



NEWS

Amorim Group news

CORTICEIRA AMORIM launches BCORK, the most comprehensive website on sustainable cork solutions for construction

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OIV recommends cork stoppers to the winegrowing sector

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Highest score for environmental performance awarded to AcoustiCORK®

(page 8)

Protect the flavour



Natural cork and wine have an age old bond and the history of one cannot be told without the other. A natural cork possesses unrivalled qualities that even today cannot be imitated or improved upon. It protects centuries old traditions, the flavour and aroma of a wine, as well as protecting the planet by being the only truly sustainable wine stopper. ilovenaturalcork.co.uk



Intercork ends with awards and international recognition

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Credits

HEADQUARTERS: Rua de Meladas n° 380 - 4536-902 Mozelos VFR

COPYRIGHT: Grupo Amorim

DIRECTOR: Eduardo Correia

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



The last decade has been a crucial one for the cork industry. A turbulent period in which everything was called into question, everything was under threat and a reversal was observed in the growth of the sector, with exports suffering considerably as a result of competition from alternative products, devaluation of the US dollar and availability of more competitive cork products on the international market. In this difficult setting, the sector, led by Corticeira Amorim, sought new solutions. Convinced of the importance of cork to Portugal - the world's largest producer in an industry heavily reliant on exports - Apcor resolved to join forces with the Portuguese government to implement an international campaign for the promotion of cork. Work on the campaign, entitled Intercork, began in 2009, financed by funds from the EU and the private sector, with Corticeira Amorim contributing a total of 50% of the latter.

Cork benefits millions of people in countless different countries, and its social, environmental and economic advantages know no political borders. Indeed, the cork oak forest and cork are a rare example of an economic activity which sustains and protects a unique ecosystem, a fact which it was important to share with the world.

Investment, innovation and communication were the pillars upon which this affirmation of cork as a product with unequalled credentials was based. Enjoying extensive geographical coverage, the Intercork programme took place in 12 countries, comprising both current and potential consumers of cork, announcing it as an industry for the future which brings together culture, innovation and sustainable development. In terms of products, the promotion focused mainly on cork stoppers and construction and decoration materials.

Thousands of initiatives were undertaken to convey the positive message of cork to millions of consumers, from a lorry promoting cork coverings parked right on Broadway, New York or driving from coast to coast, to partnerships with major international retail chains or the use of exclusive wines sealed under cork in all of the Grammy Award ceremonies, and even an iconic awareness-raising event held in prestigious London and New York fashion outlets. It was a wide-ranging programme with a number of fronts, which united individuals, schools and universities, entrepreneurs, politicians and environmentalists, Hollywood actors and sports personalities, designers, architects and museums, wine producers, oenologists and sommeliers, as well as bloggers, behind the cause of cork. Today, at the conclusion of the Intercork programme, cork has made a name for itself in the world. In terms of the sector, an increase in exports of 19% over the last two years is expected. As regards Corticeira Amorim's situation, it should be noted for example that the Company gained over 5000 new clients in 2010 and 2011, bolstering both the volume and amount of sales.

2012 will undoubtedly be a more challenging year. However, we are also certain that never, at any other time in our history, has cork enjoyed an international reputation like the one it has today. This reputation, firmly based on quality, R&D and stability, is an excellent reason to face the future with confidence.

Kind regards,
António Rios de Amorim



Wicanders®

presents new products for 2012-2014

Developed in line with the latest market trends and in accordance with clients' expectations of quality and distinction, Wicanders® has launched a new line of coverings for the 2012-2014 collection, with innovations both at a technical level and in terms of decoration.

Of particular note among these innovations are **Vinylcomfort** Glue-down and **Artcomfort**, which are expected to continue to revolutionise the floorings market thanks to the wide range of looks they offer, in addition to the inimitable comfort provided by cork.

Vinylcomfort **Glue-down**

Following the success of the floating **Vinylcomfort** collection, and in line with the trend towards increasing sustainability in production, Amorim Flooring presents the glue-down version of **Vinylcomfort**. The most sustainable and modern vinyl flooring product on the market, it boasts a central layer of cork which plays a fundamental role in ensuring comfort underfoot, as well as acoustic and thermal insulation, resulting in energy savings in terms of heating.

Artcomfort **A new product range**

In 2009, Wicanders® expanded its **Corkcomfort** offering by introducing visual elements such as stone, ceramic and leather. With this new range, Amorim Flooring intends to expand its range of natural materials even further, paving the way for the exploration of countless elegant, trendy and highly seductive organic structures.

CORTICEIRA AMORIM

launches BCORK, the most comprehensive website on sustainable cork solutions for construction



www.bcork.amorim.com

Current times are imposing new challenges on the construction sector, and the environmental dimension is clearly manifesting itself as a factor of critical importance to the success of operators in the sector. The need for intelligent housing and urban planning solutions which are both functional and sustainable is now more pressing than ever.

Intelligent solutions are, naturally, based on intelligent materials. Cork is a raw material of unique characteristics, with advantages ranging from its make-up to the countless benefits arising from its use. 100% natural, renewable and recyclable, cork fully meets the needs of sustainable construction, a field in which it is increasingly taking on a decisive role.

The construction sector currently represents around 1/3 of CORTICEIRA AMORIM's business volume, corresponding to three Business Units (Amorim Cork Composites, Amorim Isolamentos and Amorim Flooring). In this sense, and considering the vast portfolio of solutions which the Company has to offer, the need arose to compile, in a single website, a corpus of structured information about cork and materials produced by CORTICEIRA AMORIM for the construction sector.

Entitled BCORK – SUSTAINABLE CORK SOLUTIONS FOR CONSTRUCTION, the new website can be accessed at www.bcork.amorim.com. The project aims to make available to the various players in the construction sector technical information about existing cork products and applications and contribute to greater dissemination of the environmental and technical advantages associated with the use of this material.

OIV recommends cork stoppers to the winegrowing sector

New environmental standards highlight the benefits of cork



Climate change is among humanity's most pressing concerns. The emission of carbon dioxide (CO₂) and other greenhouse gases into the atmosphere is an issue which involves nations, governments, companies and citizens, and demands the conscious adoption of stances which can help reduce these emissions. It was in this context that the OIV created the GHGAP (Green House Gas Accounting Protocol), a tool establishing the principles for calculation of the extent of such emissions in the context of the winegrowing sector.

The OIV - Organisation Internationale de la Vigne et du Vin presented the new environmental standards for the winegrowing sector, in which it unambiguously recommends the use of cork stoppers rather than artificial sealants.

The standards, approved in the General Meeting, which resulted in the protocol "General Principles of the OIV Greenhouse Gas Accounting Protocol for the Vine and Wine Sector", define the general principles for calculation of emissions in the winegrowing sector and acknowledge the supremacy and positive impact of cork stoppers in the calculation and final balance of emissions.

The OIV protocol is based on two aspects: "Enterprise Protocol" and "Product Protocol, which help companies to assess their carbon emissions by means of a calculation system, offering a guide to the analysis of the product life cycle, in which cork stoppers are distinguished as a sustainable product.

Indeed, the percentage of CO₂ retained by cork is an environmental factor of decisive importance, which sets cork stoppers apart from any other closure, a fact now officially recognised by the wine sector. According to the OIV "Cork stoppers are a specific feature of the winegrowing sector, and their use has an important impact on sustainable forest conservation. As a result of this important role, the counteraction of cork stoppers against carbon emissions must be taken into account...". In addition, it is acknowledged that "when greenhouse gas emissions related to natural cork stoppers are calculated, the production system should be regarded holistically." This means taking into account not just the carbon retained by the product (stopper) but also the carbon sink that is the cork oak forest.

About the Life Cycle of Cork Stoppers

This new directive from the OIV is in harmony with a number of studies conducted on the life cycle of cork stoppers, such as the one published by the Lisbon Higher Institute of Agronomy which shows that the cork oak forest is able to retain around 6 tonnes of CO₂ per hectare per year (over 4 million tonnes of CO₂ per year in Portugal), from which it can be extrapolated that the cork oak forests of the Mediterranean (2.2 million hectares) enable the retention of almost 14 million tonnes of CO₂ per year.

As early as 2008, an independent study was carried out by PriceWaterHouseCoopers/Ecobilani* comparing the life cycle of cork stoppers to that of aluminium caps and plastic closures. The conclusions of the study indicate that each plastic closure is responsible for 10 times more CO₂ emissions than a cork stopper, and that the CO₂ emissions of an aluminium cap are 24 times greater than those of a natural stopper.

The study concludes that over a 100 year period, the CO₂ emissions associated with the life cycle of 1000 cork stoppers (production, transport, packaging and end of life) amounts to 1533 g of CO₂, while the corresponding value for 1000 synthetic closures is 14,833 g of CO₂ and for 1000 screwcaps 37,172 g of CO₂.

The study took into account the analysis of seven key environmental indicators: emission of greenhouse gases; consumption of non-renewable energy; consumption of water; contribution to the acidification of the atmosphere; contribution to the deterioration of the ozone layer; contribution to eutrophication and production of solid waste.

Cork stoppers proved to be the best alternative in six of the above indicators, and came second only to aluminium caps in terms of water consumption.

*The PricewaterhouseCoopers study, conducted in accordance with the ISO 14040 and 14044 standards, was subjected to extensive review by three independent bodies, including an expert in life cycle analyses.

2nd World Cork Congress

Annual Cork Gala closes the congress with enthusiasm and hope for the future



Pedro Martins, Secretary of State for Employment, and Américo Amorim, Chairman of the Amorim Group.

Over 450 people attended the 2nd World Cork Congress, held on 30 September in the premises of the Champalimaud Foundation in Lisbon.

During the opening ceremony, Assunção Cristas, Minister for Agriculture, Sea, Environment and Land Use, highlighted plans to promote greater commitment on the part of the government in defending the cork sector and industry, listing several concrete measures to this end.

Throughout the congress, the various guest speakers, from Portugal and abroad, discussed a wide range of topics such as Forest, Production and Sustainability, Cork Stoppers and Cork in construction, architecture and design, presenting strategies and guidelines for future opportunities in the cork industry. Meanwhile, Carlos de Jesus, Marketing and Advertising Director at CORTICEIRA AMORIM, shared with the audience the outstanding results of the Intercork – International Promotion of Cork campaign.

It fell to António Rios de Amorim, also President of the Portuguese Cork Association (APCOR), to close the work session with an overview of the day's main conclusions.

From among the main topics discussed, of particular note was the specificity of the cork industry and its unique credentials in terms of sustainability, the investments which have been made with a view to ensuring the quality of cork products, in particular the work carried out on the issue of TCA, which according to the ETS laboratory has resulted in a reduction of around 82% over the last decade. Cork itself is assuming an increasingly prominent role in construction and decoration, distinguished by the high performance of solutions which make use of it, which has led to its application in a number of iconic projects. Finally, António Rios de Amorim mentioned the supreme importance to the sector of the market, which acts as a price maker. This is why the perception of cork's value is inevitably linked to the market, making it imperative that internal dialogue within the sector remain coordinated and focused on the market.

The event also made it clear that the cork sector could continue its rising progression, but the circumstances of the financial markets demand great caution. António Rios de Amorim reminded the audi-

ence that "this caution, as in the past, will not prevent the cork sector from identifying and acting upon the opportunities which present themselves: cork and the sector are growing once again, cork has gained credibility in the world, and affirms itself today as a raw material par excellence, and the sector has recovered its market share, and may continue to do so. In order to achieve this, it must continue the work it has begun, acting with humility, investing even more in the quality and excellence of its products and presenting cork as a product providing added value, a product preferred by opinion leaders, designers and above all consumers."

In the future, it will be essential to remain focussed on the three main objectives of the cork industry: reaffirming cork as the natural sealant for wine and champagne and making it grow in quantity but above all value; disseminating, promoting and demonstrating cork as a material for construction and in particular interior design; promoting new applications for cork which create value for the entire sector." António Rios de Amorim concluded his speech with a message of warning and of motivation: "having overcome many of the great obstacles of the last decade has not diminished our responsibility. Being stronger only raises the expectations of all those who follow and depend upon the cork industry and the cork oak forest. Living up to these expectations and the resulting responsibilities is to recognise our abilities, and to immediately begin to discover how to increase them."

The 2nd World Cork and Cork Oak Congress ended with the 2011 Annual Cork Gala, in the Convent of Beato, at which awards were given to individuals and organisations which made their mark on the cork sector in recent years. Of particular note was the Merit Prize awarded to Mr Américo Amorim.

It was in an atmosphere of great enthusiasm and confidence that this celebration and acknowledgement of the cork sector brought the event to a close, with a sense of immense possibility for the future.

Cork stopper sales rocket in the main international markets

In the US, demand for wines sealed with cork increases by 8%

DURING THE FIRST NINE MONTHS OF 2011, CORTICEIRA AMORIM RECORDED A SIGNIFICANT INCREASE IN SALES OF CORK STOPPERS, EXCEEDING THE FIGURE FOR THE SAME PERIOD OF THE PREVIOUS YEAR BY 18 MILLION EUROS.

This growth was shared by all types of cork stoppers, but the greatest boost was enjoyed by champagne stoppers (+16%) and agglomerated cork stoppers (+30%). It is of significance here that agglomerated cork stoppers came into being in response to the need for a low cost solution to compete with the prices charged for plastic and aluminium closures. For their part, Twin Top® stoppers have maintained the same level of demand, while the remaining families have enjoyed growth in line with the evolution observed last year.

France, Italy, Spain and the US, all major wine markets, are the countries in which this growth was the most pronounced, matching the conclusions of a study conducted in the US market which highlights a trend towards growing use of cork, and a corresponding decrease in the use of alternative closures. The study was carried out by A.C.Nielsen and promoted by the CQC - Cork Quality Council and concluded that over 60% of the 100 top premium wine brands in the US are now sealed with natural cork.

Study of the 100 top premium wine brands in the US

Over a period of just 4 weeks, sales of the 100 top premium wine brands sealed with cork stoppers rose by 7.7% (in comparison to the same period of the previous year), while sales of the 100 top brands sealed with alternative closures fell by 11.9%:

4 weeks up to:	17/09/2011	18/09/2010	Variation
Cork stoppers	689,252	639,923	7.7%
Alternative closures	444,848	504,992	- 11.9%
Total for the Top 100	1,134,100	1,144,915	- 0.9%

Sales of boxes

Therefore, wines sealed with cork accounted for 61% of the population under study, in contrast to the figure of 56% a year ago. The 100 Top Brands corresponded to 55% of all wine bottled in 750 ml containers produced in the US.

In addition, the number of wines sealed with cork rose by 5.5%, to 668. By contrast, the same indicator fell by 15.4% in regard to alternative closures, to 269:

4 weeks up to:	17/09/2011	18/09/2010	Variation
Cork stoppers	668	633	5.5 %
Alternative closures	269	318	- 15.4%
Total for the Top 100	937	951	- 1.5 %

Stock of wine varieties

Alternative closures had previously been gaining ground in lower-end wines. However, cork stoppers recently enjoyed a resurgence from 44% to 50% in the \$6-\$9 (4€-6.5€) category. Sales of wines sealed with cork also rose from 58% to 60% in the \$9-\$12 (6.5€-8.5€) category.

"This is the sixth consecutive survey to show a sharp increase in the sale of wine sealed with cork," said Peter Weber, executive director of the Cork Quality Council. "With improvement in the quality of cork, unwavering consumer preference for natural cork and emerging problems with alternative closures, a growing number of U.S. wineries are choosing cork."

The complete study* can be viewed at: <http://www.corkqc.com/newsandpress/cnews3.htm> .

*The study contemplated the top 100 wine brands priced at \$6 (4€) or more per 750 ml bottle; it was restricted to supermarket sales and does not include sales by smaller wine retailers. The top 100 brands include most of the wine brands using alternative closures.



Highest score for environmental performance awarded to AcoustiCORK®

The AcoustiCORK® range of underlayment products manufactured by Amorim Cork Composites was awarded an A+ rating by the Building Research Establishment (BRE) in London in an Environmental Product Declaration (EPD) assessment, the first ever awarded to a sound insulating cork underlayment.

In order to obtain EPD certification, the AcoustiCORK® C31, C61 and T61 underlayments were submitted to a Life Cycle Assessment, a method developed by BRE for analysing the environmental impact of their use, from the raw material and manufacturing to the end of the product's useful life.

The A+ rating awarded to AcoustiCORK® underlayments is, according to international standards, proof of the superior environmental performance of this product, enabling it to be submitted to assessment studies in accordance with environmental rating systems such as BREEAM (Building Research Establishment Environmental Assessment Method). It should be noted, for instance, that all public buildings in the UK are assessed under the BREEAM scheme.

The overall goal of an EPD is to provide relevant, verified and comparable information about the environmental impact of the use of different solutions, and provide professionals in the industry with information on construction products that are a benchmark for sustainable buildings.

Amorim Cork Composites' cork underlayments are used in many national and international projects, especially in the European, US, Russian and Middle Eastern markets, and are designed for use under

a variety of different flooring types, and can also be used under the screed with another type of solution.

With this EPD certification, the AcoustiCORK® range of products was awarded BREEAM credits certifying that these underlayments meet sustainable construction standards. This is a differentiating factor among architects and developers choosing this prestigious and globally recognised sustainable construction certification programme.



AcoustiCORK® in Casa Ideal (Ideal Home) - Lisbon Design Show

Amorim Cork Composites was among the sponsors of the Casa Ideal (Ideal Home) presented at Lisbon Design Show – Intercasa, held from 11 to 16 October.

The Casa Ideal is a full-scale home created by designers who were invited to demonstrate their creative skills and technical knowledge

using the products exhibited at the Intercasa Concept stands and providing visitors with suggestions for the decoration of every part of the home.

For the project, AcoustiCORK® underflooring solutions for acoustic and thermal insulation of residential and commercial buildings were chosen. This sustainable product range is distinguished by its outstanding technical performance and durability, as well as its ease of installation, making it an alternative par excellence to synthetic products. The Casa Ideal project uses AcoustiCORK® underflooring under floating and ceramic floors, providing the respective areas with a high degree of acoustic insulation and thermal comfort. The AcoustiCORK® solutions significantly reduce the transfer of impact noise to other rooms, but also of the sounds which are propagated, e.g. by footsteps on the flooring.

The Lisbon Design Show is an unparalleled event in Portugal in the field of design, showcasing the latest trends in design for the home and fashion accessories, and provided Amorim Cork Composites with an opportunity to reveal once again to the Portuguese market its cork composites for numerous applications with demanding technical requirements, in particular construction and renovation.



CorkSorb distinguished at European Business Awards for the Environment

CORTICEIRA AMORIM's cork-based absorbent wins prizes in the «Product» and «Business & Biodiversity» categories

CorkSorb, a range of cork-based absorbents, has just won the Sustainability Innovation Award 2011 (EBAEpiS) and scooped two of the four prizes awarded by the European Business Awards for the Environment in the "Product" and "Business & Biodiversity" categories. This latter category encompasses all three sections of the contest. The initiative, which is undertaken in Portugal by the Portuguese Environment Agency in collaboration with the Department of Foresight and Planning and International Affairs, the Directorate-General for Economic Affairs, BCSD Portugal (Business Council for Sustainable Development) and GCI, took place on 28 November at the Electricity Museum in Lisbon. Since the launch of the CorkSorb products in early 2010, this is the third time that an award is given to this range of cork based absorbents, following their previous recognition with the National Award for Environmental Innovation and the Green Project Awards, where CorkSorb won the "Product" category award. This award was given to CorkSorb in acknowledgement of its combination of a sustainable raw material with excellent performance in containing and absorbing spills, enabling a reduction of the environmental impact usually associated with such procedures. CorkSorb products are made from cork, a 100% natural, renewable and recyclable raw material, by means of an integrated production process that generates no waste, and offer more satisfactory results than other mineral, organic or synthetic absorbents.

The result of CORTICEIRA AMORIM's constant and energetic commitment to R&D and Innovation, CorkSorb is a new line of natural and highly competitive absorbents, boasting a greater absorptive capacity and generating 20 times less waste than a conventional mineral absorbent. As CorkSorb absorbs oils and organic solvents without absorbing water, it is the ideal solution for any spill/leak situation, even in aquatic environments.

In addition to their environmental advantages, cork based solutions such as CorkSorb support an entire endogenous ecosystem – the cork oak forest – and play a key role in CO₂ retention, regulation of the water cycle, combating desertification and conservation of biodiversity.

This is the second time that Portugal participates in the European Business Awards for the Environment, a European Commission initiative which rewards companies that have demonstrated exemplary policies and practices that contribute to Sustainable Development. The projects acknowledged with awards in Portugal will be presented in Europe in 2012.



Dyn Cork and Fenabel present an innovative product made of wood and cork



Dyn Cork, a company owned by CORTICEIRA AMORIM and Sedacor, formed a partnership with Fenabel, a prestigious manufacturer of premium chairs, resulting in the launch of an innovative and eco-friendly line of chairs combining wood and cork. The presentation took place on 1 December at Sushi Fashion Miragem in Cascais.

The new line of chairs, entitled Petra, distinguishes itself by using a revolutionary cork textile created by Dyn Cork, and is aimed specifically at the hotelery and restaurant sector, areas to which it brings significant added value.

For this purpose, Dyn Cork produced a range of cork textiles which are flexible, durable, resistant to abrasion and washable, combining innovative features with cork's traditional properties of lightness and smoothness. The Dyn Cork textiles are perfectly suited to hotelery, and can be used for a wide range of applications. In addition to this, they enable the creation of tailor-made solutions with different patterns, resulting in a high degree of distinctiveness.

Created in line with the needs of the environmental market and directed specifically at eco hotels, the Petra collection comprises chairs and armchairs made of walnut heartwood with natural veining and a water-based wax finish, covered with Dyn Cork cork textile.

MATERIA® CORK BY AMORIM

Curated by experimentadesign

A perfect match

- by Fernando Brizio



Senta, by Fernando Brizio



"When I was a kid, every year we would spend a few days' holiday in Beira Baixa, close to the village where my mother was born.

I have very strong memories of these holidays, some of which refer to materials, objects and the simple ingenuity of countless construction solutions.

In this setting, there was the knowledge and the ability to gather material from the countryside, transform it and apply it to the construction of homes and items for everyday use or work.

Cork was often used for protection against impact or heat. I still have, from those days, a container for winged ants used in wire traps called *costelas* (ribs); people caught them in the countryside under large rocks. The container was made from the end of a gourd and a huge cork stopper cut to measure, a perfect match. I also remember the low wooden stools, with legs fixed to a round seat simply by means of the pressure among the wooden parts; on the table there was always a bottle of smooth red wine, with a stopper on which you could see the cuts made by my cousin.

I think that the stool I designed for CORTICEIRAAMORIM revisits these experiences. In the design, I try to use some of cork's more visible features, in particular its elasticity (which can be observed in any cork stopper) to fix or connect parts to each other. The stool's legs can be attached and detached, allowing the stool to be assembled or taken apart without requiring connecting parts or elements. Cork is a material with unique characteristics. However, its use beyond traditional applications is difficult, despite offering huge potential. This is an avenue which it is important to explore by means of research projects and product development environments such as the one created by CORTICEIRAAMORIM and Experimentadesign, as part of the MATERIA® CORK BY AMORIM project".

Fernando Brizio

Biography

Fernando Brizio has a licentiate's degree in Product Design (1996) from the Lisbon Faculty of Fine Arts, the city in which he lives and works. Since then, he has pursued both industrially produced projects and hand-crafted limited editions, in addition to his involvement in exhibitions, sceneries and interiors/exterior for

companies and organisations

such as Droog, Schröder, Torino World Design Capital, Experimentadesign, Lisbon City Hall, Il Coccio, Cor Unum, the Rafael Bordalo Pinheiro factory, Galerie Kreo and the choreographer Rui Horta. Professor and coordinator of the Master's degree in Industrial Design at ESAD.CR, Fernando has taught at ECAL/École cantonale d'art de Lausanne and HfG in Karlsruhe, participating in

countless conferences and juries both in Portugal and abroad. Exhibited and published internationally, his work is included in the permanent collection of the MUDE Museum of Design and Fashion in Lisbon, as well as a number of private collections. Fernando Brizio's consistent and finely crafted output is based on the challenging relationship between object and user, and on the creation of multi-dimensional items which are not limited to a single function or interpretation.

www.fernandobrizio.com



Senta, by Fernando Brizio

Senta (sit) is a contradiction through and through: an invitation to sit for someone who cannot stand still, an attempt to harmonise a desire for contemplation and the nervous energy of being "on the go". Easy to assemble and use in any context or setting, the stool is made up of four wooden legs which slot into a robust but flexible and comfortable cork seat. With no fixed location, Senta can be used in the kitchen in order to reach a high cupboard, or at the dining table to accommodate an extra guest in a space too narrow for a chair. The legs slot into two oval openings cut into the cork body, facilitating storage or transport. A natural and undemanding traveller, Senta is ready to jump directly from the car boot to the ground in seconds, ready for an afternoon watching the sea, a picnic or a countryside outing, when a sunset or a landscape prove to be just too inviting.



PINO, by Daniel Caramelo

Memory and Elasticity

- CORK by Daniel Caramelo

Cork is perhaps the noblest raw material with which I have ever worked. In addition to the countless properties which distinguish it from any other, the nobility of cork is a result of the time which it takes to come into being, year upon year, as a material. The organic, natural and self-renewing process which originates it is silent and almost imperceptible, following a leisurely and mature rhythm which somehow counterbalances the speed with which we demand everything takes place in today's world.

Although this is not my first collaboration with CORTICEIRA AMORIM, it is always a privilege to have the opportunity to work for an Organization of such importance on the national and international industrial stage, to create a collection of cork items alongside designers of such prestige, under the artistic direction of Experimentadesign.

The presence of cork in my everyday life is as anonymous as it is effective. It is present in many of the objects which surround me, and it is fascinating to understand the diversity of functions to which its properties lend themselves.

Looking at cork as a designer, I feel it is a material which could be used in countless applications. Its properties open the door to an immense world of ideas for which it would be ideally suited. However, to take a blank sheet of paper and create something which justifies the unequivocal and appropriate use of cork rather than any other material may not be an easy task.

Daniel Caramelo

Biography

After completing a licentiate's degree at the Lisbon Faculty of Fine Arts, industrial designer Daniel Caramelo spent three years working in Barcelona, in collaboration with Azuamoliné, among others. On his return to Lisbon, he founded the Linhabranca studio with Bárbara Fachada. A founding partner of Diverge Design, where he heads the design department, Daniel also pursues individual projects, which have been produced, published and exhibited both in Portugal and abroad.

Analytic vision and the ability to perfect forms while refining function are among the central tenets of his design process. Created for the Delta coffee brand, his Qosmo espresso machine is a fine example of his ability to produce highly efficient designs using refined lines.

www.danielcaramelo.com



PINO, by Daniel Caramelo

One of the many properties of cork which I chose as being distinct from any other material is its memory and elasticity. Cork can be "mistreated", it can be pierced, pressed, twisted, without becoming deformed - it simply reverts to its original shape.

Throughout the design stage, I pondered the idea of a cork "memory board" which would not require a wall on which to place it, which would be portable and could be kept on an office table or at home.

From the perspective of combining the desired functionality with an object desirable in and of itself came the idea of shaping the board as an ancestral voodoo doll, traditionally an object used for the sacrifice of desires or wishes. The common denominator between a "memory board" and a voodoo doll lies in the gesture of piercing with the aim of crystallising a particular intention.

PINO has a human form which could be regarded as a kind of "alter ego" of the memory of each individual. On the other hand, we can assign it the identity of someone on whom we wish some misfortune... however, when we remove the drawing pin, PINO recovers fully, leaving no trace of damage, illustrating the advantage of cork.

PINO has a clearly defined purpose: to take care of our everyday life. To remind us only of what needs remembering. As for the rest... just pull out the drawing pin!

Intercork ends with awards and international recognition



Intercork, the largest ever international campaign for the promotion of cork, which took its first steps in 2009, is almost over. This long journey was begun in an unfavourable setting for the cork sector, which since 2008 had suffered a fall in exports.

Led by Apcor, the Portuguese Cork Association, and jointly financed by EU funds and the private sector (in particular CORTICEIRA AMORIM, which provided half of the financing), the campaign was implemented with the goal of reinforcing the positioning of cork as a product for the future. In a wider sense, Intercork arose from the need to achieve credibility and appreciation of cork as a premium product, by creating the right conditions for the development and competitiveness of the sector, and to change the perception that 'tradition = lack of innovation'.

With customised strategies tailored for each market, the campaign took place in countries such as the US, UK, France, Italy and Germany (for the promotion of cork stoppers) and, for construction and decoration materials, in the US, Canada, Germany, Russia, Japan, Belgium, the Netherlands, China and the UAE.

Quality, performance, design, culture and sustainability were the fundamental values present throughout the campaign. Cork as a natural, sustainable, modern, elegant material and a product for the future were among the key messages conveyed. For construction and decoration materials, the campaign targeted architects, engineers, designers, decorators, retailers, importers and distributors, technical colleges, universities, design centres, end consumers and specialist media. For cork stoppers, the target audience was made up of consumers, large-scale distributors, the wine industry, opinion



leaders, professional bodies, the media, distributors, importers and universities.

In the course of this long journey, hundreds of initiatives were launched on three continents, reaching millions of consumers in cork's most important export markets.

A large part of the campaign's success resulted from its dissemination on social networks and the Web 2.0. Facebook, Twitter, Youtube and other electronic platforms enabled hundreds of thousands of fans to join the cause of cork and become directly involved in its defence, forming a veritable online community producing almost 10 million interactions. Worthy of particular note is the fact that the US Facebook page currently has over 60 thousand fans, a number higher than that of Wine Spectator, the world's main wine magazine.

Carrefour, NABU, WWF International, Gambero Rosso, Slow Food, The Savoy Hotel, Laithwaites Wine, Sainsbury's, the Anthropologie chain, Moscow Architectural Institute, the Union of German Interior Architects/Designers (BDIA), Lord Puttnam, Daryl Hannah, Candice Olson, Daniel Michalik, Allen Hershkowitz, Rob Schneider and many others were among the dozens of celebrities who lent their name to the cause of cork throughout the world.

As the campaign draws to a close, according to those responsible "we remain aware that this type of initiative needs continuity, although it is comforting to know that the main objective of the campaign has clearly been achieved. Never, at any other point in history, has cork had the popularity it enjoys today, and exports in the sector are rising for the second year running."



Vital statistics:

- > **8048** articles published in the international press, of which 46% in the US as a result of the cork stopper campaign;
- > **8h03m** of TV and radio content;
- > **96,452** fans on facebook;
- > **12,150** followers on twitter;
- > **251,693** visitors to the campaign's various websites.

Awards:

In the USA, the campaign won the **2011 IAC Best Advocacy Integrated Ad Campaign award** in a prestigious international competition sponsored by the Web Marketing Association, an international prize awarded to the best digital campaigns.

In France, at the Top/Com – Le Congrès de la Communication awards, Intercork was distinguished as **one of the best multimedia campaigns for consumers 2010/2011**, in the Plurimedias category.

In the United Kingdom, the PRWeek Awards 2011 gave Intercork the **Special Environment Award**, a prize which acknowledges the environmental virtues of cork, reflecting the educational focus of the messages conveyed by the campaign, such as the fact that cork oaks are not cut down for the harvesting of cork, or that this industry contributes towards the preservation of biodiversity and plays a fundamental role in reducing CO₂ emissions.

By the Grape opens first sustainable wine shop in the Netherlands and joins **CORTICEIRA AMORIM's** ReCORK programme

The first By the Grape shop was inaugurated in November in the Netherlands, and is attracting attention from lovers of wine and gastronomy for its discerning approach to the quality and sustainability of the products it sells.

With a special selection of high quality wine and other food and non-food products, the By the Grape concept is characterised by principles of sustainability and respect for the environment, and over half of its stock is made up of organic, Fair Trade products (the shop aims to increase this figure to 100% by the end of 2012). All of the wines are therefore purchased from small enterprises at prices which are fair to the producer.

By the Grape generally favours materials with the FSC – Forest Stewardship Council certification, produced with a low carbon footprint and in an environmentally committed manner. As part of this “green” philosophy, By the Grape joined ReCORK by Amorim, a recycling programme conducted by CORTICEIRA AMORIM with the aim of gathering used cork stoppers for recycling. The stoppers are gathered by the various partners involved in the initiative, such as By the Grape, sent to the factories in charge of processing them and subsequently used in the manufacture of new products. In addition to increasing the reuse of cork, a 100% natural, renewable and recyclable raw material, the process also increases the product's life cycle, extending the duration of its benefits to the environment. By the Grape is located in Velp, near Arnhem in the Netherlands, and is described by its owners Derrick Neleman and Bart van den

Brink as a pilot shop, with plans to expand the concept throughout the Netherlands in the coming years. In addition to this recently inaugurated shop, By the Grape also has an online shop, a portal providing news and themed information, a six-monthly hardcopy magazine and another in iPad format, not to mention its own organic wine label, Parra By the Grape, sealed using an FSC-certified stopper.

www.bythegrape.com



Wicanders® presents new website

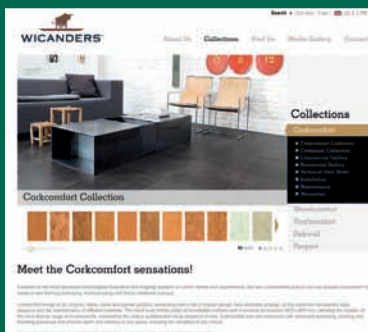
New look and improved navigation

Wicanders® recently gave its website www.wicanders.com a makeover, resulting in a new look, a completely overhauled design and above all a more intuitive structure, enabling users to easily find the information they are looking for.

The website was improved in all aspects, with a particular focus on the range of products and services provided.

From a marketing perspective, the new site serves to reinforce the relationship which Wicanders® has with its target audience, ensuring communication which encompasses all areas and incorporating a range of online tools such as Facebook, Twitter and Youtube.

Come and visit us at www.wicanders.com.



About Wicanders®

Wicanders® is a world leader in cork coverings. Established in 1868, the brand has always taken inspiration from nature to create pioneering, sustainable solutions which offer a high degree of quality and comfort.

Today, Wicanders® has a presence in over 50 countries, with a highly prestigious portfolio of cork-based products with unparalleled characteristics.



CORTICEIRA AMORIM distinguishes Herdade do Conqueiro for its sustainable management practices

Herdade do Conqueiro, located in the Avis District of Portugal, has won the second edition of the best management practices award of the “Enhancement of the Value and Sustainability of Cork Oak Forests and Associated Biodiversity” programme. The award was given during the “Value of the Public Services of Cork Oak Forests” workshop held in Grândola, a joint initiative of Apcor (the Portuguese Cork Association), Grândola City Council, Grândola Farmers Association and the Department of Historical and Artistic Heritage of the Diocese of Beja.

Launched with the aim of distinguishing estates and forest owners who use best practices in the management and enhancement of the value of cork oak forests and associated biodiversity, the award for good forest management practices is the result of a protocol signed by CORTICEIRA AMORIM, AFN (Portuguese Forest Authority), ICNB (Institute for Nature Conservation and Biodiversity), QUERCUS (Portuguese Association for Nature Conservation) and WWF as part of the European Business & Biodiversity campaign.

The award, worth € 5000, was given to Herdade do Conqueiro, which stood out from the five finalists as a result of its best practices in species and habitat management, maintenance of ponds and streams and their vegetation, soil conservation and soil fertility improvement measures, as well as the innovative management solutions adopted by the estate. This array of good practices enables Herdade do Conqueiro to achieve a harmonious balance

between cork, agriculture and livestock farming and the use of management practices promoting conservation of the ecosystem. At the event, an honourable mention also went to Herdade da Sanguinheira, in the Abrantes District of Portugal, for the solutions developed for cork oak forest management and planning, cork stripping practices, and criteria for forest infrastructure planning. Although management system certification is not a criterion used in this competition, it is not surprising that the estates that have chosen FSC forest management certification tend to follow better practices in terms of sustainable management of cork forests and associated biodiversity. In this sense it is clearly apparent that since the launch of the programme, all best practices award winners (Herdade do Conqueiro in 2011 and Herdade da Machoqueira do Grou in 2009) as well as honourable mention winners were certified estates meeting the FSC principles and criteria for responsible forest management.

“We are pleased to be witnessing growing involvement and concern of forest owners in managing their properties more sustainably. We believe that this award given to Herdade do Conqueiro will contribute to the adoption of best practices for the sustainability of cork oak forests and associated biodiversity by other forest owners”, said Antonio Rios de Amorim, Chairman and CEO of CORTICEIRA AMORIM. The award ceremony was attended by Armando Sevinato Pinto, in representation of the President of the Portuguese Republic.

Quinta Nova & Friends Grand Tasting

With the aim of establishing more direct contact with Portuguese professionals and consumers and reinforcing engagement with the brand, Quinta Nova held a Grand Tasting event, a very special moment attended by a number of strategic partners.

The first edition, held in October, took place in Lisbon (Viniportugal’s Ogival Room) and Porto (Casa de Serralves) and was attended by around 900 guests.

At these two magnificent venues, guests enjoyed a perfect combination of wines and gourmet products from Quinta Nova, Barrancos PDO (Protected Denomination of Origin) products from Casa do Porco Preto, handmade chocolates from Casa Grande Chocolatier, PDO cheeses from Idanha (Beira Baixa Cheese Production Coope-



native), hotelry and kitchen items from César Castro and the magnificent sound brought by Aja Som and Digimagem. In Lisbon, the innovative company Artisaní was also present, with its handmade ice-creams.

Two teams of students from the Estoril and Porto Hotelry and Tourism Schools ensured the smooth running of the entire proceedings, contributing to the success of an event which in its next edition promises to be even more mouth-watering!



“Superlatively Divine Brandy/Prince Wittgenstein” An exclusive, limited edition 50-year-old brandy with a customised Top Series® stopper

CORTICEIRA AMORIM created a special cork stopper for the **“Superlatively Divine Brandy/Prince Wittgenstein”**, an exclusive limited edition of a 50-year-old brandy recently launched by Tiraspol Wine & Distillery Kvint, the oldest and most highly regarded of Moldavia’s winegrowing companies (founded in 1897), regarded as a national emblem of the Transnistria region.

With a limited production run of 2500 bottles (numbered 0001 to 1897 and the rest marked “exclusive edition”), this is a truly exclusive product of unequalled quality.

Oleg Baev, CEO of Kvint, asked for the assistance of CORTICEIRA AMORIM with this project for the packaging (cork stopper + Atlantis crystal bottle + wooden box). As a result, since June 2010, the team provided all resources necessary for the launch of the **“Superlatively Divine Brandy/Prince Wittgenstein”**, creating a customised, exclusive stopper from the Top Series® collection which combines the benefits of natural cork with performance and distinctive design, aimed at meeting the needs of producers of premium spirits. For the launch, which took place on 4 October, the Kvint house chose Bender Castle, a stunning and emblematic setting, bringing together a number of special guests including Igor Smirnov, President of the Moldavian Republic of Pridnestrovie, senior representa-

tives of local government and a number of diplomatic representations including Germany, Kazakhstan, Russia, Ukraine and others. Also present were Count Wittgenstein (a descendant of Prince Wittgenstein and President of the German Castles Association and Vice-President of the European Castles Association), Kvint distributors from 14 countries, including in particular a delegation of over 30 distributors from all over Russia, Álvaro Tavares and Pedro Venda, Director and Sales Director at Vista Alegre Atlantis and João Paulo Amorim, Director at CORTICEIRA AMORIM, accompanied by António Valente, CORTICEIRA AMORIM’s regional representative, among many others.

The ceremony paid tribute to Prince Wittgenstein for his dedication to the region, where he established vine plantations originating from Germany and became an important driving force for the production of wine and brandy in the region, which continue to this day.

The warm words of Oleg Baev’s speech also included a special thank you to Américo Amorim and the entire Amorim family, recalling how over 20 years of partnership, Mr Américo Amorim has been an example of entrepreneurship on a global scale, and how he himself in, his professional life, often seeks to follow the example of this great friend.

Amorim Isolamentos renews ISO 9001 certification

Amorim Isolamentos received from Apcer (Associação Portuguesa de Certificação – Portuguese Association of Certifications) the Certificate of Conformity for the Quality Management System applied in the production of expanded cork agglomerates for the use in insulation solutions.

The certification, covered by Portuguese Standard EN ISO 9001:2008, constitutes a formal warranty of the responsibilities assumed by the company, which has for a number of years complied with the Values and Principles of Management established in this standard.



Amorim Cork Composites a part of IBUS project

Cork, leather, design and engineering to enhance passenger experience on buses of the future



The consortium made up of the companies Amorim Cork Composites, Caetano Components, Couro Azul, SET and the SCT body INEGI (an interface institution belonging to Porto University), in partnership with Almadesign and monitored by Caetanobus, presents the IBUS project, an innovative and eco-efficient concept for systems for the interior and exterior of touring coaches, using cork.

The project has given rise to truly innovative solutions, some of which take inspiration from the aeronautic and automobile industries, in particular: passenger seats with a biomorphically inspired design, covered with anti-allergenic and eco-friendly cork, and a modular luggage compartment system inspired by aeronautics which is extremely lightweight and is equipped with

integrated lighting activated by proximity, without the need for direct touch.

The innovations of the IBUS project also include the following, of particular importance due to their use of cork:

Outer doors of the luggage compartments: made of a composite material with a cork core, increasing resilience and reducing weight by up to 50% compared to traditional luggage compartments, significantly improving the manoeuvrability and total weight of the vehicle with natural consequences in terms of performance;

Side panels: of modular construction, made of composite material with a cork core, reducing the number of parts and drastically reducing assembly time, providing a more integrated result with improvements in terms of thermal and acoustic insulation.

Flooring: made of cork sandwich panels, replacing the traditional heavy plywood with an affordable, lighter solution offering improved thermal and acoustic insulation.

The IBUS project has already been tested, and its performance is markedly better than that of current solutions. The substantial reduction in total weight of the vehicle body offers benefits in terms of the consumption, performance and stability of the vehicle, lowering operation and maintenance costs.

Caetanobus, which has closely monitored the project, is a potential user of the system. Supported by investments of about 1 million euros, the goal of the IBUS project was to create a mock-up of an entire cross-section of a coach to present to the national and international market. It is financed by ERDF/EU and NSRF, as part of the Compete Operational Programme for Competitiveness Factors in the amount of 485 thousand euros.

Amorim Flooring organises International Sales and Marketing Meeting

New Wicanders® collection was the main topic

Amorim Flooring held its 2011 International Sales and Marketing Meeting on 16 November at the Hotel Solverde, in Granja.

The central topic of this edition was the presentation of the new Wicanders® collection for 2012-2014, with a focus on the following items: "Create your own collection", price positioning, exhibitions and road-shows scheduled for 2012 and production planning.

The internal event, during which other crucial topics such as the evolution of company sales and new advertising tools, such as the Wicanders® website were also discussed, gave rise to a confident mood, supported by the launch of the **ArtComfort** ("Cork Digital Printing") and **Vinylcomfort** Glue-down lines, another important step in Amorim Flooring's quest for innovation and excellence in cork floorings.

The schedule for the day ended with a reference to the results of the international promotional campaign conducted by APCOR, addressing the main players of the coverings market.





American Airlines magazine names Quinta Nova “one of the world’s 9 must-see wineries”

Quinta Nova de Nossa Senhora do Carmo is the only Portuguese project to feature in a world wine tourism itinerary, alongside wineries such as Château Cheval Blanc (Bordeaux), Francis Ford Coppola Winery (US), Can Bonastre Wine Resort (Spain), Peju Winery and Dominus Estate, both in Napa Valley (US).

The distinction was made in the Autumn edition of “Celebrated Living”. The article, entitled “9 Must-See Wineries” describes Quinta Nova as the ideal place to “eat, sleep and dream wine”.

The piece is by Jeff Siegel, a journalist specialising in wines and gastronomy who praises the pioneering spirit of Quinta Nova, the first wine hotel to open in Portugal. According to the article, this is “a bit like calling the Washington Monument the first of the capital’s great memorials”.

To highlight Quinta Nova’s grandeur, Jeff Siegel quotes Washington Post columnist Dave McIntyre, who wrote that “The view [from] the pool overlooking the vineyards is spectacular, and you wonder how anything can live up to that”.

“Celebrated Living”, with a readership of 3 million, is distributed to first/executive class passengers and Gold/Silver clients of the American Airlines Group. Find out more at <http://www.celebratedliving.com/>

Once again, congratulations are in order for Portugal, the Douro and Quinta Nova !

Wicanders® continues to win over European architects and designers

In Italy, Spain, Portugal and Hungary four projects stand out, using three different solutions. **Woodcomfort**, **Vinylcomfort** and **Corkcomfort**, are the three Wicanders® product lines which continue to win over professionals the world over thanks to their unique and inspiring characteristics.



Portugal

Americo Tavar Shops: Vinylcomfort Raw Umber already installed in some shops, with plans for the renovation of all shops in the country.



Hungary

Cafeteria and restaurant (of a private company): 200 m² of Vinylcomfort Elegant Oak.

Italy

Leonardo da Vinci Museum of Science and Technology in Milan: 700 m² of Woodcomfort Sucupira.

Spain

“Arkin 10 Project” decoration and architecture studio, in Vitoria/ Gasteiz: 101 m² of Corkcomfort Slate Eclipse (HPS finish), in combination with 120 m² of Parquet Hardwood Floors Oak Fine Line.



Kentucky Bourbon Festival celebrates its 20th anniversary

Distinguished master distillers receive special Top Series®

THIS YEAR, THE KENTUCKY BOURBON FESTIVAL CELEBRATED ITS 20TH ANNIVERSARY. FOR SIX CONSECUTIVE DAYS, THE CITY OF BARDSTOWN, KENTUCKY IN THE US WAS THE STAGE FOR THE LARGEST EDITION YET OF THE FESTIVAL, WITH THE HIGHEST ATTENDANCE EVER RECORDED: 50,000 PEOPLE OF DIFFERENT NATIONALITIES WERE DETERMINED TO TAKE PART IN THE NUMBER ONE EVENT OF THE "BOURBONCAPITAL OF THE WORLD".

CORTICEIRA AMORIM, represented by Amorim Cork America, long-time official sponsor, attended the event once again, with particular prominence at one of the most eagerly-awaited moments of the festival - the announcement of the master distillers whose names will be recorded in the Hall of Fame of the Oscar Getz Museum of Whiskey History, a venue which houses a unique collection of artefacts and rare documents relating to the history of the American whiskey industry since pre-colonial times.

Pedro Fernandes, CEO of Amorim Cork America awarded the recipients of this honourable distinction with a decanter and a Top Series® crystal and metal stopper, an immensely prestigious gift from the recent collection of luxury capsulated stoppers from CORTICEIRA AMORIM, bringing added significance to the ceremony.

The Kentucky Bourbon Festival pays homage to the art of distilling bourbon whisky.

Over the course of a week, in the city of Bardstown in Kentucky, US, a number of themed events take place, celebrating the history and mystique of bourbon whisky in what is known as the "Bourbon Capital of the World", with distilleries dating back to 1776.

Industria Corchera automates its cork plant

THANKS TO A CLP 530 MILLION INVESTMENT, THE PLANT BECOMES THE MOST MODERN OF ITS KIND IN LATIN AMERICA

For four months, 10 Portuguese and 25 Chilean technicians were busy remodeling the plant of Industria Corchera, a CORTICEIRA AMORIM joint venture in Chile. An investment of CLP 530 million enabled the automation of the production process almost in its entirety, from cork moisturising to final customer delivery, including surface treatment of the corks depending on the type of wine and bottle they will be used for, a task now completely conducted by computers.

Human intervention has thus been reduced to a minimum, enabling a continuous production process that begins with the arrival of new corks from Portugal and their lab analysis to verify their moisture levels, dimension and quality before releasing them for branding, moisturising, treatment and packaging, a step which also employs metal detection processes.

Another significant development is the inclusion of a traceability code in each shipment, which makes it possible to trace back the process in case any defects are discovered. This new technology will allow Industria Corchera to apply for ISO 22000 certification, a combination of ISO 9000 and HACPP that guarantees product safety.

During the opening ceremony of the new facilities, homage was paid to the late Eduardo Morandé Fernández, who joined the company at a young age and eventually became its president and CEO. Deceased last year, Don Lalo, as he was affectionately called, dedicated his 50 years with Industria Corchera to developing the company and making every effort to ensure its growth hand in hand with the wine industry, adapting its processes to every new winery requirement.





TAIT Flooring Showroom displays Wicanders® and wins over new admirers

The Wicanders® **Cork**comfort, **Vinyl**comfort and **Wood**comfort product lines were recently on display at the TAIT Flooring showroom in Melbourne, Australia, thanks to Ecologic Group Pty. Ltd., an importer and distributor of sustainable and eco-certified decorative floorings and wall coverings, active in Australia and New Zealand.

In an area of over 90 m², the different looks of Wicanders®, Amorim Flooring's premium brand, seduced architects, designers and the general public.

According to Tony Pepper, director of TAIT's flooring department, "the contemporary nature of the Wicanders® range is much more than a common wooden flooring. The unique selection of Cork, Vinyl and real Timber veneer is available in various size formats ideal for floors and walls and other creative uses. The display

offers a palette of colours and textures similar to the variety so far only available on hard surfaces such as ceramics. Wicanders® brings together the best of both worlds... and they are sustainable materials! Showroom traffic at TAIT was already considerable, but with these new products from Wicanders®, demand has been higher than ever!"

The TAIT Flooring showroom, with an exhibition area of over 1200 m² for wood (and now also cork) floorings, recently won the "Best Showroom 2011" prize awarded by the Australian Timber Flooring Association (ATFA), and is already planning the next exhibitions "after the launch of the impressive "Comfort" lines, from Wicanders®, with their multiple Cork, Vinyl and Wood looks, and boasting an easy installation system like Corklock", in the words of Steven Keats, director of Ecologic Group Pty. Ltd.

Gierlings Velpor presents new "Contract" product line



Gierlings Velpor attended Mood, the international fair devoted exclusively to the decoration textiles industry, for the 3rd time running. This year, its great innovation was its line of velvets for hotelery (Contract), presented with great flair by recreating a hotel room with a view over Central Park, decorated exclusively with products created by the company. From lamps to curtains, sofas to bedspreads, the range of FR (flame retardant) articles especially designed for hotelery was in the spotlight.

The presentation of this new product range was very well-received, and it provides a natural complement to the Gierlings Velpor range, expanding its offering in terms of scenic and residential velvet for hotelery, a strategic pillar of the company's plans for expansion of the Decoration Division.



Amorim Isolamentos presents Lambourdé at Concreta 2011

Amorim Isolamentos attended the Concreta 2011 25th International Building Materials Exhibition from 18 to 22 October at Exponor, to showcase its latest solutions for urban renovation and construction projects.

In an innovative stand designed by architect Nuno Graça Moura, the Company presented a cutting-edge insulation solution comprising an expanded agglomerate corkboard with built-in wooden slats, called Lambourdé. Among the many advantages of this insulation solution, especially designed for the rehabilitation of buildings, are its easy application on walls and floors and effective thermal and acoustic insulation properties, hallmark features of cork. It

is worth recalling that the Portuguese government has recently invested in this area, by setting up a EUR 1,000 million JESSICA Holding Fund.

According to Carlos Manuel da Silva, General Manager of Amorim Isolamentos, "Cork is increasingly being recognized as a building material of the future. It is flexible, durable, energy efficient, environmentally friendly and offers a combination of desirable properties not found in any other raw material. This year, the goal of our presence at Concreta was to demonstrate how cork can be a key element in urban regeneration, an area in which sustainability and energy efficiency are so important."

Dyn Cork breathes life into one of the main scenes at Terra dos Sonhos (Dreamland) '11

The latest edition of the Terra dos Sonhos (Dreamland) event, in 2011, enjoyed for the first time the special collaboration of Dyn Cork, a company owned by CORTICEIRA AMORIM and SEDACOR, specialising in the production of textiles and other innovative materials from cork.

An unmissable trademark of the municipality of Santa Maria da Feira, cork was a part of the magical world of Terra dos Sonhos thanks to Dyn Cork's participation in the decoration of the little house with cork items in the most varied shapes, colours and sizes with the aim of disseminating the potential of this raw material in an idealised setting at the top of the great cave of Quinta do Castelo.

Inside the house, decorative elements were made of cork, from the porch to the stones, walls, curtains and even the flowers adorning the little vases! Pride of place, however, went to the Terra dos Sonhos fairy, the centrepiece of this display highlighting the potential of cork.

The display provided younger visitors with an innovative perspective on cork, an environmentally friendly product which does not compromise the quality of life of generations to come.

Terra dos Sonhos is a yearly initiative undertaken by Feira Viva and Santa Maria da Feira municipal council, recreating a magical atmosphere which brings together the best of what Christmas has to offer, this year comprising 15 themed areas with children's theatre, music, wandering entertainers, diversions and sceneries.



Moët develops a premium gift with a champagne cork stopper



Last September, Moët & Chandon, one of the world's most prestigious champagne houses, organised a commemorative event to celebrate its presence in the Chinese market, in the city of Shanghai. Under the motto "Tribute to the Spirit of 1743", the year in which the Moët was founded, the gala celebrated the Company's extensive presence in the country, which dates to 1843, exactly one century after it was established.

To highlight this historic occasion, Moët & Chandon presented at the event a rare nectar with an age of over 100 years, the Grand Vintage 1911, a magnificent champagne, with the seal of approval of its parent company.

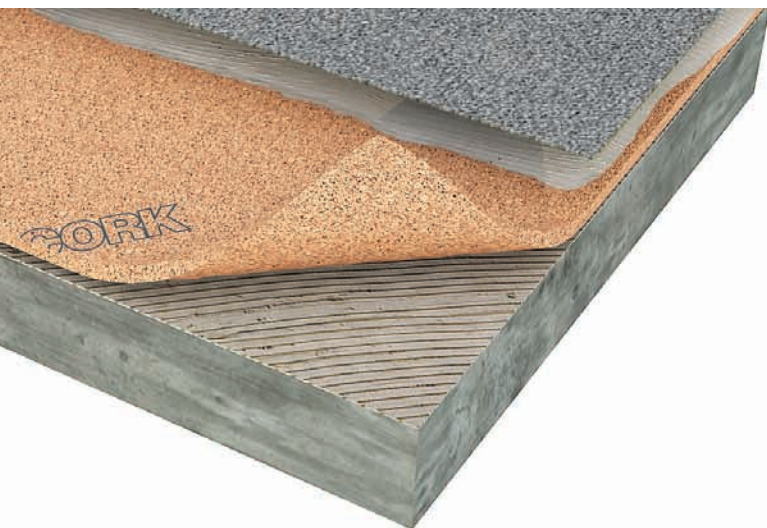
All guests were presented with a charming case, a premium gift from the brand, shaped in the form of a champagne stopper, an analogy between the excellence of the cork stopper and Moët champagne. This is a combination which values cork as a distinctive packaging material which adds great value to wines in which it is used. To this end, CORTICEIRA AMORIM was invited to produce a set of champagne stoppers of the highest quality.

According to Daniel Lalonde, president and CEO of Moët & Chandon, Moët's 168-year history in China, a country with an exceptional heritage, is based on shared values: a history firmly rooted in tradition, but at the same time innovative and with great vision.

Acknowledged for its champagne associated with success and glamour since 1743, Moët was extremely proud to organise this magical night in Shanghai in the company of our ambassador Scarlett Johansson."

At the event, Moët & Chandon auctioned a luxury safe containing bottles of the prestigious Grand Vintage 1911, with the proceeds going to Nature Conservancy, a local environmental institution devoted to the protection of nature and wildlife conservation.

AcoustiCORK® adds comfort to the luxury cruise ship Douro Spirit



The Douro Spirit is the latest and most luxurious cruise ship to sail through the magnificent Douro region. It arrived in Vila Nova de Gaia in the first half of 2011, and is markedly innovative in terms of technology, design and eco-efficiency. Designed to reduce the environmental impact of this kind of vessel, the Douro Spirit boasts a higher degree of energy efficiency due to the low consumption of its propeller engines, resulting in lower CO₂ emissions.

In line with this philosophy, cork, a natural and renewable raw material offering high levels of performance and technical efficiency, was chosen as an acoustic barrier against impact noise, sound and the vibrations caused by the ship's mechanical system. AcoustiCORK® C61 was therefore applied as a subfloor, resulting in significant noise reduction and additional passenger comfort during cruises in this World Cultural Heritage region.

Amorim Cork Composites joins consortium to design intelligent seats for high-speed trains

The consortium made up of Amorim Cork Composites, Caetano Components, Couro Azul and INEGI, with the participation of Almadesign and ALSTOM, presents ISEAT: a project for the research and development of integrated components for railway seats, with the aim of designing a seat for long-distance high-speed trains using more integrated, lightweight, comfortable and eco-efficient solutions.

The design of the FLOW seat highlights the flowing lines which constitute the primary areas of comfort for passengers (seat cushions, armrests and backrest), which are, in turn, suspended from structural and functional elements (centre console and column). The design of the seat draws an analogy with the lightness of a "flying carpet" suspended from the overall structure, favouring the use of lightweight materials (leading-edge composite materials) to build the structural elements that form this support.

The SKIN2SKIN™ system is among the innovative technologies used in the ISEAT project. With the SKIN2SKIN™ system, the passenger controls all the technological aspects of the seat, such as selecting the audio/video channel or adjusting light intensity by means of physical contact with leather, without the artificiality of a plastic interface.

The backrest is made from a carbon fibre and cork composite (CORECORK®), which is then covered with ecological leather, employing different textures and punctured holes, resulting in improved passenger comfort. The TRAINLYS leather is a material that complies with the relevant NF F 16-101 railway standard and provides added comfort and durability, while ensuring lower cost of ownership (COO) due to reduced maintenance costs. The benefits arising from the use of CORECORK® are comfort, lightness and ther-



mal and acoustic insulation, characteristics inherent to natural cork. ISEAT was funded by approximately € 900K from the Portuguese Strategic Reference Framework Programme under the European Regional Development Fund Programme (ERDF) through COMPETE - Operational Programme for Competitiveness Factors (OPCF). It is a demonstration project focusing on the development of sub-systems for the railway industry.



Dom Korkowy celebrates 20th anniversary

Dom Korkowy, Amorim Flooring's Polish joint venture, celebrated its 20th anniversary in October.

The festivities marking this special date were held in the magnificent Dwór Sieraków, a historic manor built in 1850 in a unique and unforgettable landscape in southern Poland.

Guests included a number of partners and friends of the company from Poland, Ukraine, Lithuania, Belarus and Russia, most notably the president of Krakow city council, Bogusław Koźmider. Amorim Flooring was represented by António Cruz and Marcel Kies, CEO and Sales Director, respectively.

CORTICEIRA AMORIM

sponsors Desafios Urbanos
(Urban Challenges)
architecture competition

**Cork solutions to be applied to buildings
in the historic centre of Porto**

 **ESPAÇO DE
ARQUITECTURA**

CONCURSO
DE ARQUITECTURA

DESAFIOS URBANOS

Amorim Cork Composites, Amorim Isolamentos and Amorim Flooring, CORTICEIRA AMORIM's business units active in the construction and decoration materials sector, have come together to support the EA'11 Desafios Urbanos (Urban Challenges) architecture competition, an initiative by the Espaço Architecture Portal in conjunction with Porto Vivo - SRU, launched on 3 October, World Architecture Day.

Aimed at architects and architecture students, the central objective of the competition is the creation of a project for the restoration of a set of buildings located in the historic centre of the city of Porto: "Enabling scientific knowledge and the creativity of architects to be focussed on presenting an architectural project for the purpose of restoring and renovating buildings" is, according to the Architecture Portal, the goal of the Urban Challenges competition.

CORTICEIRA AMORIM's sponsorship will take the form of provision of cork products and solutions for urban restoration, which will as a result be a prominent part of three buildings in the World Heritage area of the city.

It should be noted that the construction and decoration materials industry is a key area for the activities of CORTICEIRA AMORIM, which offers a wide range of sustainable cork solutions for construction, some specifically aimed at the restoration of buildings.

High scores and distinctions are always welcome!

Quinta Nova de N. S. Carmo has increasingly been acknowledged for its work in the field of Douro and Port wines. Of particular note are the following recent international scores:

- Quinta Nova Grande Reserva 2008

Robert Parker - 91 points

Wine Enthusiast - 91 points

- Grainha Reserva White 2010

Wine Enthusiast - 90 points

- Pomares Red 2009

Wine Spectator - 88 points

- Pomares White 2010

Wine Enthusiast - 87 points

There really is no excuse not to have tasted them!



Quinta Nova: new 2009 vintages

The 2009 vintages of Quinta Nova N. S. Carmo's top wines are already available for purchase: Quinta Nova Grande Reserva Touriga Nacional, Quinta Nova Grande Reserva Clássico and Quinta Nova Grande Reserva Referência, with Port Vintage completing this select range of nectars.

In just a few days, the new Pomares White and Muscatel, a hit with consumers which quickly sold out in 2010, will also be available.

Keep an eye on the market, and waste no time in snapping up your favourites.

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

Edifício Amorim - Rua de Meladas, n. 380 - P.O.Box 20
4536-902 MOZELOS VFR - PORTUGAL

Tel: +351 227475400 Fax: + 351 227475409

E-mail: comunicacao.meios@amorim.com - Site: www.amorim.com

