of the Dalmore Trinitas 64 reflects the brand's aristocratic heritage and positions the whisky alongside the world's most luxurious goods.

Three handcrafted crystal decanters were commissioned to house the rare whisky. These were made using hand-blown crystal of class-leading quality. The decanters are dressed with The Dalmore's iconic royal stag's head, an engraved neck foil and the master distiller's signature, which were all hand made in sterling silver by award-winning jewellers.

The superbly crafted stopper comprises a rich dark timber, silver finishing and at its core a natural cork body — the top-of-the-line 'Prestige' cork from CORTICEIRA AMORIM's Top Series® range.

The bottle is presented in a cabinet that took over 100 man-hours to make. Shaped by highly skilled craftsmen, the cabinet is made from English oak encased in a Macassar ebony veneer. It has a hidden drawer to hold the authenticity paperwork and the key to a unique lock created by London's oldest locksmith Brahma. A scroll tube has been turned out of a solid piece of Macassar ebony and finished by hand with a silver collar in the centre.

"The whole package is an amazing testament to the work of the team involved and you cannot fault the quality of every element," said US buyer Mahesh Patel who was delighted to get his hands on the first bottle. "But the real prize for me is the whisky itself, and that is what makes The Dalmore special." Following its commercial release at the start of 2010, the Top Series® cork closure range has quickly made its mark in the premium spirits market. Earlier this year Top Series® was chosen to seal the world's oldest bottled single malt whisky, the Mortlach 70-year-old released by Gordon & MacPhail.

CORTICEIRA AMORIM's director of marketing and communication Carlos de Jesus said the Top Series® range was developed to create the highest quality custom-made packaging solutions for the premium spirits sector. The closure range combines natural cork's performance and sustainability attributes with elegant materials, new technology and cutting-edge design.

"The packaging of the Dalmore Trinitas 64 was important and CORTICEIRA AMORIM is proud to be part of this amazing product which has made history in the world of whisky," said Mr de Jesus. "Our association with The Dalmore is typical of the strong relationships CORTICEIRA AMORIM is building with the world's leading spirits producers."



## New cycle of tasting courses in the Douro region

# CORTICEIRA AMORIM supplies Portugal's first FSC stoppers

**Herdade do Esporão pioneers the use of the FSC seal on its wines**

As a result of a partnership with CORTICEIRA AMORIM, Herdade do Esporão is the first Portuguese company to use FSC (Forest Stewardship Council) certified stoppers to package its wines. CORTICEIRA AMORIM, predicting the needs of the wine industry, took the lead in acquiring this certification, offering its clients the option of choosing cork from forest estates managed in accordance with this stringent international standard, satisfying the environmental, social and economic needs of present and future generations.

In line with this policy of sustainability and environmental responsibility, the Esporão Group is launching the first wines sealed with forestry certified stoppers on the market. Herdade do Esporão 2 Castas 2010 and Herdade do Esporão Verdelho 2010 will be the first wines to flaunt the FSC seal in Portugal, to be followed by those of the new Quinta dos Murças project in the Douro, and later others from the Herdade do Esporão portfolio.

This partnership between CORTICEIRA AMORIM and Herdade do Esporão is an important step for the country's wine market, enabling it to follow the trend observed in the international wine market towards a greater demand for sustainable solutions, of which the natural cork stopper is a unique example.



VINIDEAs, a leading company in the training of middle and upper management in the wine sector in Portugal has signed an agreement with the Quinta Nova de Nossa Senhora do Carmo Wine House to hold Beginners' Wine Tasting Courses, open to all wine lovers.

The courses will be held in the heart of the Alto Douro wine-growing region in the Wine House, built in one of the region's most iconic locations: Pinhão Railway Station. The Wine House, in addition to possessing a museum centre and a wine shop, offers a private room which recreates the atmosphere of a "quinta" room in the middle of the train station.

To sign up or for any other information contact VINIDEAs by phone on 259332376 or email: [vinideas@vinideas.pt](mailto:vinideas@vinideas.pt). Receive the latest technical information free in your inbox. Register at [www.infowine.com](http://www.infowine.com).



# Amorim Cork Composites and Amorim Revestimentos promote cork for construction on Technical Tuesdays

Amorim Cork Composites and Amorim Revestimentos have become Platinum Sponsors of the cultural activities and events of the Order of Architects for the year 2010. In the context of this support and as part of the initiative named "Terças Técnicas" (Technical Tuesdays), each company recently held two training events in Lisbon and Porto on the potential applications of cork in construction. In the presentations by Amorim Cork Composites, developed in close collaboration with Ecochoice, the focus was on products of the AcoustiCORK brand, which were enthusiastically received by the architects present. In addition to expounding the benefits of applying AcoustiCORK, the presentation was of great importance in that it provided answers to a number of questions relating to the performance of cork as a thermal and acoustic insulant.

Amorim Revestimentos used the training sessions to preach the virtues of its covering solutions, which by incorporating cork provide outstanding thermal and acoustic performance and guarantee comfort in homes while reducing artificial energy costs. Under the Wicanders® brand, coverings made of cork or wood with a cork base were presented, in addition to products such as vinyl, linoleum and parquet. In all of these forms, Wicanders® coverings combine cutting-edge technology, know-how and innovative production processes in perfect harmony with Nature.

Technical Tuesdays is a programme of conferences for architects and professionals, promoted by the Order of Architects. The initiative is put into practice by participating companies which provide technical information about the features and applications of different construction materials.

## Amorim Cork Composites

develops cork agglomerate composite able to withstand extreme temperatures

Exploring the inherent properties of cork is one of the goals of the Amorim Cork Composites Research and Development (R&D) team. In a recent study, cork agglomerate was tested under extreme temperatures varying between minus 200°C and 1000°C.

The research revealed that when a sheet of cork 70 mm thick is entirely submerged in liquid nitrogen at a cryogenic temperature (i.e., -200°C), it takes over three minutes for the temperature at its core to reach 0°C. On returning to normal temperature, the cork shows no signs of having been affected by this extreme environment.

At the other end of the spectrum, exposed to high temperatures - up to 1000°C - cork does not begin to show signs of surface deterioration until 450°C. Above this temperature, thermal degradation gradually continues towards the material's core, which always maintains its physical integrity and insulation properties.

The results of the research, led by the Amorim Cork Composites R&D team, open up a range of new possibilities for the application of cork in new sectors as a material which is light, natural and able to withstand extreme conditions.

# CORTICEIRA AMORIM

supports Devecser in the wake of ecological disaster

FOLLOWING THE ENVIRONMENTAL DISASTER RECENTLY SUFFERED BY HUNGARY, CORTICEIRA AMORIM, BY MEANS OF ITS SUBSIDIARIES HUNGAROKORK AND KORKEN SCHIESSER, RESOLVED TO PROVIDE FINANCIAL SUPPORT TO THE MEASURES UNDER WAY TO MITIGATE THE EFFECTS OF THE PROBLEM.

In total, with the involvement of Amorim & Irmãos, four thousand euros were sent with the aim of helping the people affecting and facing up to the catastrophe caused by the spill at an aluminium factory.

The funds were collected by initiative of György Kainer, Hungarokork's General Manager, and handed over to Tamás Tornai, the owner of one of the most famous wineries in the affected region and initiator of the local victim support initiative.

Devecser is the capital of the winegrowing region of Somlo, located just 15 kilometres from the aluminium factory which caused the toxic spillage.

According to György Kainer, "it is our duty to help the region which many of our clients are from. The Hungarian cork industry has grown for and with our clients". Hungarokork's General Manager added that everyone is happy because "this is a small contribution in relation to the scale of the situation, but it will help to overcome this incredibly difficult time. We hope that the rest of the world is aware of the danger resulting from such a situation, taking and implementing reasonable precautions".

In the light of cultural connections with Hungary, Korken Schiesser, CORTICEIRA AMORIM's subsidiary in Austria also actively took part in supporting the victims. In the words of General Manager Günther Schiesser, "shortly after the oil spill in the Gulf of Mexico, the world has experienced another high-profile environmental disaster and we just want to show our solidarity by contributing to the relief effort". He added: "although the toxic spill should not cause too much damage to the Danube, we know that our Hungarian neighbours are facing a social and environmental problem of huge proportions. When we speak of the environmentally-friendly properties of cork, we realise that sustainability is also about solidarity in difficult times. So we are glad to be able to make a small contribution to ease the suffering of many inhabitants and winemakers of the Somlo winegrowing region".

## CORTICEIRA AMORIM supports Reklusa Association

Project for social reintegration of convicts into professional life



CORTICEIRA AMORIM IS COLLABORATING WITH REKLUSA - AN ASSOCIATION CREATED WITH THE AIM OF HELPING FEMALE CONVICTS AND FORMER CONVICTS REJOIN SOCIETY AND THE EMPLOYMENT MARKET - BY PROVIDING CORK IN A NUMBER OF DIFFERENT FORMS.

Cork, along with burel and other traditional Portuguese textiles, is one of the materials that can be found in a Reklusa, a brand of bags and handbags made by female convicts in Tires prison, in Cascais.

The Reklusa project was founded by Inês Seabra, Mafalda Lima Raposo and Helena Matos Águas and unveiled at Christmas 2009, with the launch of the first handbags. Since then, the project has been a great success. Behind this success lies the project's strong sense of social responsibility directed towards reintegrating the convicts into professional life, and a unique design for each item, made possible by the collaboration of IADE School of Design in Lisbon.

The handbags are currently available in the following shops: Filthy Rich in Lisbon, Design Shop in Belém Cultural Centre and Etcetera in Sintra, as well as via the project blog, [reklusa.wordpress.com](http://reklusa.wordpress.com). The support of CORTICEIRA AMORIM is provided in the framework of the Natural Choice Sustainability Programme, which promotes awareness among the general public of the importance of adopting environmentally friendly behaviours and social solidarity.



# Shanghai won over by cork

## Portugal Pavilion at the Expo Shanghai wins design award

*"It is a pleasure to receive this award. It represents an acknowledgement, and is particularly meaningful due to the material used in the construction of the pavilion, which is intimately connected with Portugal"*

Architect Carlos Couto speaking about the Portugal Pavilion, which is entirely covered with cork panels

The Portugal Pavilion at the World Expo 2010 Shanghai was awarded the "Design Award" by the International Exhibition Bureau. This award assesses the façade and exterior decoration of the pavilion, its architectural design, the construction techniques used and their relationship to the theme of the Expo 2010, "Better City, Better Life". Entirely covered with cork, courtesy of CORTICEIRA AMORIM, the Portugal Pavilion won an award in the category of pavilions covering less than 2,000 square meters, alongside countries such as Finland (pavilions between 2,000 and 4,000 square meters) and the UK (pavilions covering more than 4,000 square meters).

From the moment the Expo opened, the curiosity and fascination aroused by cork among World Expo visitors was plain to see. In the most popular World Expo ever, with 73 million visitors, cork played a prominent role and visitors could often be seen feeling the material and cutting off small pieces to take home as a souvenir.

The enormous interest aroused by cork reached its peak on 09/09 (September) when 9 natural cork stoppers were distributed to the first 99 visitors to the Portugal Pavilion, a gift enthusiastically welcomed by visitors. A symbol of longevity in Chinese culture, the number 9 also represents the perennial characteristics of the Cork Oak Forest, enabling an original form of promotion for Portuguese cork.

The fascination generated in visitors is now complemented by this recognition of the aesthetic value of the Pavilion, which was greatly enhanced by the use of cork.

António Rios de Amorim, CEO of CORTICEIRA AMORIM, stresses the importance of the award: "This is the culmination of a magnificent representation of Portugal, making use of a raw material which is a powerful symbol of our country. A paradigmatic example of the potential of cork in construction, the Portugal Pavilion demonstrated once again the ability of cork to adapt to more avant-garde projects, more closely aligned with the emergence of new values, which are so aptly embodied in the motto of this universal exhibition "Better City, Better Life."

Readers are reminded that CORTICEIRA AMORIM sent more than 5500 m<sup>2</sup> of cork to China. The entire façade of the Portugal Pavilion was covered with expanded cork agglomerate manufactured by Amorim Isolamentos, totalling 3640 m<sup>2</sup> and over 28,000 kg. Inside, Wicanders® cork flooring, primarily with a cork appearance, was applied in areas open to all visitors and official areas, over a total of 1100 m<sup>2</sup>. The floors of the areas where Portugal staged its themed exhibitions "Portugal, a World of Energies" and "Portugal Today" were covered with **Corkcomfort**, product reference Floating HPS. For the office areas, coverings were chosen from the **Woodcomfort** product line, which combines cork with a wood appearance. With regard to technical solutions, 780 m<sup>2</sup> of ACM (Acoustic Core Materials) manufactured by Amorim Cork Composites were used. ACM is a range of cork and rubber solutions with excellent performance in terms of thermal and acoustic insulation.

## Cork & Design at the Jimmy Woo Club in Amsterdam

In line with a renewed awareness of the potential of cork, which is spreading into the field of aesthetics, cork coverings are once again gaining ground in interior decoration. Designers and decorators are increasingly revealing their admiration for the intrinsic properties of this natural raw material, in particular the ecological sustainability and versatility it provides. The latest example is Eric Kuster, a well-known interior designer who selected cork coverings for the Jimmy Woo Club in Amsterdam. Eric Kuster's work is acknowledged for the perfect balance with which he combines classic and modern, and the touch of glamour, comfort and sophistication which he brings to his projects.

Accordingly, as they match this concept to perfection and lend distinctiveness to the projects in which they are used, cork coverings were chosen for the Jimmy Woo Club in order to create an atmosphere of comfort and refinement, enhanced by an interesting combination of materials.

Fully aware of cork's potential, Eric Kuster incorporated cork wall coverings into the décor of the club creating a luxurious atmosphere, without compromising the material's natural qualities and robustness. In the interior designer's words "Cork matches our atmosphere, it goes well with wood and is excellent to combine with for example satin and chrome. The contrast between the materials is both sexy and tough"

The Jimmy Woo Club reopened having been completely redecorated in accordance with the creative design of owner Casper Reinders. The result of the application of cork to the walls is stunning. The combination of suede sofas and antique furniture with cork gives the club an unusual and innovative look.

Eric Kuster's collection can be viewed at [www.erickuster.com](http://www.erickuster.com)

## Bagos d'Ouro: a dream come true

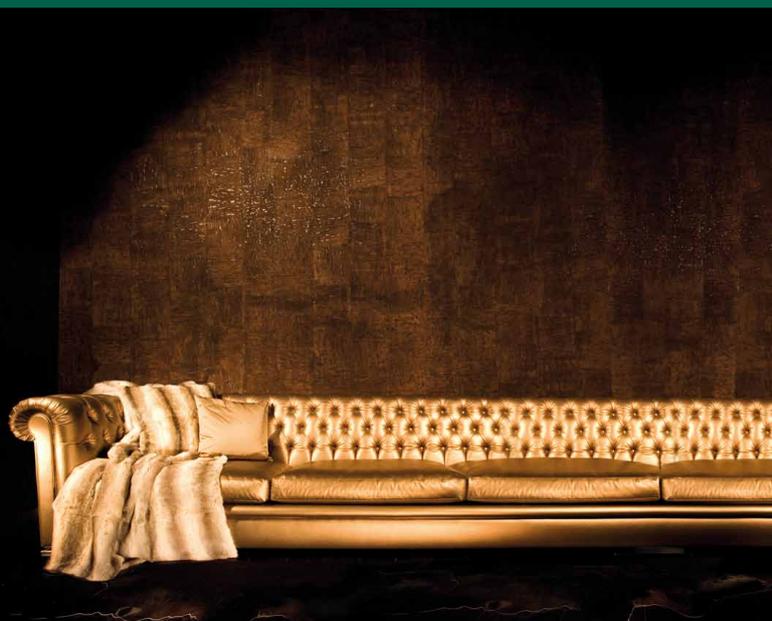
Born of the singular will of Luísa Amorim and the dynamic energy of Father Amadeu Castro, the Bagos d'Ouro (Berries of Gold) Association in São João da Pesqueira was created with the aim of supporting disadvantaged children in the municipalities of São João da Pesqueira and Sabrosa by means of a sustained plan promoting access to education and social integration.

A drive towards social intervention led Quinta Nova to contact producers and entrepreneurs in Northern Portugal, motivating them to get involved in the cause: "It is essential that we support the issues behind the wine trade, and who knows, to open up new perspectives in the country and in the wine sector" stated Luísa Amorim.

The project officially began with the launch of the Association on 26 November in the Douro Museum, an event which also included the presentation of a Recipe Book bringing together over 100 recipes exclusively created by 50 chefs for this noble cause. Proceeds from the sale of the book will go entirely to Bagos D'Ouro, and dinners and wine auctions are also being held to raise more money by promoting wine and traditional Douro products.

The main partners involved in the project in support of this cause in 2010 were Bertrand, B+ Comunicação, DHL, Essência do Vinho, Fashion Clinic, Douro Museum Foundation, Galp Energia, Gráfica do Minho, Modelo Continente and Pi+PA.

It is hoped that 2011 will bring growth and the involvement of more supporters. It is possible to build up a network of goodwill simply from engagement and commitment to this social cause... And we can all help.



# Wicanders® ranges chosen as flooring solutions in a number of European projects

Wicanders® coverings continue to be chosen by builders, architects and decorators the world over. The products offered by this Amorim Revestimentos brand, notably the new “Comfort” product lines, combine the natural virtues of cork with outstanding technical performance and pioneering design. The result is an unparalleled material inspired by nature, distinguished by the comfort it has to offer. Thanks to their use of cork, Wicanders® coverings provide excellent acoustic and thermal insulation, leading to energy savings. In addition to this they are hygienic (easy to clean), resistant and suitable for a huge variety of situations. A selection of recent projects:



“Marximum” office building



KB Consulting

## Austria:

- Kindergarten in Gaweinstal: 250m<sup>2</sup> of **Woodcomfort** Glue-down HPS, product reference Cherry;
- Fan shop of the football club Rapid Vienna, in Vienna: 140 m<sup>2</sup> of **Woodcomfort** Floating HPS, product reference Oak Cool;
- “Marximum” office building in Vienna: 1300 m<sup>2</sup> of **Woodcomfort** Floating HPS, product reference American Walnut;

## Turkey:

- Head offices of the company “Personal Progress”, in Istanbul: 250 m<sup>2</sup> of **Woodcomfort**, product reference Rustic Oak;
- Offices of the firm “KB Consulting”, in Istanbul: 150 m<sup>2</sup> of **Woodcomfort**, product reference Beech Sand Stone (60 m<sup>2</sup> and American Walnut Plank (40 m<sup>2</sup>). The project was complemented with Dekwall Plafond White (50 m<sup>2</sup>);
- Offices of the company “Timucin Constructions”, in Istanbul: for the 200 m<sup>2</sup>, a combination of three products from the **Corkcomfort** line was used, namely 80 m<sup>2</sup> of Cotone, 70 m<sup>2</sup> of Linn Cioccolato and 45 m<sup>2</sup> of Slate Moccaccino.

## Netherlands:

- Headquarters of the company “Electrabel”: the floor surfaces of the restaurant and entrance to each level of the building were covered



Kindergarten in Palzem

- with **Woodcomfort**, product reference Oak Coal, over a total area of 1700 m<sup>2</sup>;
- “Woozorg het Heksenwiel” care home: 200 m<sup>2</sup> of **Vinylcomfort**, product reference Cherry

## Germany:

- “Ethianum” Hospital, in Heidelberg: 3000 m<sup>2</sup> of **Woodcomfort** Glue-down HPS, product reference American Walnut.
- Kindergarten in Palzem: for the 560 m<sup>2</sup> of floor surface, **Corkcomfort** Floating HPS, product reference Linn Blush, was used;



# CORK PLANK,

a “Dynamic Cork Fashion” collection from Wicanders®

The new CORK PLANK collection is the latest innovation from Amorim Revestimentos. With three linear designs and seven cork looks ranging from light to dark, the new Wicanders® product boasts elegant dimensions, at 1220 mm by 140 mm and four bevelled sides. The collection is available with the Loc&Fold system, designed to

simplify installation. The linear and dynamic design of the collection makes it suitable for any architectural project, combining trendiness with a comfortable atmosphere.

In line with the excellence of all Wicanders® cork coverings, this new collection retains the brand’s elegance and irreverence

## CORTICEIRA AMORIM presents WallinBlock

### AN INNOVATIVE CONSTRUCTION SOLUTION BASED ON CORK AGGLOMERATES

CORTICEIRA AMORIM is launching on the market Wallinblock, a sustainable and innovative solution aimed at Sustainable Construction. Created from cork agglomerates, Wallinblock uses an innovative technology - OpenCell® - which enables the construction of walls without concrete pillars, resulting in significant gains in terms of construction time in comparison with the traditional method.

Wallinblock is based on modular vertical compartments enabling easy and flexible installation, and is technically and commercially competitive. In addition to these benefits, its use can also simplify the removal of walls for subsequent expansion projects. It is the various wall modules, bolted to the floor, that act as beams

supporting the house, making it possible to build an outer wall without the need for concrete pillars.

By incorporating cork agglomerates, Wallinblock offers outstanding thermal, acoustic and fire-retardant properties, and is remarkably energy-efficient in terms of insulation. It is also a solution which enjoys “green” credentials, resulting from the use of natural materials such as cork and a construction method which creates little waste, reducing the ecological footprint of projects using it.

Cork is becoming increasingly popular as a material of choice in the field of Sustainable Construction, with the potential for countless different applications.

**DID YOU KNOW?**

ACORNS ARE PLANTED AT A DEPTH OF 10 CM FOR GERMINATION. OTHERS ARE PLACED CLOSER TO THE SURFACE, INTENDED TO SATISFY THE WILD BOAR, PROTECTING THE DEEPER SEEDS.

# CORTICEIRA AMORIM

## and QUERCUS join forces to create woodlands

AS PART OF THE NATURAL CHOICE PROGRAMME, TEN SUSTAINABILITY AMBASSADORS FROM CORTICEIRA AMORIM TOOK PART IN AN INITIATIVE FOR THE REPRODUCTION OF CORK OAKS FROM SEED.

The sowing, which took place on 14 November on an empty piece of land in Vila Pouca de Aguiar, received technical guidance from the region's Forest Guards and Paulo Magalhães, of Quercus (NGO).

Part of the Criar Bosques (Creating Woodlands) project\* - the recipient of all proceeds of the Green Cork stopper recycling programme - this initiative also aims to assess the success rate of plantation of cork oaks directly from seed. Some studies and authors argue that reproduction directly from seed is more effective than nursery propagation followed by planting out. Over 700 acorns planted in the ground will therefore be monitored in order to assess the success rate of this reproduction method over time.

In this way, the volunteers from CORTICEIRA AMORIM contributed to the creation of new areas planted with cork oaks in locations (in northern Portugal) in which the cork oak, while not the dominant species, should find the ideal conditions in which to propagate - considering, in particular, the long-term impact of climate change. It should be highlighted that the creation of forest areas comprising native species, such as the cork oak, with fire-retardant properties, is one of the strategies recommended for the prevention of forest fires in northern and central Portugal (the areas most affected by wildfires).

\*CRIAR BOSQUES (Creating Woodlands) is a Quercus project aimed at creating and maintaining woodlands comprising native species, trees and bushes endemic to the Portuguese flora.

Morning briefing. Though not complex, the task must be properly executed.





## Pedro Arrupe school uses Cork covering 8000 m<sup>2</sup> of Amorim Isolamentos Expanded Cork Agglomerate

Pedro Arrupe school was conceived as a place to facilitate the development and learning of students, and is a focus of excellence boasting countless natural areas promoting contact with and respect for the environment.

Inaugurated in September 2010 in Parque das Nações, in Lisbon, the outer façades of the building are covered with Expanded Cork Agglomerate, product reference MDFachada, from Amorim Isolamentos. In total, 8000 m<sup>2</sup> of cork were used, with thicknesses ranging from 50 to 100 mm.

The scale of this project – the School was designed to accommodate 1700 pupils – and its architectural design, defined in perfect harmony with the surrounding area, have resulted in great visibility for this building which, though not the first to be covered in Expanded Cork Agglomerate, is among those which have caused the greatest impact.

As a result, Pedro Arrupe School has already been visited by over a hundred architects and other specialists in the field of construction, from Portugal and abroad, with technical and commercial connections to Amorim Isolamentos.

The architectural design is by GJP Architectos Associados, the project was carried out by the company Alves Ribeiro, S.A. and is owned by ALRISA – Sociedade Imobiliária, S.A.

Expanded Cork Agglomerate has been applied with great success in countless landmark projects such as the Portugal Pavilion at the World Expo 2010 in Shanghai, Quinta do Portal and Logadega. It should be noted that this is a 100% natural, renewable and recyclable material with unlimited durability, providing excellent technical performance with regard to thermal and acoustic insulation of buildings.



# Quinta Nova

included in list of 50  
Greatest Portuguese  
Wines



The new Quinta Nova de Nossa Senhora do Carmo 2008 made its way directly into the “50 Greatest Portuguese Wines” list, voted by the Brazilian market.

This is a project begun in 2004 in the United Kingdom. The first British journalist to make such a selection, which at the time was labelled “50 Greatest Portuguese Red Wines” was Richard Mayson.

After the United Kingdom and various different jurors over the following years, 2010 was Brazil’s turn. ViniPortugal selected Marcello Copello and Charles Metcalfe, a world-respected British wine critic, for the challenge of selecting just 50 labels in a country with such a great wine tradition as Portugal. The critics tasted around 1,500 wines on a number of trips, and in order to make the initiative accessible to the wider public, they created a sub-list with a price cap (R\$ 80) to prevent only top-end wines from being chosen.

See the list at [www.mardevinho.com.br](http://www.mardevinho.com.br).

# Bouchons Bonheur 67

Amorim France collects 39  
tonnes of cork stoppers and  
supports charity organisations



AMORIM FRANCE IS ACTIVELY COMMITTED TO COLLECTING USED CORK STOPPERS FOR RECYCLING AS A WAY OF SUPPORTING SOCIAL CAUSES. THE MOST RECENT EXAMPLE IS THE SOLIDARITY CAMPAIGN UNDER WAY IN FRANCE, BOUCHONS BONHEUR 67.

With the support and participation of a number of clients who, equally aware of the environmental benefits of recycling cork stoppers, also joined this cause (in particular Champagne De Castellane, Groupe Castel and Georges Duboeuf), in the first half of 2010 Amorim France recycled 9,318 million stoppers, or 39 tonnes of cork.

The aim of Bouchons Bonheur 67 is to collect as many used stoppers as possible, and all of the proceeds from their recycling will go towards financing the equipment needed by users supported by this association.

The campaign is in perfect harmony with CORTICEIRA AMORIM’s cork stopper recycling programme, conducted in a number of countries. In Portugal, proceeds from the programme are donated to “Criar Bosques” (Creating Woodlands), which promotes the preservation of trees which make up the native forests of Portugal, such as the cork oak.

The Bouchons Bonheur Association has been in place since 2001. As a result of the hard work of over 15 people in the association and around 25 volunteers who collect cork stoppers throughout various regions of north-western France, the association contributed towards the launch of the “one stopper, one smile” operation, the proceeds of which go towards financing equipment for people with reduced mobility.

# TEKGREEN, ACC's commitment



**TEKGREEN**  
AMORIM CORK COMPOSITES

OUR COMMITMENT TO REINFORCE THE GREEN AND TECHNOLOGICAL DIMENSIONS WITHIN PRODUCTS, INTERNAL PRACTICES AND CORPORATE IDENTITY.

Technology and sustainability are two concepts closely associated with Amorim Cork Composites (ACC), and they are keywords which define the company's strategy, now reinforced by the launch of TEKGREEN.

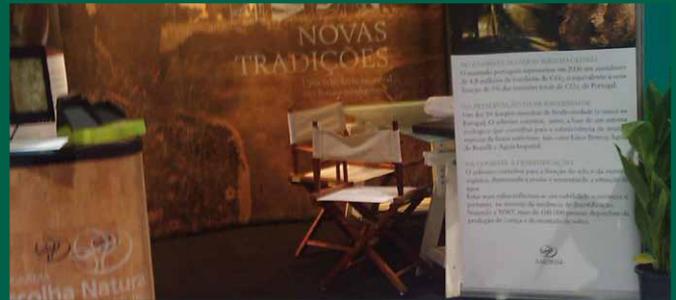
TEKGREEN is a public commitment by ACC and its Employees to leverage these two strategic pillars in its business activities, products and internal practices.

In order to find out more about making ACC "greener" and more technological, internal training groups were formed, in which all participants are invited to discuss the Company's future actions.

This motivational initiative by the company's managers is intended as a major step towards an enhanced perception of Amorim Cork Composites' positioning in the global market, where respect for the environment is a crucial indicator of corporate development.

Cork is a "green" raw material in and of itself. ACC's commitment is to leverage this, by adding a technological dimension to the product, and injecting social responsibility into the actions of all of its Employees.

## Amorim & Irmãos attends Vinipax 2010



From 22 to 24 October, Amorim & Irmãos attended another edition of Vinipax – Vinhos e Sensações do Sul de Portugal (Wines and Sensations from Southern Portugal).

The event, held for the fourth year running at Beja Fair and Exhibition Park, is the biggest event for wines exclusively from southern Portugal, specifically the winegrowing regions of Alentejo, Tagus, the Setúbal Peninsula and the Algarve.

During the fair, representatives of the Company, in the presence of the Secretary of State for Agriculture and Fisheries, Luís Vieira, awarded Jorge Pulido Valente, mayor of Beja, a book entitled "Clusters, Unidos pela Natureza" (Clusters, United by Nature), published by CORTICEIRA AMORIM, about the centuries-old connection between wine and cork.

This edition of Vinipax was attended by around a hundred wine producers from southern Portugal. The municipality of Beja, this year's Portuguese Wine City, had the support of a number of bodies such as the Winegrowing Commissions of the Alentejo, Tagus and the Algarve, ViniPortugal, Alentejo Tourist Board and CORTICEIRA AMORIM.

## Spanish clients visit CORTICEIRA AMORIM



For two days, 60 Spanish clients of Amorim Revestimentos visited Portugal, where they had an opportunity to become better acquainted with the company, its products and its business strategy in the Spanish market, as well as the product ranges on sale in this country.

The programme included a brief stop at Amorim & Irmãos, a cork stopper factory, and a visit to the premises of Amorim Revestimentos.

A recreational facet was provided by a boat trip on the Douro River, a visit to Graham's Port Wine cellars and a dinner at Freixo Palace.

The aim of the initiative was for Amorim Revestimentos to affirm itself as a major player in the Spanish market, offering a unique range of innovative, distinctive and modern floor and wall coverings.



## Amorim: Patron of Casa da Música Publications

The Casa da Música (House of Music) Foundation is a major cultural centre, promoting musical language in a wide-ranging manner, attracting new forms of music and audiences to an unparalleled venue quite rightly known as the “Casa da Música” (House of Music). With doors open to the world and to the forms of artistic expression which come together in it, the House of Music is today an eclectic, multi-disciplinary and intergenerational forum for the enjoyment, study and sharing of knowledge.

Recognising the need for and opportunity provided by this significant cultural venue, the Amorim Group is actively committed to its development, lending its support as a Founder and, in particular, by means of the Casa da Música Publications, which collect and preserve the history of musical culture.

### Casa da Música – the books

Following the publication in 2008 of the book “Casa da Música Porto” (House of Music Porto) entirely dedicated to this magnificent venue created by Rem Koolhaas, 2009 marks the publication of “Casas da Música – para uma história da música na cidade do Porto” (Houses of Music – for a history of music in the city of Porto), a systematic survey of the main buildings which have played or continue to play a major role in the musical life of the city of Porto.

The volume published this year revisits the buildings which played a central role in the musical life of Porto during much of the 20<sup>th</sup> century.

### Casa da Música Live – the CDs

In 2010, a second CD bringing together live recordings from concerts illustrating the wide-ranging programme was made, highlighting the most enthralling performances by the House’s various resident bands and the most significant moments of the 2010 cycles.

## Amorim Revestimentos organises Sales and Marketing event



On 17 November, Europarque in Santa Maria da Feira was the stage for an International Sales and Marketing Conference, organised by Amorim Revestimentos.

The event’s schedule opened with a talk on the evolution of sales and of the company during 2010, followed by a presentation on the strategic priorities for 2011.

The company’s digital communication was another topic of interest, with an examination of the Wicanders® website and those of the companies Dom Korkowy and Shnier Wic, presented as case studies.

The focus of the meeting was on the wood sector, with an examination of current trends and the way in which the Wicanders® ranges have revolutionised this business area by introducing creative and innovative solutions to the market.

On the subject of innovation, product innovation was another of the Conference’s main topics, with a reference to the coming year’s launches and the collections already being prepared for 2012.

The gathering ended with a reference to the international campaign for the promotion of cork led by Apcor, specifically targeting the major Portuguese and international players of the floor and wall coverings market.

# FFCUL researchers win **CORTICEIRA AMORIM** research award



Paulo Bessa, CORTICEIRA AMORIM's Corporate Sustainability Manager, gives the prize to Maria Salomé Pais and Mónica Sebastiana.

THE "VALORISATION AND SUSTAINABILITY OF THE CORK OAK AND ASSOCIATED BIODIVERSITY" AWARD SPONSORED BY CORTICEIRA AMORIM WAS AWARDED TO TWO RESEARCHERS FROM THE PLANT SYSTEMS BIOLOGY LABORATORY, A DIVISION OF THE CENTER FOR BIODIVERSITY, FUNCTIONAL & INTEGRATIVE GENOMICS (BIOFIG) OF THE FACULTY OF SCIENCE OF THE UNIVERSITY OF LISBON (FFCUL), AT THE 20<sup>TH</sup> QUERCUS CONFERENCE ON THE ENVIRONMENT IN FÁTIMA.

Mónica Sebastiana and Maria Salomé Pais were awarded a prize worth 10 thousand euros for their paper "Mycorrhization of the cork oak - contribution to the sustainability of the cork oak forest". The winning paper of this second edition of the "Valorisation and Sustainability of the Cork Oak and Associated Biodiversity" award focuses on the use of mycorrhizae to increase the survival rate of new cork oaks and the regeneration of cork oak forests, suggesting the use of mycorrhized plants in reforestation strategies.

This is the result of years of research on the mycorrhizae of Portuguese forest tree species such as the cork oak. A strain of the ectomycorrhizal fungus *Pisolithus tinctorius* - which acts as a primary colonizer, especially of roots of young plants - was used. This fungus is able to establish mycorrhizae in highly degraded soils with extreme acidity, low fertility or high levels of toxic metals (kaolin, coal and copper scrap). It can survive and grow at temperatures between 40°C and 42°C, but the optimum temperature is between 28°C and 30°C. These features make this isolate of *Pisolithus tinctorius* the ideal fungus for mycorrhization of plants for use in cork oak reforestation programmes in areas with degraded soil.

The award was created in the context of CORTICEIRA AMORIM's membership of the European Business & Biodiversity initiative and the protocol established between the NFA - National Forest Authority, the ICNB - Institute for Nature Conservation and Biodiversity, QUERCUS and WWF - World Wildlife Fund, with the aim of increasing awareness in relation to the valorisation and sustainability of the cork oak and associated biodiversity.

NOTES:

1. In Nature, plants live in partnership with soil fungi. This partnership, which is formed at root level, is extremely old (400 million years) (Brundrett 2002) and is widespread throughout the plant kingdom, occurring in around 95% of vascular plants (Brundrett et al. 1996). It is a symbiotic relationship in which the plant provides the fungus with sugars (produced by photosynthesis) and the fungus, in its turn, transfers nutrients from the soil to the plant. The relationship between the two partners (plant and fungus) results in a new body - the mycorrhiza.
2. There are two basic reasons to consider the inclusion of mycorrhizae in reforestation strategies. First, mycorrhizae are a fundamental component of natural ecosystems, interacting with soil, microflora, fauna and flora and therefore should be part of a restored soil environment. Second, mycorrhizae provide numerous benefits to plants and can contribute substantially to the success of the reforestation process.

## Quinta Nova joins forces with Matutano

MATUTANO, A COMPANY BELONGING TO THE PEPSICO GROUP, HAS FORMED A PARTNERSHIP WITH QUINTA NOVA DE NOSSA SENHORA DO CARMO, OFFERING CONSUMERS OF THEIR LAY'S ARTESANAIS CRISPS THE OPPORTUNITY TO TAKE PART IN A PRIZE DRAW RUNNING UNTIL MARCH.

When purchasing two packets of Lay's at any outlet, consumers can enter via sms/internet for a chance to win one of the prizes on offer. Winners will receive a weekend at Quinta Nova de Nossa Senhora do Carmo (in the Douro region) or a gourmet hamper. Over two million packets will be made available for the prize draw, and 50 prizes will be given out over 50 days! An unmissable opportunity for the start of 2011.





## Amorim Cork Composites launches CORKwall

An innovative covering solution with great thermal capacities

Amorim Cork Composites continues to innovate in the construction market, this time with an innovative solution called CORKwall, consisting in a mixture made with cork granules for application on walls, interiors or exteriors.

The main benefits of CORKwall include its ease of installation and great versatility – it can be used as a covering for any surface, such as ceramics or other damaged finishes. In addition, it functions as an effective thermal barrier preventing energy loss, making a positive contribution towards preserving the environment. The new product will be available in 2011, in a range of colours and styles.

## Amorim Revestimentos attends Hostelco



From 5 to 9 November, the city of Barcelona hosted Hostelco - International Restaurant, Hotel and Community Equipment Exhibition.

Amorim Revestimentos made sure it was present at Europe's largest fair for hotel and restaurant equipment and materials. The event is held every two years, and for four days it brings together thousands of sector professionals in a single location.

The Corticeira Amorim company was represented at the fair by means of the Hi.Global stand, in addition to the permanent presence of one of its sales representatives in Spain.





# Amorim Isolamentos

promotes 3<sup>rd</sup> International Conference on Insulation

AMORIM ISOLAMENTOS ORGANISED THE 3<sup>RD</sup> INTERNATIONAL CONFERENCE ON INSULATION AT THE END OF SEPTEMBER, IN LISBON. TARGETING ARCHITECTS, ENGINEERS AND SPECIALISTS IN THE FIELDS OF INSULATION AND SUSTAINABLE ARCHITECTURE, THE EVENT WAS ATTENDED BY AROUND 70 PEOPLE FROM 11 DIFFERENT COUNTRIES.

## Gierlings Velpor attends major decoration and clothing fairs

In line with the company's sales and marketing dynamic, Gierlings Velpor was present at the world's most important fairs in the textile sector. In addition to an innovative product range, the company presented a new corporate image, in original stands with a striking visual impact.

The clothing business area, upon which Gierlings Velpor was founded over two centuries ago, was represented at *Première Vision*, in Paris, and *Moda In*, in Milan, where the new Fall/Winter 2011/12 collection was launched. The result of intense investment in creativity and the company's historical know-how, this presence had a major impact on the sector, arousing the curiosity and interest of the world's major clothing brands. It is worth mentioning the contribution of Gierlings Velpor in defining seasonal trends for the clothing sector, and participation, by invitation of *Première Vision*, in the restricted "concertation" group comprising world textile specialists.

Decoration, one of Gierlings Velpor's most promising business areas, also launched its new 2011 collection at the *Mood* fair in Brussels, regarded as the "showcase" of European interior design. With a product portfolio expanded to include "Jacquard" textiles and an unrivalled presence in the segment of three-dimensional textiles, the new collection matched the highest international standards.



As in previous editions, the programme of this 3<sup>rd</sup> Conference included a visit to an Amorim Isolamentos factory, where guests were able to observe the cork transformation process, and a seminar, in which 10 solutions and innovative applications using cork as an insulation material were presented from the perspective of different geographical markets.

Expanded Cork Agglomerate is a 100% natural and recyclable insulation solution with features shared by all cork products which make it an ideal solution for projects aiming to be sustainable. Sustainability, along with the excellent performance of this material, which remains at the same high standard throughout its life cycle, are success factors underscored by increasing demand for Expanded Cork Agglomerate.

