



NEWS

Amorim Group news



Américo Amorim, Chairman of the Amorim Group,
celebrates a 60-year career

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HEADQUARTERS: Rua de Meladas nº 380 - 4536-902 Mozelos VFR

COPYRIGHT: Grupo Amorim

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CO-ORDINATION: Joana Martins

EDITORIAL: Plenimagem, Lda.

PUBLISHING: Grupo Amorim

DESIGN AND DESKTOP PUBLISHING: Plenimagem, Lda.

PRINTING AND BINDING: Lidergraf – Artes Gráficas, S.A.

TRANSLATION: Expressão, Lda. <http://www.expressao.pt>

DISTRIBUTION: Iberomail Correio Internacional, Lda.

PACKAGING: Porenvel Distribuição, Comércio e Serviços, S.A.

PERIODICITY: Quarterly

ISSUE: 22 000 copies

LEGAL DEPOSIT: VG-914-2001

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NEWS



EDITORIAL

“Dear Américo Amorim,

1 September marked the 60th anniversary of the start of your professional career. Sixty years filled with remarkable ingenuity and plenty of hard work.

The significance and scope of your words and life experience give us cause for reflection, and are a source of guidance which we have sought to follow in our own personal and professional life.

Your passion for the human dimension, seeking to embrace the immense potential of life and the world, in harmony with nature, has inspired and guided us.

In it, we see the vision, conviction and energy which you pour into everything you believe in, with the same naturalness with which you plant trees, form companies and point out paths in a quest for a fairer world.

The mark you have left on your projects, in which we had the pleasure of participating, is a permanent incentive to the fruitful restlessness and irreverence which opens the doors to creativity and innovation - and which finds continuity and viability in the form of persistent, well-guided hard work based on intelligent strategies.

When you were awarded a doctorate *Honoris Causa* in 2009 by St. John’s University in New York, we all saw the truth and authenticity of the title, rooted in a lifetime of practice, results, creation of knowledge and experience - the true goals of human learning.

Even in a year of pressing concerns for Portugal and for us all, we still have, in your life experience and your messages, a key with which to unlock new solutions and new paths.

“Hope must be accompanied by will, and a constant quest for results to overcome the problems we encounter.” So be it.

We know how much pleasure you take in your work, and therefore all that remains is for us to wish you many more years of celebration, in the certainty that you will be joined by many others, in countless other successful projects and initiatives.

Our very best wishes,
Your employees and friends.”

(Employees’ message to Américo Amorim to celebrate the 60th anniversary of the start of his career.)

Américo Amorim

a step ahead of those around him

1 September marked the end of the 60th year in the career of Américo Amorim, Chairman of the Amorim Group. A celebratory lunch at the Albertina Amorim Foundation in Santa Maria de Lamas was the event chosen by the group's directors and other employees to honour Américo Amorim. Besides the Amorim family, invitees included all employees who have been with the Amorim Group for over 30 years, totalling over 400 guests.

Américo Amorim is a pivotal figure within the Amorim Group. Since starting work in 1952 he has left an indelible mark on the organisation's history, so much so that a distinction is often made between the Amorim group as it was before he became Chairman, and the different, renewed group that followed. At the age of just 18, Américo Amorim set out to travel the world in search of new opportunities for the cork industry, in regions which many thought strange at the time, given the circumstances they were in. Internationalisation and vertical integration of the cork industry were the primary axes defining Américo Amorim's activity in the sector, accompanied by a diversification of the group's activities into areas as diverse as tourism, textiles, the wine industry and many others.

Throughout his career, social concerns were never far from Américo Amorim's mind. The company's first refectory opened in 1938, the

same year in which it began providing medical care for its employees. Indeed, this facet is exalted in the book presented to Américo Amorim by employees on 1 September, a compilation of the key messages which informed his actions, including "I have always believed that anyone who commands and builds but has no concern for balance and social justice, or is unable to maintain an easy and transparent relationship with every social class, can never be successful."

In an article published in the Portuguese daily *Diário Económico* to mark the occasion, in the column *Empresas com História* (Companies with History) António Freitas de Sousa describes Américo Amorim thus: "Américo Amorim never wastes time with anything, for one simple reason: he is almost always one step ahead of those around him." This vision is the pillar which supports a large part of the business success of Américo Amorim, who took a small cork factory and turned it into one of the most international Portuguese companies of all time.





International Cork Gala distinguishes CorkSorb and Serpentine Gallery Pavilion

On 21 September, the Portuguese Cork Association (Apcor) held the 3rd Cork Gala at Alfândega Congress Centre in Porto, an event at which CORTICEIRA AMORIM was distinguished for its involvement in two separate projects.

During the gala, which aims to recognise the value and excellence of people and/or bodies which have contributed to the promotion, development and growth of the cork sector in recent years, CORTICEIRA AMORIM received the Innovation award for its CorkSorb project, while architects Herzog & de Meuron and visual artist Ai Weiwei were distinguished with the Revelation award for the use of cork in the Serpentine Gallery Pavilion 2012.

Cristoph Zeller, representing the Herzog & de Meuron studio, spoke in glowing terms of its partnership with CORTICEIRA AMORIM and the commitment of the entire team involved in the project, highlighting the project's innovative nature in terms of the use of cork.

As regards the innovation award, the Corksorb range, launched in 2010, has been extensively praised, winning five awards so far in the fields of Innovation and Sustainability. The product of internal R&D

work by CORTICEIRA AMORIM, Corksorb is a highly competitive line of natural absorbents with greater absorption capacity than mineral absorbents, producing 20 times less waste.

Fruticor, Sociedade Agrícola de Frutas e Cortiças (Agricultural Society for Fruit and Cork) was distinguished with the Forest award for its efforts in defence of the cork oak, achieving the first Forest Stewardship Council (FSC) certification. The event's other award winners were: Biocant - for research on the cork oak genome -, Compete - for supporting the cork sector with the InterCork programme -, OIV, Organisation Internationale de la Vigne et du Vin - for recommending natural cork stoppers as a sustainable product - and the Assembly of the Republic, for elevating the cork oak to the status of Portuguese National Tree.

Assunção Cristas, Minister for Agriculture, Sea, Environment and Land Use, attending the event, highlighted the Government's intention to continue its support for the development and promotion of cork and the sector it represents.



Amorim Cork South Africa celebrates 30th anniversary at Wine Cape 2012

António Amorim, CEO and Chairman of CORTICEIRA AMORIM, was one of the main speakers on the international opening panel at Wine 2012, the most important biennial event on South Africa's wine calendar, aimed at promoting local wines. This edition was attended by over 1,000 of the sector's players, including specialist wine journalists and international distributors, over the course of three days.

Sitting beside Gerrit van Rensburg, the Cape minister of agriculture, António Amorim's speech focused on the priority with which the South African wine industry must consider environmental and sustainability issues, as factors which are crucial to its development.

The thrust of his argument, which was widely covered in the international media, was that South Africa's wine industry must adopt an innovative business model combining conservation and development in such a way that they complement each other, for example by establishing a "Biodiversity Programme" in the local wine industry. Indeed, this is a strategy which has already been adopted by the cork industry.

"Regardless of nationality, consumers are increasingly aware of which brands and businesses reconcile economic factors with environmental and social parameters. In the future, these parameters will be even more highly valued, second only to price and quality." António Amorim also mentioned the importance of keeping the country's growing bulk exports of wine in check: "The South African industry must seek to position itself as a premium wine producer of world-renowned quality. A new positioning combining image and value will be vital in facing today's challenges. This evolution, and the recognition gained by the wine industry, will benefit producers and the wider community, resulting in an enhanced reputation for the country in general, boosting exports of other products".

The event coincided with the celebrations of Amorim Cork South Africa's 30th anniversary, and António Amorim used the opportunity to strengthen ties with clients in the various business areas currently developing in the region, especially key players of the wine industry.

Amorim Isolamentos and Gyptec Ibérica announce Gypcork

An innovative product for sustainable restoration

With the restoration market in mind, Amorim Isolamentos and Gyptec Ibérica have launched Gypcork, an innovative board comprising two outstanding Portuguese products: expanded cork agglomerate - an excellent thermal and acoustic insulation product created by Amorim Isolamentos using a 100% natural and waste-free process - and Gyptec laminated plaster boards, made from eco-friendly raw materials using non-polluting methods.

Gypcork arose from the need to optimise the "Gyptec + Lambourdé" system, in which expanded cork agglomerate boards are applied in two inlaid wooden slats, to which the laminated plaster boards are

attached, and the result is a solution which is easier to apply and fully compliant with modern requirements for sustainable products and systems, while contributing to increased energy efficiency and greater comfort in buildings.

Gypcork is an indoor solution providing faultless thermal and acoustic performance, with low embodied energy, made primarily from sub-products of other industries and renewable materials which contribute to CO₂ absorption

This new product, developed internally by Gyptec Ibérica, complies with the requirements of standard EN-14190.

CORTICEIRA AMORIM distinguished with sustainability seal

Platform for Sustainable Construction recognises CORTICEIRA AMORIM as the only company to reach Gold level



CORTICEIRA AMORIM was recently awarded the Sustainability Seal by the Platform for Sustainable Construction, which, as the managing body of the Sustainable Habitat Cluster in Portugal, launched the initiative in order to acknowledge the efforts of entities and companies belonging to the cluster in defence of sustainability. CORTICEIRA AMORIM met 11 of the assessment criteria, with results corresponding to Gold level. The prize was awarded on 21 September as part of the CINCOS'12 congress.

With an organisational culture oriented towards sustainable development, CORTICEIRA AMORIM's application was based on its extensive portfolio of sustainable cork solutions for construction, the benefits arising from the use of cork and the enormous range of potential applications in the sector.

The construction and decoration materials market is one of the most

important for the cork sector, comprising around 23% of all exports. The construction sector accounts for around one third of the activities of CORTICEIRA AMORIM, which has three Business Units - Coverings, Agglomerates and Composites, and Insulation – working on the development of products and solutions for the field.

Boosted by a series of international partnerships involving CORTICEIRA AMORIM, the use of cork in architectural works of global importance has given the material a new positioning and reputation as a solution which combines, like no other, technical performance with sustainable development.

The Sustainability Seal was launched with the goal of giving visibility to companies and bodies of the Habitat cluster which demonstrate a clear commitment to sustainability as a key to innovation and competitiveness, assessed according to rigorous criteria.

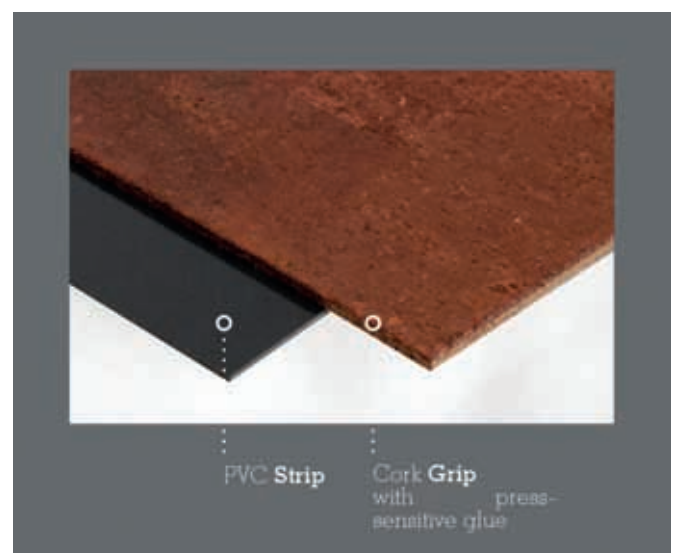
FastConnect[®], by Wicanders[®], wins HolzLand award

New quick and easy connect technology wins over jury

The FastConnect[®] system was awarded the HolzLand 2012 award in the “wall, floor, ceiling” category at Expo HolzLand 2012 in Hanover, an event organised by Germany's leading wood dealers association.

The new application system is truly revolutionary, enabling easy, quick installation with no need for glue. It is suitable for practically all kinds of underlay, and each tile, with a thickness of just 5.5 mm, is glued to the next rather than to the floor or underlay.

According to Tomas Cordes, General Manager of Amorim Germany, FastConnect[®] offers great technical benefits with regard to application: “Our aim with this revolutionary product is to provide reinforced support to specialist resellers, enabling them to offer their clients a quick, clean and high-quality installation system. Combined with the natural characteristics of cork, the new FastConnect[®] system makes cork coverings even more functional and attractive.



EXPERIMENTADESIGN Fernando Brízio and CORTICEIRA AMORIM at London Design Festival 2012

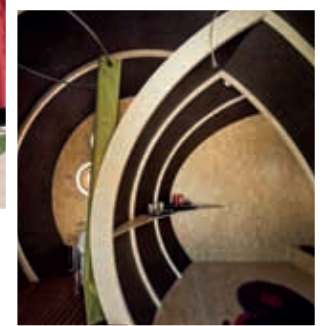
Experimentadesign was invited by the London Design Festival to take part in the Bench Years project as part of the festival's 2012 edition.

Bench Years brought together 10 of the most highly-regarded international designers, challenging them to work with 10 different materials to produce a limited edition of benches for public spaces. Created in partnership with Established & Sons, the set of benches was displayed at the Victoria & Albert Museum from 14 to 23 September, as part of the celebrations for the London Design Festival's 10th anniversary.

For its part in the project, Experimentadesign, in partnership with CORTICEIRA AMORIM, commissioned designer Fernando Brízio to create a bench using cork.

Fernando Brízio designed the "pig's trotter" bench, a tribute to cork and the ecosystem in which it is produced, a central part of which is the black Iberian pig, in a setting characterised by a very specific economy and material culture.

Konstantin Grcic, Jasper Morrison, Martino Gamper and Barber&Osgerby were among the leading international designers who worked alongside Fernando Brízio in the initiative.



Habitable cork sculpture in Guimarães, Portugal

Shelter, by Portuguese sculptor Gabriela Gomes, is made with cork provided by CORTICEIRA AMORIM

Shelter by GG, a habitable module made of cork, was designed by Gabriela Gomes and unveiled in Guimarães as part of the programme of the European Capital of Culture. Built with cork from CORTICEIRA AMORIM - a partner in the project - this striking work of art is installed in a public space and challenges the public to experience the sculpture by spending the night inside it.

Shelter will be on display at the Platform of Arts in Guimarães for six months, and can be booked by anyone.

Cork is one of defining materials used in the sculpture, alongside the wood which makes up the module's structure. The interior is lined with MDFachada Insulation Corkboard manufactured by Amorim Isolamentos. This material provides thermal and acoustic insulation, and is soft to the touch. MDFachada Insulation Corkboard was selected for use in the project primarily for its versatility and the ease with which it could be adapted to the intended concept; the result is an innovative project, with a design which is enhanced by the use of cork.

Shelter's exterior façade is covered with CORKwall, an innovative covering intended for finishing and restoration of exterior façades and roofs. The product, manufactured by Amorim Cork Composites, is applied by spraying it onto walls of any surface type. CORKwall's main function is to provide acoustic and thermal insulation; in addition, it acts as an effective thermal barrier preventing heat loss and visible cracks at the surface.

The project is geared toward environmentally sustainable tourism. In the words of the designer, Gabriela Gomes: "Shelter will serve as a prototype and can be 'recycled' or re-adapted as required."



CORK BEEHIVE, by Anna Loskiewicz, wins international cork competition

367 projects from 39 countries responded to the challenge launched by Vitra Design Museum and Domaine de Boisbuchet in partnership with CORTICEIRA AMORIM

Anna Loskiewicz, a Polish designer, is the winner of a competition sponsored by Corticeira Amorim which challenged the international community of designers and architects to come up with new uses for cork or improve the existing portfolio of cork-based products. From a total of 367 projects submitted, 20 international designers were invited to participate in a specialised workshop at Domaine de Boisbuchet. The goal of the workshop was to develop prototypes of the 20 ideas chosen.

On 7 September, a jury – comprising Alexander von Vegesack of Domaine de Boisbuchet and Vitra Design Museum, Gabriele Pezzini of Hermès, Cathleen O'Rourke of Parsons - the New School for Design, Luisa González-Portillo of the IED and Domaine de Boisbuchet, designers Rita João and Pedro Ferreira (Pedrita), and Raquel Castro and Carlos de Jesus of CORTICEIRA AMORIM – elected CORK BEEHIVE by Anna Loskiewicz as the best project proposal on the basis of its clear relevance and design. The winning designer received a € 10,000 award.

Based on the characteristics of cork, Anna Loskiewicz designed CORK BEEHIVE, a modern beehive, drastically innovating one of the most ancient uses of cork, in complete symbiosis with nature. According to Anna Loskiewicz, this modern beehive model is a perfect fit for the spirit of sustainable urban landscapes such as New York or London, cities where beekeeping is becoming increasingly popular.



In view of the relevance of the designs and the high quality of the prototypes, honourable mentions were awarded to the following five finalist projects.

Innovation and design, values associated with cork, are regarded as priorities by CORTICEIRA AMORIM, which has been steadily promoting the use of this raw material among the national and international creative community.



Cork Chair, by Sou Fujimoto Architects, one of the items awarded an honourable mention.

Cork Beehive, by Anna Loskiewicz





Interview with Alexander von Vegesack,

“Domaine de Boisbuchet is an idyllic place which attracts creatives from all over the world. Inspired by nature, they experiment with wood, clay, textiles and other materials, and above all with their fantasy. Cork is an ideal supplement to this palette, as well as being a material for which I have always had a great respect and liking. I never waste a cork stopper! My hands and feet appreciate the softness and comfort of this natural material. My intuitive affection for it is firmly rooted in conviction: its unmatched ecological features make cork one of the most relevant raw materials in promoting the future of our environment.”

**President of C.I.R.E.C.A. and Chairman of the Board
at Vitra Design Museum**

Tell us a little about your relationship with Domaine de Boisbuchet and Vitra Design Museum...

I bought Domaine de Boisbuchet in France in 1986, two years before founding Vitra Design Museum along with Rolf Fehlbaum. However, on the day the deed was signed, the property was occupied by squatters, which made it impossible for me to begin my project for an educational centre for design and architecture at Boisbuchet.

I called Ray Eames¹, with whom I had worked in California, to ask for advice on this unusual situation, and she introduced me to Rolf Fehlbaum² from Vitra, who bought around 40 items from my private collection and invited me to design a furniture collection. I agreed, on the condition that I could establish a foundation and a museum open to the public, and work with the collection. In turn, I had to agree to stick to the limited budget and do justice to the Vitra level of quality for any activities that I was involved in. Within a few years, I was able to build up the museum into an internationally-operating institution able to self-finance its entire budget through its activities.

Vitra Design Museum was inaugurated in November 1989, in the same month in which the Berlin Wall fell and the squatters left Boisbuchet. Seven months later I began the first series of workshops, at that time with Ron Arad and Jasper Morrison, on the museum campus. After a few years, the success and technical evolution of these initiatives meant that the venue was no longer suitable for the project. In 1993, I decided to move it to Boisbuchet.

Meanwhile, we had been renovating Domaine de Boisbuchet in order to create the right conditions for the workshops to be held, pursuing the initial idea of opening an independent cultural centre called C.I.R.E.C.A., “Centre International de Recherche et d’Education Culturelle et Agricole”. The relationship between Vitra Design Museum and C.I.R.E.C.A. is based on a shared interest in the fields of design and architecture, exchanging knowledge and forming partnerships with museums and universities. Vitra Design Museum also supports Boisbuchet with a yearly financial contribution, but does not hold any ownership rights.

...and with the Georges Pompidou Centre.

My collaboration with the Georges Pompidou Centre began shortly after it was inaugurated in 1975, with an exhibition of my private collection of bentwood furniture. In 1992, the Georges Pompidou Centre prepared an exhibition and catalogue of my work and my collection. When I moved my workshop programme from Basel-Weil (Vitra) to Domaine de Boisbuchet in 1994, the President of the Georges Pompidou Centre suggested a collaboration to support us in that rural area, where the local population clearly didn’t understand what we were doing and thought that we were some kind of sect.

Today, C.I.R.E.C.A. is recognised by the French government as a “pôle d’excellence rural”, receives financial support from national and regional government authorities and welcomes around 400 to 500 participants each year, mostly students and professionals in the fields of design and architecture.

How did the idea for a workshop on cork come about?

Set in a hilly landscape, Boisbuchet encompasses 150 hectares of parkland, forests and pastures, inspiring visitors and participants to make spontaneous use of nature in their projects. The use of wood, stone, bricks, clay or bamboo in any kind of construction, object or installation arises naturally.

When I heard about the young designer couple called Pedrita (Rita João and Pedro Ferreira) and their work with cork, it immediately occurred to me to invite them to run a workshop at Boisbuchet. We regarded cork as a relatively expensive material, which made it difficult to use except for a few experiments as part of our programme. Being a non-profit association, we have very limited resources. However, as soon as CORTICEIRA AMORIM expressed an interest in sponsoring the initiative, I gave the programme the green light.

During the first workshop, we learned about the full potential of cork, both in terms of the environmental benefits associated with its use, and the practically limitless range of possible applications, in everyday life and industrial production.



20 finalists of the international cork competition at Domaine de Boisbuchet

How did the designers react to cork?

Examining and touching the warm, soft cork blocks and panels encouraged practically every designer at Boisbuchet to experiment with this natural material and think about how it could be used in future projects, improving existing applications or developing new ones.

However, the fact is that experience with cork and knowledge of its potential are still limited among designers. Besides the famous bottle stopper, cork is associated mainly with specific fields such as the fishing industry, or hidden applications such as thermal insulation or reducing vibration and shocks.

Why a “Competition with Cork”?

After the success of the first cork workshop at Boisbuchet, I wanted to enable a wider range of designers to explore cork. A competition was the ideal way to achieve this, making it possible to include an unlimited number of participants and guarantee a larger pool of results at the same time.

How did the creative community match up to expectations?

We sent around 2,000 invitations, and received proposals from 367 designers. We chose the 20 most promising proposals and invited the designers to submit prototypes for their projects and examine them in conjunction with experts from CORTICEIRA AMORIM, within a two-month period. An intensive workshop lasting a week enabled each participant to refine their project.

What are the benefits of a partnership with Boisbuchet for a company like CORTICEIRA AMORIM?

The partnership with Boisbuchet will undoubtedly increase awareness of cork and its potential within the design community, by word of mouth, facebook and other electronic platforms, as well as the international press. During the workshop, 25 journalists from France, Belgium, the Netherlands, Spain, England, Italy and Germany visited Boisbuchet, and the project received extensive coverage in online magazines.

What about the future?

In future we would like to carry on holding cork workshops, on one hand because this helps to disseminate the versatility of this raw material, and on the other because its environmental characteristics are completely aligned with our educational goals, which favour natural materials.

However, without the ongoing support of CORTICEIRA AMORIM and its team, it would not have been possible to achieve such a positive result.

About Domaine de Boisbuchet

Currently regarded as one of the most important centres for experimentation in the field of design and architecture at international level, Domaine de Boisbuchet holds summer workshops in partnership with the George Pompidou Centre and Vitra Design Museum, in an idyllic rural setting in western central France.

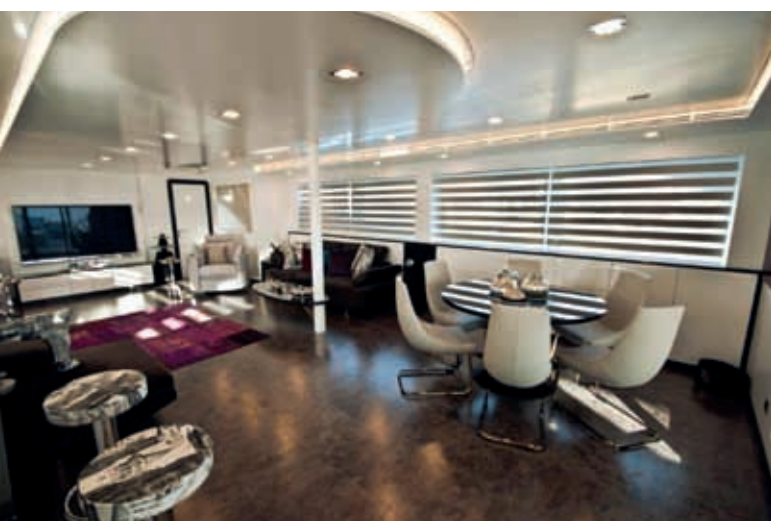
1. Ray Eames - North American designer. Alongside Charles Ormond Eames, she made a notable contribution to the field of modern architecture and furniture, leaving behind an extensive work in the fields of industrial graphic design, the fine arts and cinema.

2. Rolf Fehlbaum – President of Vitra AG

Wicanders® in international projects

The comfort and cachet of cork, with a natural cork look or in conjunction with vinyl or wood, make Wicanders® coverings the ideal solution for any project.

Under its premium Wicanders® brand, Amorim Revestimentos combines a versatile range of options with faultless performance, leveraging the unique characteristics of cork.



Some of the latest projects to make use of Wicanders® products:

Bekir Boydak Yacht, Istanbul, Turkey: 200 m² of **Corkcomfort** Dawn Identity Moonlight and 100 m² of **Artcomfort** Slate Plata;

Arie Korejiyo Hall, an event hall in Nagasaki, Japan: 182 m² of **Corkcomfort** Linn Blush;

BFI Berufsförderungsinstitut, (Institute for Professional Training), Vienna, Austria: 1100 m² of **Vinylcomfort** Oak Elegant;

Titanic Hotel Berlin, Berlin, Germany: 3300 m² of **Woodcomfort** Sand Oak and **Vinylcomfort** Zebrano Nutmeg.

CORTICEIRA AMORIM takes seminars to China

In what is becoming a regular occurrence, CORTICEIRA AMORIM held two seminars in China, specifically in the Shandong and Yunnan provinces, where it had an opportunity to show the Chinese market its latest innovations in the field of cork stopper research and the suitability of such stoppers for different wines.



Gierlings Velpor focuses on Public Transport

In recent years, Gierlings Velpor has focused on the diversification of its business areas, which include the Public Transport segment, one of the most promising textiles markets.

In the context of these efforts, in June Gierlings Velpor and the Amorim Group were visited by one of the sector's major world players - *Lantal Textiles Ltd*, from Switzerland.

The committee, led by CEO Urs Rickenbacher, was given a tour of Gierlings Velpor's premises, during which it was able to confirm *in loco* the company's technical and production potential in terms of textiles for Public Transport.

Amorim Cork Composites attends CWIEME Berlin '12

Amorim Cork Composites attended CWIEME Berlin, a major international trade show devoted to components for electromagnetic coils, transformers and electric motors, held last June and attended by more than 600 participating companies from over 40 countries.

Amorim Cork Composites' regular participation in this trade show is aimed at disseminating and promoting Amorim T&D's product range, with a particular focus in this edition on products for vibration control and noise reduction, sealing (power transformers and distributors) and bushings. ACC received support from the event from EFACEC, in the form of the loan of a power transformer, which was used to demonstrate the solutions offered for this purpose.

Wicanders® attends Flooring & Finishes 2012 in Melbourne

For the third time, Wicanders® attended Flooring & Finishes, held in late July in Melbourne, Australia.

The Wicanders® stand, a joint effort by Amorim Revestimentos and its distributor Ecologic Group, was designed to promote **Corkcomfort**, a product line with a cork appearance, to a diverse audience, from architects, designers and retailers to Australian consumers.

CORTICEIRA AMORIM sponsors Whisky Magazine Hall of Fame awards

CORTICEIRA AMORIM sponsored the Icons of Whisky 2011/2102 Awards, an important fixture of the whisky calendar at which the sector's most influential bodies and personalities are voted each year, attended by key figures of the industry from marketers to master distillers, producers, suppliers and opinion leaders. In line with the format of previous editions, the competition was initially addressed to participants in Scotland, the US and London, but was later extended to include other countries such as Japan, Canada and Ireland. Each edition of the Icons of Whisky Awards is surpassed by the next in terms of quality, reflected in rising numbers of international participants, which is in turn a sign of the upward trend enjoyed by the market.



The awards were handed over by Hugo Mesquita, sales manager for the Top Series capsulated stoppers.

Amorim Academy continues to distinguish wine research projects

The 21st edition of the Amorim Academy Awards, held in Cognac, France on 22 July distinguished two research projects in the field of wine growing and production, in the "Grand Prix" and "Prix de l'initiative" categories. The Grand Prix 2012 was awarded to Guillaume Antalick for his study "Bilan biochimique et sensoriel des modifications de la note fruitée des vins rouges lors de la fermentation malolactique / Rôle particulier des esters" on the evolution of aromas, specifically the fruity aroma. Fanny Garret and Bernard Oswald were awarded the "Prix de l'initiative" for the creation of an online videogame which combines entertainment with an educational angle in an experience which allows players to stand in the shoes of a winegrower, making a number of choices throughout the course of the scenario. The award ceremony was preceded by a debate on the topic "Cognac, the taste of luxury", involving a number of members of the Amorim Academy and other guests. Since 1992, the Amorim Academy has provided financial support for research projects which contribute to the progress of the wine growing and production sector by awarding cash prizes to the best projects submitted.

Amorim Cork Deutschland achieves 98.2% customer satisfaction



Amorim Cork Deutschland achieved outstanding results in its yearly customer satisfaction survey. This year's figures, which result in a customer satisfaction score of 98.2%, are evidence of just how happy clients are with the quality of the natural cork stoppers and the customer service offered by Amorim Cork Deutschland. The company, which has the highly appropriate slogan "Natural cork stoppers of the highest standards - our passion and our commitment to you", collected detailed customer assessments in a total of seven areas, comprising extremely positive feedback. Quality, service and personal commitment are Amorim Cork Deutschland's most distinctive characteristics.

European Space Agency's **VEGA rocket uses cork solutions by Amorim Cork Composites**

Cork has been used in aerospace projects for decades, since the US space program behind the Apollo 11 mission to the moon, with the support of Amorim Cork Composites.

The choice of this material is due to the fact that cork-based technical products provide outstanding performance in terms of thermal and vibration insulation. This time, cork from Amorim Cork Composites was used as a thermal shield for the European Space Agency's new rocket, Vega, a testament to the quality of its performance in the aerospace industry. Cork's cellular make-up and the way in which it reacts to fire ensure slow combustion by means of heat consumption, preventing overheating of the rocket's structure.

Cork is applied to the outer part of the cone and the rocket's most temperature-sensitive areas, in varying thicknesses according to the thermal load.



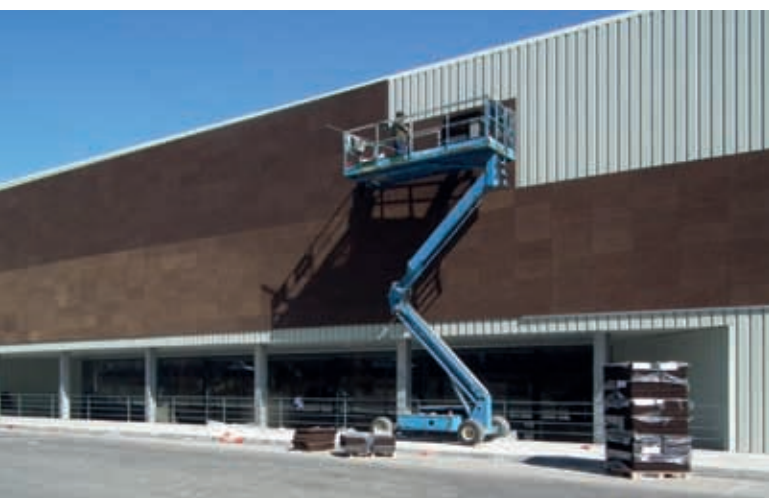
Paços de Ferreira exhibition pavilion is **Portugal's largest cork-covered building**

Paços de Ferreira exhibition pavilion was recently refurbished, becoming Portugal's largest building to be completely covered with cork.

To this end, Amorim Isolamentos supplied 7,000 m² of MDFachada expanded cork agglomerate for the outer wall covering.

In the words of Hélder Moura, president of Paços de Ferreira Business Association (AEPF), "cork, being unlike pretty much any other material found in this kind of building, will attract large numbers of visitors to the Furniture Capital," adding that the choice of this noble material was based on its Portuguese origin and close connection with the country's image.

According to the AEPF president, expanded cork agglomerate was also chosen due to the excellent value for money and guarantees offered by the product, unmatched by any other material.



Volkswagen awards innovative trophy using cork, with the support of Amorim Cork Composites

In keeping with tradition, Volkswagen held another edition of its annual employee race. This year's event took place at Volkswagen Autoeuropa, in Palmela, and involved around two thousand runners who covered the entire Autoeuropa production line.

All who took part in the athletics events received a participation kit, and the winners were awarded a trophy with an innovative design comprising two different materials: metal and cork, the latter supplied by Amorim Cork Composites, which also provided technical support for the creation of the trophy.



Wicanders® sample box showcases the natural beauty of Corkcomfort and Artcomfort

The Wicanders® brand recently launched an innovative sample box, an important kit highlighting the natural beauty and versatility of the products' cork look.

The new merchandising tool, unveiled at Amorim Germany, focuses specifically on the **Corkcomfort** and **Artcomfort** lines, comprising a total of 54 cork look products.

Each kit also contains a book which provides information about cork floorings, in particular technical recommendations on products, accessories, cleaning products, etc. in conjunction with a more artistic and decorative component using photos and detail samples to suggest countless creative applications in a wide range of settings.

CORTICEIRA AMORIM and Timberland® promote design with sustainable materials

CORTICEIRA AMORIM, in association with Timberland, supported the sixth edition of the Independent Handbag Designer Awards (IHDA). At the ceremony, held in New York in June, Fiona Kempton - representing Kempton & Co. - was presented with the Best Green Handbag award in the category sponsored by these two trailblazing companies, renowned for their solid environmental policies and practices which promote the use of sustainable, natural and renewable materials and their association with the field of design.

The winning design, the Wiltshire Carryall, is distinguished by its innovative use of recycled materials, its robust look and a perfect blend of feminine style with a spirit of adventure.

A selection of new Kempton & Co models will be on sale in certain Timberland stores in the coming months. Meanwhile, Kempton will create a limited edition of handbags inspired on the Timberland concept, using cork from CORTICEIRA AMORIM.

The Independent Handbag Designer Award is an international competition devoted to rewarding design and creativity in the creation of bags and handbags, both in the US and worldwide.





Leading Australian winery returns to cork stoppers

Leading Australian winery Rusden Wines has announced it is giving up on screwcap closures after five years as a result of persistent quality control issues and will now bottle its entire product range under cork. The decision is due to recurring quality issues associated with aluminium closures.

In the words of Carlos de Jesus, marketing and communications director for CORTICEIRA AMORIM, "it is very encouraging to see that a number of producers in different markets are deciding to return to cork stoppers after bad experiences with artificial closures. In Australia's case these decisions are particularly significant, in part because these are prestigious wines, but also because this was one of the first markets in which artificial closures gained a strong foothold."

In an article in the July edition of Australia's Wine Business

Magazine (WBM), Rusden winemaker Christian Canute said the Barossa Valley winery had experienced a range of problems with its wine under screwcap and the decision to return to cork was based purely on technical performance.

"After a five year trial of screwcaps it has become clear that cork is best for our wines," Canute told WBM. "From a technical point of view, from a sustainability point of view, from a consumer point of view and from an aspirational, premium factor point of view, cork is the best companion to wine," he added.

Rusden is renowned for its high quality wines, with prices ranging from 25 to 85 dollars, which are highly acclaimed both in Australia and abroad. Over the last ten years, wine critic Robert Parker has consistently awarded high scores to Rusden's wines, some exceeding 95 points.

Christmas 2012 catalogue Quinta Nova de Nossa Senhora do Carmo

Quinta Nova de Nossa Senhora do Carmo has published its Christmas 2012 catalogue.

The prestige of wine is combined with the refinement of gourmet products in a versatile range of offerings which are the perfect gift for even the most demanding of your clients and friends.

A noteworthy novelty is the partnership with Amorim Cork Composites in the form of the *Alma Gémea* (www.alma-gemea.net) collection, a range of consumer goods in which the elegance of cork and faience pottery is in perfect harmony with the excellence of Quinta Nova's gourmet products.

So that nothing is left to chance, Quinta Nova offers customers the option of making up their own pack, customising their selection to suit their tastes.

Come and see us at www.quintanova.com



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