



# NEWS

Amorim Group news



**Amorim Cork Composites awarded Energy Efficiency prize**

(page 4)

**USA reinforces support for cork stoppers**

(page 7)

**Corkcomfort plays a leading role in South Africa's first "green hotel"**

(page 8)

## Stand made from cork voted the best at CONCRETA

Amorim Isolamentos created an exhibition stand at CONCRETA combining modern architectural design with the ecological characteristics of cork. The stand, made entirely from expanded cork agglomerate boards, was voted the best at the International Construction Fair CONCRETA, held at Exponor, in Porto, Portugal from 20 to 24 October.

The stand was designed by architect Nuno Graça Moura, with António Queirós as interior designer. A team from Amorim Isolamentos lent its experience and know-how in assembling the stand.

The use of expanded cork agglomerate (widely considered to be a sophisticated and technologically advanced material) resulted in an innovative and bold structure. The combination of expanded cork agglomerate with the stand's shape resulted in an aesthetically striking and welcoming space. The emphasis on aesthetic differentiation and the use of cork aroused the interest of a great number of visitors involved in the construction sector.

Carlos Manuel, head of CORTICEIRA AMORIM's Insulation Cork business unit, was delighted with the award: "Cork is undoubtedly a great ally to sustainable construction. Our goal is to promote the use of this 100% natural and recyclable raw material in all projects where environmental concerns are an issue. With this stand we seek to highlight the fact that cork is a material that can be used in the most pioneering structures, combining ecological value with unparalleled aesthetic quality and technical efficiency."



## Contents

- |   |   |    |  |
|---|---|----|--|
| 4 | CORTICEIRA AMORIM's Sustainability Report nominated for the Corporate Register Reporting Awards (CRRRA) | 7  | Portuguese architect wins at Guggenheim with Cork Shelter                                |
| 4 | Amorim Cork Composites awarded Energy Efficiency prize  | 8  | Corkcomfort plays a leading role in South Africa's first "green hotel"                   |
| 5 | Portuguese Cork Association receives award from the President of the Republic                           | 8  | Art and Wine in an exclusive combination   |
| 5 | Amorim: Patron of Casa da Música Publications   | 9  | CORTICEIRA AMORIM attends "Constroi Angola" 2009   |
| 6 | Amorim Cork Composites launches new AcoustiCORK products  | 9  | "Adegga - Social Wine Discovery" Find out whether a bottle of wine has a cork stopper... |
| 6 | Amorim & Irmãos presents wines on Spanish radio   | 9  | 2009 Whisky Live Glasgow – the best whiskies in the world, with the support of AMORIM    |
| 6 | CORTICEIRA AMORIM attends 45 <sup>th</sup> Isocarp Congress - LOW CARBON CITIES                         | 10 | "Save Miguel" shown at Douro Film Harvest...   |
| 7 | USA reinforces support for cork stoppers  | 10 | The Vinylcomfort atmosphere...<br>... And the comfort of Woodcomfort in Turkey           |



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|----|---|----|---|
| 11 | Amorim Cork Composites sponsors work of art   | 14 | European Wine Bloggers Conference 2009<br>A success story sponsored by Amorim                     |
| 11 | Villa Batalha Hotel<br>Woodcomfort lends elegance and comfort to Rooms and Conference Hall  | 15 | Amorim Cork Composites reinforces online presence   |
| 12 | Less Energy, More Environment<br>Employee competition in pursuit of Sustainable Development | 15 | Woodcomfort and Corkcomfort Wicanders® ranges win over a number of clients in Germany and Austria |
| 12 | "Need You Onlus – Wine for Life"<br>Amorim Cork Italia involved in humanitarian project     | 16 | Quinta Nova's new Gourmet Range   |
| 13 | Alma Gémea combines cork and ceramics   | 16 | 2010 – International Year of Biodiversity (UN)  |
| 13 | Gierlings Velpor claims a place in the world of fashion                                     | 16 | Quinta Nova awarded "Best Wine Tourism Award 2010"<br>BWT Innovative Wine Experience 2010         |
| 14 | Quinta Nova joins "Ladies of Wine" project  |    |   |
| 14 | Wicanders® Parquet in The Green House Hotel, by Graça and Gracinha Viterbo                  |    |   |

# NEWS



## Welcome to 2010, International Year of Biodiversity!

It is with great pride that the Amorim Group, which pursues activities fundamental to the sustainability of the Cork Oak Forest - one of the few ecosystems able to provide economic wealth while preserving and sustaining biodiversity - is associated with the cause of preserving biological biodiversity, adopting it as a Christmas message and a theme for its corporate materials in the new year.

We invite you to browse this edition of Amorim News and discover the innovative stand prepared by Amorim Isolamentos for Concreta, a tribute to cork made entirely from 100% natural expanded cork agglomerate boards, voted the best stand at this renowned international construction fair.

On the subject of prizes, as part of the "Motor Challenge" initiative promoted by the European Commission, Amorim Cork Composites received a major award in recognition of energy efficiency measures implemented in the Company, also leading to a reduction of its CO<sub>2</sub> emissions.

The Cork Stoppers Business Unit continues to leverage the increasing synergy between the powerful environmental arguments in favour of cork and its technical efficiency. One of the highlights of this edition is to be found in the conclusions of the French Wine Society, reinforcing once again the recognition of the North-

American market of the excellent performance of cork stoppers and the positive reaction of the industry to the issue of TCA.

We also draw your attention to projects in Portugal and abroad which continue to rely on Wicanders® and Amorim Revestimentos floorings, and to the growing presence of Gierlings Velpor in the fashion markets.

Give a good start to the year by sampling the gourmet products from the Douro Valley created by Quinta Nova, a wine tourism project which, having achieved the "Best Wine Tourism Award" three years in a row, has now been rewarded in the national "Innovative Wine Experience" category.

Finally, at the end of January 2010 voting concludes for the Corporate Register Reporting Awards, with CORTICEIRA AMORIM's Sustainability Report once again nominated, competing this year in the Best Report, Relevance & Materiality and Openness & Honesty categories.

**We invite you to take part in the voting, and continue to choose cork products – a gift with a future – for another year!**

# CORTICEIRA AMORIM'S Sustainability Report

nominated for the Corporate Register Reporting Awards (CRRA)



2008

Relatório de Sustentabilidade  
CORTICEIRA AMORIM, S.G.P.L., S.A.

CORTICEIRA AMORIM's 2008 Sustainability Report has been nominated, for the third consecutive year, for the "CR Reporting Awards", in the categories Best Report, Relevance & Materiality and Openness & Honesty.

Last year, CORTICEIRA AMORIM's 2007 Sustainability Report was distinguished by CRRA in the Relevance & Materiality category (Top 10), an international recognition of the relevance of the information provided to the understanding of sustainability issues within the company.

The award in the Relevance & Materiality category placed the world's leading cork group alongside companies such as General Electric, Vodafone Plc, Ford, BP and Coca-Cola.

CORTICEIRA AMORIM's first Sustainability Report (July 2006) - the first in the cork industry - was recognized by the CRRA as one of the three best in the world in the category Openness and Honesty, awarded to reports that most clearly and faithfully convey corporate facts.

The CR Reporting Awards are open for voting until 29 January at <http://www.corporateregister.com/crra>.

## Amorim Cork Composites awarded Energy Efficiency prize



As part of the "Motor Challenge" initiative promoted by the European Commission, Amorim Cork Composites was awarded this major prize in recognition of energy efficiency measures implemented leading to a reduction of its yearly energy consumption as well as its CO<sub>2</sub> emissions.

The Motor Challenge Programme is an initiative of the European Union aimed at reducing carbon dioxide emissions, which calls on industrial companies to implement voluntary measures to improve the energy efficiency of their motor driven systems.

The measures implemented at Amorim Cork Composites essentially focussed on three key areas: reducing the pressure of compressed air, acquiring compressors with lower specific consumption, with variable speed and an integrated controller for management of the entire compressed air network, and eliminating leaks in the compressed air distribution system. These initiatives are part of a wider plan of energy efficiency measures recently implemented in all CORTICEIRA AMORIM companies.

The results of this energy optimisation strategy are encouraging: energy savings of 491000 Kw/year, which also translates into a significant reduction in CO<sub>2</sub> emissions, estimated at 238 tonnes/year. CORTICEIRA AMORIM is very proud to receive this public recognition, underscoring the importance of the measures adopted and the results achieved in this factory in meeting the goals set by EU energy and environmental policy.

It is worth highlighting the fact that 60% of CORTICEIRA AMORIM's energy needs are met by recourse to biomass. Investing in this energy source, which is neutral in terms of CO<sub>2</sub> emissions, and implementing energy efficiency measures such as those rewarded by this prize, have contributed towards a series of improvements regarding CORTICEIRA AMORIM's CO<sub>2</sub> emissions in recent years.

## Portuguese Cork Association receives award from the President of the Republic

Photo: Luís Filipe Catarino/Presidency of the Republic.



António Rios de Amorim accepts the Order of Merit

The Portuguese Cork Association (Apcor) was awarded the title of Honorary Member of the Order of Agricultural, Commercial and Industrial Merit – Class of Industrial Merit, by the President of the Republic, Aníbal Cavaco Silva, in the Closing Session and Awards for Merit of the Innovative Agents of the Itinerary of Local Innovative Communities, on 21 November, in S. João da Madeira.

The reason for the award is the “acknowledgment of the work carried out by the association over the last 50 years, developing a sector which is of fundamental importance to the country and the Aveiro region”.

António Rios de Amorim, Chairman of CORTICEIRA AMORIM and at the head of Apcor since 2002, received the award with great satisfaction, declaring that “the association shall continue to work with the same high standards of quality observed so far, with a view to enhancing the development of the sector achieved over the years, constantly investing in innovation and quality, which have marked this area.”

“Apcor is the legitimate representative of Portugal’s entire cork industry, and has distinguished itself with the improvement of conditions for technical development and research within the sector, having made a decisive contribution to the establishment of the Centro Tecnológico da Cortiça (CTCOR, Technological Centre for Cork) and to the creation of the Centro de Formação Profissional da Indústria da Cortiça (Cincork, Centre for Professional Training in the Cork Industry). It is renowned for its outstanding work to improve the quality of cork and its promotion on the foreign market”, according to the official site of the Presidency of the Republic.

The initiative is part of the 1<sup>st</sup> conference of the New Itinerary of Local Innovative Communities, which seeks to showcase successful companies and local initiatives providing “innovative answers to the challenges raised by the crisis, by means of initiatives worthy of being publicised and suitably nurtured and stimulated”.

António Rios de Amorim is the third member of the Amorim family to take the helm of Apcor. Between 1975 and 1997, Joaquim Ferreira de Amorim and Américo Ferreira de Amorim were also Presidents of the Portuguese Cork Association, a post they held for 2 and 11 years respectively.

## Amorim: Patron of Casa da Música Publications



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

Recognising the need for and opportunity provided by this important cultural venue, the Amorim Group is actively committed to its development, lending its support as Founder to the Casa da Música Publications.

### Casa da Música books

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

### Casa da Música CDs

For the second consecutive year, compilations of live recordings were made from concerts illustrating the wide-ranging programme, highlighting the most enthralling performances by the House’s various resident bands and the most significant moments of the 2009 cycles.

## Amorim Cork Composites launches new AcoustiCORK products

The AcoustiCORK brand recently launched a number of new products for various segments.

The first, "AcoustiCORK Underscreed" is intended for insulation of screeds. "AcoustiCORK Underscreed" products have an acoustic performance of up to  $\Delta L_w$  27 dB, with thicknesses of just 8mm.

The AcoustiCORK product line for underlay insulation also has some new features. Amorim Cork Composites launched three new underlays for floating floors incorporating an anti-humidity film (Polyethylene), making product installation even easier and cheaper.

In turn, "AcoustiCORK Underlay", product reference T31, was created with glue-down wooden flooring in mind. This new product reduces the time and cost of installing underlay under glue-down wooden flooring, as it allows fixing of the underlay to the ground and of the underlay to the final flooring in a single operation. The product achieved an acoustic performance of  $\Delta L_w$  22 dB.

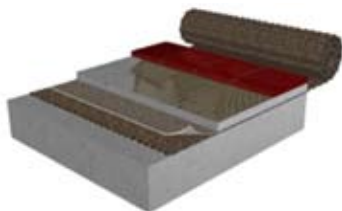
The technical specification sheets of these new AcoustiCORK underscreed and underlay products can be viewed at [www.acousticork.eu](http://www.acousticork.eu).



"Underlay AcoustiCORK C31 PE"



"Underlay AcoustiCORK T31"



"Underscreed AcoustiCORK"

## Amorim & Irmãos presents wines on Spanish radio

At the invitation of Bodegas Obanca and Onda Cero Radio, Carlos Alberto Pereira, representing Amorim & Irmãos, took part in a radio programme in Cangas del Narcea to comment on the wines of the 2008 harvest of this Asturian client.

The other participants in the programme, moderated by Miguel Angel Perez of Onda Cero Radio, were Fernando Garcia (Caja Astur), David Obanca (chairman of Bodegas Obanca) and David Cabezón, a renowned oenologist and consultant for various wineries in the Bierzo, León and Asturias winegrowing regions.

During the programme, the participants were unanimous in praising the pioneering spirit, daring and willpower of Bodegas Obanca in promoting this wine project in Asturias, a region with an as yet relatively undeveloped winegrowing tradition.

When questioned about the role and contribution of cork stoppers with regard to wine quality, Carlos Alberto Pereira underscored the technological developments of this product in recent years, the features which enable the best evolution of wines, and the positive contributions of cork stoppers in terms of environmental sustainability and social benefits to a large number of inhabitants of the Iberian Peninsula -, ideas which were backed up by David Obanca and David Cabezón -, who expressed his satisfaction at the results obtained with Amorim stoppers in various wineries in recent years.

Left to right: Fernando Garcia (Caja Astur), Carlos Alberto Pereira (Amorim & Irmãos), Miguel Angel Perez (Onda Cero Radio), David Obanca (Bodegas Obanca), David Cabezón (consultant oenologist).



## CORTICEIRA AMORIM

### attends 45<sup>th</sup> Isocarp Congress - LOW CARBON CITIES

CORTICEIRA AMORIM had its own stand at the 45<sup>th</sup> Isocarp - International Society of City and Regional Planners Congress, an event organised by the Planning Department of FEUP (Porto University Faculty of Engineering), from 18 to 22 October.

The aim of the Congress, the main theme of which is "Low Carbon Cities", is to promote innovative planning and international cooperation practices with a view to satisfying sustainability requirements in cities.

Miguel Sousa, representing CORTICEIRA AMORIM, was one of the speakers involved in a technical seminar on the topic "Amorim Cork Products – Sustainable by Nature".

It should be noted that the activities of CORTICEIRA AMORIM, as the

world's largest producer of cork products, contribute towards the viability of an ecosystem with features which are unique in the world, playing a vital role in CO<sub>2</sub> retention.

In this area, in addition to enjoying a gift of Nature – transforming a natural raw material, regularly extracted from trees without damaging them, and providing products with high added value – CORTICEIRA AMORIM's activities have been guided by the adoption and reinforcement of sustainable development practices.

A 100% natural and recyclable raw material, cork is an important ally to construction projects seeking to address ecological concerns, with an increasing number of architects and influential figures considering cork for their projects.

# USA reinforces support for cork stoppers

THE PERFORMANCE OF NATURAL CORK AS A CLOSURE FOR WINE CONTINUES TO GAIN SUPPORT IN THE USA. IN ITS YEARLY CONFERENCE HELD IN OCTOBER, THE FRENCH WINE SOCIETY, WITH HEADQUARTERS IN WASHINGTON, STATED THAT TCA WAS NOT AN ISSUE AT THE EVENT.

During the French Wine Society Conference, over 500 bottles of wine were opened, of which only four had been affected by 2,4,6-Trichloroanisole (TCA), commonly known as "cork taint".

"The numbers are pretty impressive" stated French Wine Society Education Director Lisa Airey in a press release. "Obviously, we are seeing a very positive upswing in the soundness of natural cork. There was a message in the bottles we opened this year."

The French Wine Society is a not-for-profit organisation devoted to promoting French wines in North America. The 2009 conference was attended by 180 professionals in the field of wine from 30 North American states and Canada.

"It's nice to see the cork industry turn around a problem so resolutely" stated Julien Camus, French Wine Society President. "The TCA problem made many producers turn to synthetic corks or screw caps, but four tainted bottles out of 501, those are pretty good odds, especially since we poured some older vintages such as 1964 Maury, 1990 Rivesaltes, and 1998 Vin Jaune."

Carlos de Jesus, Marketing and Advertising Director at CORTICEIRA AMORIM, highlighted the fact that the positive assessment of natu-



ral cork stoppers by the French Wine Society is yet another sign of the progress recorded in the cork industry in recent years. Although individual reports give us positive feedback, we are really focused on scientific results which point to an improvement in the quality of cork". An example is the study currently being conducted by the Cork Quality Council, with headquarters in the USA, which since 2001 has been measuring TCA levels in bulk imported cork using GC/MS (gas chromatography/mass spectrometry) technology. In recent years, the average TCA count has fallen sharply, from 4.0 nanograms (parts per billion) to under 1.0 nanogram - an amount well below the human sensory threshold.

The statement by the French Wine Society follows a report by Dr. Christian Butzke - a renowned American professor of oenology and wine judge - who declared that TCA was no longer regarded as a major problem in the US wine industry. In the report published in the May/June 2009 edition of *Vineyard & Winery Management*, Dr. Butzke wrote that TCA was no longer a problematic issue, either from the point of view of the consumer or the winegrower.

Also in the United States, soon expected to become the world's largest wine market, renowned wine critic Robert Parker recently announced at an event in Spain that "the quality of cork has clearly improved and that positive developments have been registered across the board". Of the 600 wines submitted for testing in Rioja, the percentage regarded as problematic was under 1%.

## Portuguese architect wins at Guggenheim with Cork Shelter

Cork Block Shelter rewarded for design and unparalleled features of cork

From among over 60 international candidates, the young Portuguese architect David Mares won the "People's Prize" in the «Design It: Shelter Competition» promoted by the Guggenheim Museum in New York, in partnership with Google SketchUp, with around 65 thousand votes, almost 20 thousand more than second place.

Called CBS - Cork Block Shelter (a shelter built from cork blocks for students, located in Vale de Barris, Setúbal), the 3D creation by David Mares consists in a rectangular building made almost entirely of cork, resting on a frame of steel with wooden slats.



The choice of cork as a raw material was no coincidence. Besides the fact that Portugal is the world leader in the production of this material, only cork naturally offered such extraordinary technical and ecological potential, guaranteeing perfect thermal and acoustic insulation and the desired degree of impermeability in the face of the microclimate which characterises the region.

The Amorim Group, in particular its employees, publicised and supported from the outset this young Portuguese architect's project, which garnered enthusiastic support from the entire country.

## Corkcomfort plays a leading role in South Africa's first "green hotel"

Hollow on the Square, M&B House is the first "green hotel" to open in Cape Town, South Africa.

Designed by M&B Architects&Interiors based on the principles of eco-efficiency, all decorative materials used reflect the designers' inspiration on natural components, making the facility extremely comfortable and welcoming.

The features of cork, which is 100% natural and recyclable, were therefore decisive in the choice of **Corkcomfort** flooring from Wicanders®, which has been highly praised by the hotel's guests.

In the corridors of the three floors and in the lift, a total of 303.88 m<sup>2</sup> of product reference Identity Spice (HPS finish) were installed; for the north-facing rooms on the second and third floors product reference Identity Chestnut (HPS finish) was used, totalling 332.64 m<sup>2</sup>; in the 10 rooms on the third floor 151.47 m<sup>2</sup> of Linn Sepia (WRT finish) were installed.

In Hollow on the Square, M&B House the elegance of these and other materials, pleasant tones and spacious and distinctive decorative lines provide complete serenity, inviting guests to enjoy an unforgettable stay.



## Art and Wine in an exclusive combination



Quinta Nova once again highlights the connection between the nobility and ancestral nature of Douro Wine and the power of contemporary art, with a tribute to Luso-Angolan painting in its new collection.

Born on 15 January 1921, in Matosinhos, Albano Neves e Sousa is regarded as one of the top names in contemporary painting in the Portuguese-speaking world and one of the greatest watercolour artists in the world, with works displayed in a number of international museums.

This is the artistic genius who illustrated the labels of the collection exclusively prepared by Quinta Nova de Nossa Senhora do Carmo for Banco BIC, in partnership with Progestur, in charge of promoting the Luso-Angolan painter.



## CORTICEIRA AMORIM attends "Constrói Angola" 2009

Amorim Cork Composites (ACC) and Amorim Isolamentos products were displayed at Luanda international fair, in the 2009 edition of "Constrói Angola". The fair was attended by 124 Portuguese companies presenting their construction solutions from 15 to 18 October.

The Angolan real estate market is currently undergoing substantial growth, as demonstrated by the various exhibitions at the fair. Portuguese companies presented four proposals for the construction of social housing, in line with the goal set out by the Angolan government to build a million homes by 2012

**A very positive outcome can be claimed for this first foray by ACC and Amorim Isolamentos into the Angolan market.**

## "Adegga - Social Wine Discovery"

Find out whether a bottle of wine has a cork stopper...



**BEFORE BUYING A BOTTLE OF WINE, CHECK THAT IT HAS A CORK STOPPER!**

Thanks to a partnership between Amorim and "Adegga", a popular online social network specialising in wine, you can now tell the type of closure, wine, producer, country, region and other information from the information on the label of a bottle of wine.

www.adegga.com is an online service enabling users to find out more about the wine they drink, and read recommendations by public figures. For each wine there is a list of ratings, tasting notes, technical information and a list of blog posts. At the same time, you can see which wines other bloggers have been tasting, buying, or simply which ones they intend to taste.

"Adegga" has developed an ISBN code for wines, called AVIN. This code is used to organise wine-related information online, uniquely identifying each wine, its characteristics and the type of closure used. For example, using the AVIN you can find out what is being written online about a particular wine or producer anywhere in the world. These are just some of the many functionalities offered by "Adegga", along with links to other blogs, winemakers' information, real-time price comparisons between online shops, etc.

**Find out more at [www.adegga.com](http://www.adegga.com).**

## 2009 Whisky Live Glasgow – the best whiskies in the world, with the support of AMORIM

THE LATEST EDITION OF THE WORLD'S LARGEST EVENT IN THE WHISKY SECTOR WAS HELD IN GLASGOW, SCOTLAND, WITH THE SUPPORT OF AMORIM.

Whisky Live Glasgow once again brought together the greatest names in the international whisky sector at the Tristle Hotel, coinciding with the conclusion of the Whisky Week celebrated throughout Scotland.

Attended by renowned distilleries and major clients in the sector, the event enabled visitors to sample the best brands and meet the professionals of this important market face-to-face.

By sponsoring this kind of professional event, AMORIM reinforces its strategy of promoting and consolidating its presence in the segment of one of the most sought-after drinks in the world of spirits.

To find out more, visit <http://www.whiskylive.com/scotland/glasgow-2009/>.

Distillery of the Year Prize, *SPRING BANK DESTILLERY*



## “Save Miguel” shown at Douro Film Harvest...



The short film “Save Miguel”, produced by CORTICEIRA AMORIM, was shown at the first edition of Douro Film Harvest, the Douro valley’s first international cinema event.

The film, which was produced in 2008 and has already earned international awards, is an environmental campaign starring actor Rob Schneider, aimed at educating the public with regard to the environmental, economic and social benefits of cork-based products, such as cork stoppers for wine.

“Save Miguel” was shown at every session of the festival’s “Wine Films” section. The Douro international film festival, which celebrates the region’s landscape and Port Wine, was thus associated with the cause initiated by CORTICEIRA AMORIM.

The first edition of the event was a tribute to director Milos Forman, and paid homage to special guest Andie MacDowell. Musician and composer Kyle Eastwood, Clint Eastwood’s son, performed for the first time in Portugal, with his jazz band, as part of the event.

The first edition of the festival was completely decentralised, being held in Vila Real, Lamego, Torre de Moncorvo and Santa Marta de Penaguião. The event was organised by Douro Tourist Office, with the support of the Institute for Douro and Port Wines and the Commission for Regional Coordination and Development for Northern Portugal - Mission Structure for the Douro Demarcated Region.

### ...And continues to collect prizes in major international competitions

After being awarded the “Best Original Screenplay” and collected the “People’s Choice Award” at the prestigious Oenovideo – International Grape and Wine Film Festival, the film was distinguished with the Charles Darwin award at ART & TUR – International Tourism Film Festival recently held in Barcelos (Portugal).

At the award ceremony, Paulo Bessa, CORTICEIRA AMORIM’s Corporate Sustainable Development manager, highlighted the importance of cork and of the business carried on by the Company in terms of biodiversity: “Cork oak forests rank among the top 25 biodiversity hotspots in the world. The economic viability of this unique ecosystem depends on cork harvesting and manufacturing. The business of companies such as CORTICEIRA AMORIM is therefore a rare example of interdependency between industry and an ecosystem generating wealth and preserving biodiversity”.

## The Vinylcomfort atmosphere...

The thermal and acoustic comfort, modern and appealing look and ease of cleaning and maintenance were among the factors which motivated the choice of the Vinylcomfort line for two recent projects in Istanbul, Turkey: Volenia Chocolate Cafe, by architect Rifat Baltaoğlu, and Grey Café, by architect Cem İsmail.

### Volenia Chocolate Cafe

With the aim of delineating two separate areas, two variants of the same product were used. As a result, on the upper floor 200 m<sup>2</sup> of product reference Alaska Oak were applied (900x185x10.5 mm), and on the lower floor 160 m<sup>2</sup> of product reference Vulcanic Ash (900x295x10.5mm).



### Grey Café

Well-being and tranquillity are paramount in a leisure venue such as Grey Café, with a decor which reflects a modern character inspired on a fusion of trends and styles.

In order to create a uniform environment, in harmony with its modern and functional design, the author of the project chose product reference Raw Umber (900x295x10.5mm), which was applied over a total of 75 m<sup>2</sup>.



### ... And the comfort of Woodcomfort in Turkey

#### Häagen Dazs Café

Designed by the architects Mehmet Babali & Ragıp Limoncu of the DPI Architecture Group, the Häagen Dazs Café in Istanbul offers a relaxing atmosphere in which comfort is the foremost feature.

Flooring is one of the most salient features of any venue, and Woodcomfort undeniably satisfied the required standards, combining the visual allure of wood with the comfort offered by the cork layers which make up this revolutionary material from Wicanders®.



# Amorim Cork Composites sponsors work of art

"Onion Pinch" on Experimenta Design 09  
Credits:  
Design: Caterina Tiazzoldi and Eduardo Benamor Duarte  
Team: T. Branquinho, L. Croce, M. Fassino, K. Seaman  
With the support of Politecnico di Torino  
Pictures: Sebastiano Pellion

"Onion Pinch" is the name of a cork structure providing interactive movement created for Experimenta Design, a prestigious international fair held every two years devoted to design, architecture and creativity. Designed by the architects Caterina Tiazzoldi and Eduardo Benamor Duarte, with Kathy Seaman, Tania Branquinho and Mauro Fassino, this project enjoyed the support and know-how of Amorim Cork Composites for the production and assembly of the cork structures.

Made up of a number of interconnected cork parts, this dynamic work of art enables interaction with visitors.

Eduardo Benamor Duarte, one of the chief architects of "Onion Pinch", explained the choice of the raw material cork by its intrinsic benefits: "The richness of this material, and the way in which it expresses its flexibility and variation, revealed the spatial potential of the project we are pursuing together with CORTICEIRA AMORIM".

After being on display in Experimenta Design, specifically in Cais do Sodré underground station (Lisbon), the sculpture was displayed at the end of October at Computec 2009 (Milan).

More details on the creation of the project and its public appearances can be found on the blog of the architects Caterina Tiazzoldi and Eduardo Benamor Duarte, at <http://digitalprimitive.blogspot.com>.

## Villa Batalha Hotel

### Woodcomfort lends elegance and comfort to Rooms and Conference Hall

Located in the midst of Portugal's "Costa de Prata" (Silver Coast), the recently inaugurated Villa Batalha Hotel is based on a philosophy of hospitality which promotes physical, mental and social well-being.

Favouring uncluttered, contemporary architecture, with an emphasis on lighting and simple decoration, this new 4 Star hotel, with panoramic views from some of its luxurious rooms and suites, offers guests the elegance and comfort of the **Woodcomfort** line.

The wood appearance and the natural performance of its alternating cork layers make **Woodcomfort** the perfect choice for the

hotel's philosophy. Over a total area of 3000 m<sup>2</sup>, the floors of the rooms boast the Sucupira reference, measuring 905x140x12 mm, with WRT (Wear Resistance Technology) finish, a protective varnish providing impermeability and high resistance to wear. For the Conference Hall the same product was used, but with HPS (High Performance Surface) finish, over a total area of 280 m<sup>2</sup>.

**Enjoy the comfort of Woodcomfort at the new Villa Batalha Hotel. [www.hotelvillabatalha.com](http://www.hotelvillabatalha.com).**

# Less Energy, More Environment

Employee competition in pursuit of Sustainable Development

As part of its strategic challenge regarding Sustainability, CORTICEIRA AMORIM held a competition for Employees called "Less Energy, More Environment", which aims to find the best ideas for reducing energy consumption.

With the tagline "Looking for brilliant but low-cost ideas", Employees were invited to join CORTICEIRA AMORIM in the quest for Sustainable Development.

**Manuel Vieira**, from the Production Resources Management Department of the Floor and Wall Coverings Business Unit was the winner of the competition, with a set of ideas aimed at improving the efficiency of internal logistics and the use of compressed air, and reducing electricity consumption. The prize is intended to reward mainly his contributions with regard to electricity, specifically the idea of implementing electrical circuits / timers enabling equipment to be switched off according to a preset schedule.

**What made you decide to take part in the "Less Energy, More Environment" competition?**

I regularly take part in this type of initiative. I participated in the "Less Energy, More Environment" competition in the same way as I have taken part in other competitions held by Amorim Revestimentos.

**Do you think Employees should play an active role in deciding Company policy?**

Yes I do. If all Employees are aligned with company policy and have the opportunity to play an active part in it, the result will be highly beneficial to both parties.



**How do you see the issue of resource optimisation aimed at promoting sustainable development? Is it a distinguishing feature for organisations?**

There is no future for companies which do not regard sustainable development as the only way to generate progress and wealth. To achieve this, all resources must be optimised.

**Can you explain your winning idea more precisely?**

The winning idea consists in implementing an automatic system to switch off equipment which often remains switched on at the end of the day due to forgetfulness. Once implemented, this idea will result in significant energy savings.

**Is it easy to implement?**

Yes, depending on conditions in the factories. I think implementation will be relatively straightforward, particularly in more recent factories.

**Do you think the Company should continue to invest in this type of competition?**

What is important is to promote and provide incentives for Employee participation, whether this is achieved by competitions, collecting feedback or ensuring improvement questionnaires are carried out.

**What is the best way to motivate Employee participation?**

Proper dissemination and promotion of the areas in which Employees feel that participation will enable them to play an active part. Of course, if there is an attractive prize, so much the better.

## "Need You Onlus – Wine for Life"

# Amorim Cork Italia involved in humanitarian project

Amorim Cork Italia teamed up with Bersano Vini, one of the most prestigious Italian wine producers, to take part in a humanitarian project entirely devoted to underprivileged children. The project is one of many initiatives carried out by "Need You Onlus", a not-for-profit organisation created with the aim of supporting children from the poorest communities all over the world.

Through numerous initiatives, entirely dependent on donations and volunteer work, the organisation supports the social and cultural development of these communities by building hospitals, schools and leisure centres, providing medical assistance, or through one-off events such as "Need You Onlus – Wine for Life".

This particular initiative aims to contribute towards improving the extremely difficult conditions of a community in the Philippines called Payatas. To this end, Amorim Cork Italia donated corks for around 1500 bottles of wine (Monferrato DOC) labelled specifically for the project.

The proceeds will be entirely donated to this solidarity mission in the community of Payatas in the Philippines.



## Alma Gémea combines cork and ceramics



Alma Gémea (Soulmate) is the name of a collection launched by Amorim Cork Composites and Matceramica. The combination of cork and faience pottery, two important materials in the national tradition and powerful symbols of Portugal's image, resulted in a distinctive product with genuine added value for the home goods sector.

The new collection, consisting of four product lines which harmoniously combine cork and faience, leverages the physical and semantic characteristics of these two Portuguese materials.

Four designers were invited to give shape to the collection, corresponding to four business areas within the ceramics sector: table, breakfast, kitchen and decorative. Each designer left their own personal mark on the pieces according to their training and experience, making each line a unique concept.

The combination of these two traditional materials, accompanied by bold design, results in a contemporary product both from an aesthetic/conceptual and functional perspective.

The Alma Gémea lines have already been submitted to major retail chains renowned for the contemporary design of their products, with an encouraging initial reaction.

### Partnership

Amorim Cork Composites and Matceramica, two leading companies in the home goods sector, shared experience and knowledge to bring added value to the design and creation of the Alma Gémea collection.

In an innovative marketing strategy with a view to maximising sales, the collection will be marketed by both companies in the main markets in which they operate.



## Gierlings Velpor claims a place in the world of fashion

One of Gierlings Velpor's strategic pillars is based on a new approach to sales. Relying on the creativity of its products, an image make-over and a market-focused team, bolstered by 200 years' accumulated experience in the sector, the company is increasingly affirming its status as a player in the world of fashion, distinguished by the high quality of its products.

The results of Gierlings Velpor's participation in September and October in the international fairs Milano Unica, Première Vision Paris, Munich Fabric Start and Jitac Tokyo were clearly positive.

At Première Vision, the leading fair in the sector, the new collection of textiles for clothing by Gierlings Velpor was presented to over 200 fashion professionals. An internationally renowned company, Gierlings Velpor was described by the sector's leading publication, Journal du Textile, as a source of inspiration which "turns a leopard coat into a field of flowers".

At the 34<sup>th</sup> edition of Mod'tissimo (Porto), Gierlings Velpor textiles gained special prominence at the "Young Creators" competition as the model who won third prize was wearing textiles created by the Company.

Positioned in the medium to high segment, the new Autumn-Winter 2010/2011 collection gave Gierlings Velpor a place in the collections of the most prestigious clothing brands in the world.

In the next edition we will bring you a report on our participation in the Mood decoration fair and the Busworld and Railway Interiors fairs in the Velours for Public Transport sector.

## Quinta Nova joins "Ladies of Wine" project



Vinea, Quinta Nova's importer in Brazil, has created a project entitled "Damas do Vinho" (Ladies of Wine), inspired on three of the most renowned women wine producers in recent years.

For the purpose, it invited three winegrowers from Italy, Portugal and Chile to create exclusive wines for the occasion, totalling 1,500 numbered packs with labels created by designer Adriana Barra. The collections will be sold exclusively in Brazil, and part of the proceeds will be donated to the NGO Banco de Alimentos (Food Bank).

Each of the three ladies brings the very best of their vintages. Maria Luz Marin, from Chile, created a Sauvignon Blanc, and Italian Piera Martellozzo, of Piera Martellozzo winery, brings a sparkling rosé. Luísa Amorim, of Quinta Nova de Nossa Senhora do Carmo, created a full-bodied and elegant Douro red with an aroma of ripe fruit.

The result of this collaboration is an exclusive product with the common theme of "giving back to the Earth what the Earth gives us".

Find out more about the project at [www.damasdovinho.com.br](http://www.damasdovinho.com.br)

## Wicanders® Parquet in The Green House Hotel, by Graça and Gracinha Viterbo

During Intercasa 2009, held from 3 to 11 October in Feira Internacional de Lisboa – FIL, the Ideal Hotel concept was presented, with the title The Green House Hotel. The concept is an innovative laboratory of ideas, challenging the major names in interior decoration to design a "dream hotel".

This was the setting that gave rise to the Ideal Suite project in the Ideal Hotel, by Graça and Gracinha Viterbo, a space flowing between decorative bays intended for Living, Sleeping, Dressing and Well-being... The environment is an intersection of the world of dreams with values such as calm, comfort, relaxation, innovation and quality.

The colours are gentle, with a tranquil, comforting colour scheme based on greens and blues, highlighted by the simple, stark natural tones of wood such as the Wicanders® Parquet flooring chosen by the decorators for this iconic project.

The simplicity and refinement of Wicanders® Parquet, reinforced by the harmonious arrangement of rugs, furniture and accessories, all of them "Made in Portugal", were an instant success with visitors.



Photographer: Francisco Almeida Dias

## European Wine Bloggers Conference 2009 A success story sponsored by Amorim

From 30 October to 1 November, over 120 participants from a number of countries gathered in Portugal at the VIP Grand Lisboa Hotel to take part in the 2009 European Wine Bloggers Conference (EWBC), an event sponsored by Amorim for the second time.

EWBC is the physical culmination of countless interactions and relationships begun online among bloggers representing every corner of the wine industry, from producers to retailers, distributors, oenologists, critics, media, consumers and all manner of professionals and enthusiasts in the sector.

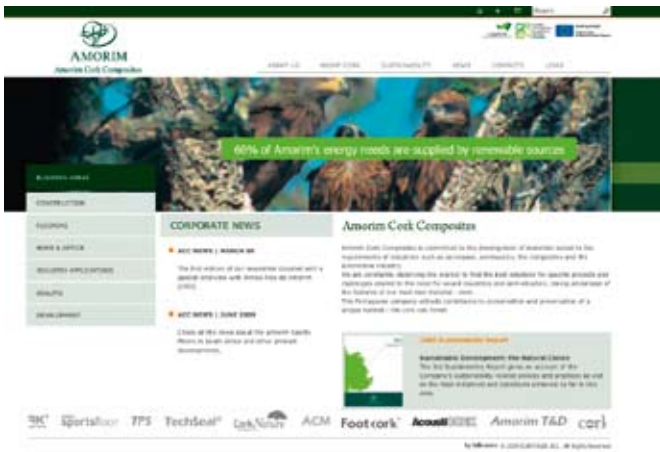
In the various sessions held, trends and innovations for the future were discussed, from a number of thematic perspectives. The bloggers also had the opportunity to sample Portuguese gastronomy

and wine, and visit places connected with the sector, including Quinta da Lagoalva and the Amorim & Irmãos factory in Coruche, on 1 November.

Compared to the first edition, held last year in Logroño, Spain, participation tripled, with very positive results. After the event, the bloggers provided a wealth of feedback online by means of articles, photos, videos and Twitter tweets, all praising this exceptional experience and the warm hospitality, friendliness, beauty and gastronomy of the host country.

To find out more, visit <http://winebloggersconference.org/europe/> or view the archive of photos by the Bloggers at <http://www.flickr.com/search/groups/?q=amorim&w=843444%40N20&m=pool>





## Amorum Cork Composites reinforces online presence

[www.corkcomposites.amorum.com](http://www.corkcomposites.amorum.com)

Amorum Cork Composites (ACC) launched a new website at the end of October, with a new look to match the consolidation of the organisational shift which gave rise to this new company.

The new ACC website is a communication platform aimed at a wide audience seeking products in various market segments, from construction to aeronautics, via the automobile and aerospace industries and even decorative items.

Visitors have at their disposal information about each business area, and can then follow a link to one of the sites devoted to the individual brands supplied by the company in the last year.

ACC has made a significant investment in online communication, with all of its tools for communication with the market available on the website of each of its major brands. In addition to brochures and information of a more technical nature about each product, these online platforms offer software to help customers choose the material most suited to their needs, such as the NRS (Noise Reduction Simulator), available on the ACM website, and the Joint Q-Tool for the Amorum T&D and Techseal brands.

Visit us at [www.corkcomposites.amorum.com](http://www.corkcomposites.amorum.com)

## [www.amorimsportsfloor.com](http://www.amorimsportsfloor.com)

Amorum Cork Composites' latest website is, as the name suggests, devoted to flooring solutions for sports venues, with recycled rubber flooring as its primary product.

The range of products available simultaneously provides excellent performance under intensive use of heavy loads (as required for body-building gyms) and decorative solutions suited to the most diverse market requirements.

This is a new product range in Europe, in which ACC applies its vast market experience in areas such as the USA for domestic and professional applications, and more recently in a number of projects connected with the 2010 World Football Championship in South Africa.



The Amorum Sports Floor website provides all the necessary technical information, as well as a vast portfolio of colours and design options in order to ensure each client is able to make the right selection for their decorative needs.

# Woodcomfort and Corkcomfort Wicanders® ranges win over a number of clients in Germany and Austria

The extraordinary natural properties resulting from the presence of cork make the Wicanders® "comfort" range an unbeatable material for those seeking the perfect balance between comfort, design and sustainability.

Cork gives Wicanders coverings characteristics which make them natural thermal and acoustic insulants, in addition to being hygienic, easy to clean and resistant to wear. For extra impermeability and protection, the brand suggests the HPS (High Performance Surface) finish based on nanoparticle technology, with a 25-year guarantee, for high-traffic areas such as public venues and workplaces.

**Woodcomfort**, with its wood appearance, was the product of choice for German restaurant Coffeino, in Kirchheim / Teck, where 100m<sup>2</sup> of **Woodcomfort** glue-down flooring, product reference American Walnut, 2-Strip, with HPS finish were installed.

The same reference was installed in the Bundesschülerheim St. Pölten school, in St. Pölten, Austria, over a total area of 700m<sup>2</sup> in its offices, canteen, library and common room.

**Corkcomfort**, which has a candid cork appearance in varied and innovative tones and patterns was the product chosen by a top-end German retail chain: BONITA GmbH's shops, located in various regions of Germany, now boast **Corkcomfort** floating floors, product reference Bonita Cream with HPS finish, with a total of 19,000 m<sup>2</sup> installed between 2004 and 2009.



BONITA GmbH / Shops



Coffeino / HoReCa / Kirchheim, Teck

## Quinta Nova's new Gourmet Range



The exceptional characteristics of Quinta Nova de Nossa Senhora do Carmo are not restricted to the production of grapes of the highest quality for Douro and Port wines. Among the terraces and levels of the vineyard, olive and fruit trees can be found co-existing alongside a range of herbs and plants with genuine aromas and flavours used in traditional gastronomy and medicine.

QN Gourmet is currently the most extensive line of gourmet products in the Douro Valley, reflecting the spirit of a winegrowing quinta and its terroir. These products were created in response to market demand, rounding off the project and making maximum use of the region's natural resources while preserving biodiversity and promoting regional development.

Three years ago, Quinta Nova de Nossa Senhora do Carmo launched its Olive Oil and Extra Grape Jams (Touriga Nacional and Tinto Cão). The success of the project inspired the company to create a strategy for its gourmet range, extending the number of jams to include other local fruits (cherry, fig, quince and honey) and herbal teas (vine leaf, olive leaf, lavender, heather, prickled broom and Roman chamomile).

It should be noted that the company established a number of partnerships with local producers and rigorously adheres to studies carried out by the School of Biotechnology (Catholic University). The extra jams, for example, are distinguished by containing no preservatives, and having a low sugar content (70% fruit and 30% sugar), i.e. they are not compotes but extra fruit jams, which means that most of the sugar comes naturally from the high quality fruit.



### DID YOU KNOW?

ON A GLOBAL SCALE, CORTICEIRA AMORIM IS AN IMPORTANT TECHNOLOGICAL PARTNER AND AN EXAMPLE OF INNOVATION IN PERFECT HARMONY WITH NATURE.



# 2010

ANO DA BIODIVERSIDADE BIODIVERSITY YEAR

## 2010 – International Year of Biodiversity (UN)

The United Nations have declared 2010 the International Year of Biodiversity, appealing for increased awareness of the vital importance of biodiversity to human well-being and survival.

The Amorim Group and its subsidiaries form an integral part of a concerted effort to preserve the cork oak forest, a natural and renewable resource which plays a vital role in CO<sub>2</sub> fixing, regulating water cycles, fighting desertification and preserving a number of species.

The cork oak forest, a hotspot of biodiversity, is home to an impressive range of animal and plant life, including the Iberian lynx - one of the most endangered species of the cat family in the world, as well as a number of the rarest bird species, such as the royal eagle, black stork, black-winged kite and black vulture.

The Amorim Group is proud to be associated with the cause of preservation of biodiversity, adopting it as a Christmas message – a gift with a future – and creating an agenda inviting reflection and daily choices for responsible consumption.

Every species preserved enriches our world!

## Quinta Nova awarded "Best Wine Tourism Award 2010" BWT Innovative Wine Experience 2010



After achieving the "Best Wine Tourism Award" three years in a row, Quinta Nova has been rewarded once again, this time in the national "Innovative Wine Experience" category.

Following on from the awards in the categories Accommodation (2007), Architecture, Parks and Gardens (2008) and the international Art and Culture category (2009), this award once again highlights the quality of the work undertaken at Quinta Nova.

The current project is the result of a major investment over four years, with three centres in which visitors can enjoy wine experiences: the Rural Hotel, Wine Tourism in the Quinta and the WineHouse. Among culture and leisure activities, enhanced by contact with nature and innovative events, a number of initiatives have been taken with the aim of retaining current customers and attracting new markets.

This range of possibilities along with the spirit of the surrounding countryside - the Douro Valley - make Quinta Nova a renowned "Innovative Wine Tourism Experience".

All of which enables Quinta Nova to contribute towards leveraging the Douro brand and Portugal itself, through Wine tourism.

Read about the other results at [www.greatwinecapitals.com](http://www.greatwinecapitals.com)

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