



# NEWS

Amorim Group news

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THE DRINKS BUSINESS GREEN AWARDS 2010

## CORTICEIRA AMORIM awarded sustainability prize

CORTICEIRA AMORIM WAS ONCE AGAIN REWARDED FOR ITS ENVIRONMENTAL PRACTICES, RECEIVING THE SUSTAINABILITY PRIZE OF THE DRINKS BUSINESS, A LEADING PUBLICATION IN THE UK WINE INDUSTRY.

The company received an acknowledgement of its capacity to adapt production methods and its efforts in the area of forestry, which resulted in a reduction of the company's ecological footprint but above all served to increase the viability of the cork oak forest, an ecosystem with valuable environmental functions.

CORTICEIRA AMORIM stood out from among the group of eight companies comprised in the shortlist for the "Outstanding Contribution to Sustainability Award", and sponsored the "Ethical Award" given to the company La Riojana Co-Operative for its environmental and ethical practices and dedication to the local community.

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# NEWS



## **CORTICEIRA AMORIM is celebrating its 140th anniversary.**

Our long history, spanning three centuries, bears witness to the work, determination and audacity with which successive generations have risen to the challenges of profound social change, living through two world wars, meeting the challenges of globalisation and revolutionising the cork industry.

The Group today has thoroughly assimilated the qualities on which that success has been built: entrepreneurial vision; responsibility and diligence; creativity and innovation.

That is why – even though the current generation has no memory of a crisis with the magnitude of the economic and financial difficulties the world is now experiencing – we can celebrate this anniversary today: saluting the foundations set forth by our predecessors, our entrepreneurial capacity and, above all, the sustainable future we are building.

CORTICEIRA AMORIM is today inspired by the goal of providing you with the special value that is cork, which you’ll find in the most unexpected parts of your everyday life: the cushion on which your feet rest; the stopper in your favourite wine; the cosmetics you use in

the morning; the materials you use to decorate your home; the pen drive in which you store memories of happy moments; the sound insulation used in concert halls; the car you drive; the canoes in which you sail down the river and the spaceship in which, in the future, you will discover the Universe.

**We’d like you to choose cork aware of its benefits, of the value it adds to the products in which it is used and of the extraordinary contribution it makes to sustaining cork oak groves, an invaluable safeguard of biodiversity.**

We feel sure you will recognise this. Our only uncertainty is whether you will identify it as cork or as Amorim. For that reason, we offer you some help: the extraordinary material is cork; all the rest – vision, know-how, quality, performance, design, research and innovation – is AMORIM.

Choose cork.

Join us in celebrating a present with a great future!

Yours cordially,  
António Rios de Amorim

# Cork in the Pavilion of Portugal in Shanghai

## CORTICEIRA AMORIM supports the Portuguese representation at Expo 2010



After its success at Expo 2000 in Hannover, cork will once again play an important role in the Pavilion of Portugal in Shanghai, to be held from 1 May to 31 October 2010, attended by 192 countries and 50 international organizations, and an estimated 70 million visitors.

Sponsoring this exposition, CORTICEIRA AMORIM will supply the cork - a 100% natural and recyclable raw material - that will be applied both to the outside of the building, as part of the aesthetic concept associated with this structure, and inside the building in the form of floor covering and insulation solutions.

Within the scope of the theme of Expo 2010 Shanghai "Better City, Better Life", cork - a raw material strongly identified with the image of Portugal - was selected because it fits perfectly with

the concept of sustainable construction, being an example of innovation and good practices for sustainable development.

As at the Hannover Expo, Amorim insulation corkboard, reference MD facade, a technologically advanced and sophisticated material, was again the product chosen to be applied in the Pavilion of Portugal. Aesthetically, insulation corkboard fits in perfectly with avant-garde projects, boasting efficiency offered by cork products: high ecological added value and irreproachable technical thermal, acoustic and anti-vibration insulation.

With an area of 2000 m<sup>2</sup>, the project was designed by the Portuguese architect Carlos Couto, settled in Macao. The project execution will be the responsibility of a consortium led by PAL Asiaconsult.

# CORTICEIRA AMORIM

## develops exclusive stopper with innovative design

CORTICEIRA AMORIM recently launched a striking new collection of exclusive luxury stoppers, designed to meet the needs of all premium spirits producers.

The new Top Series<sup>®</sup> natural cork stopper is the result of CORTICEIRA AMORIM's strategic commitment to Innovation, and was created using state-of-the-art technology, resulting in a product line consisting of four ranges for different market segments - Prestige, Elegance, Premium and Classic Value.

Top Series<sup>®</sup> is an extensive line of solutions comprising hundreds of different products, offering the guarantee of performance and the same advantages in terms of sustainability as natural cork, using a wide range of materials based on cutting edge production technology.

Carlos de Jesus, Marketing and Advertising Director at CORTICEIRA AMORIM, highlights the importance of the Top Series<sup>®</sup> line development: "Although we already supply many of the leading spirits producers, now, thanks to advanced technology, we are able to



create tailor-made solutions for the luxury and premium sectors. Today, Amorim's bar-top closures division (Amorim Luxury Unit) embraces the global market and is a flexible partner, developing innovative and customised solutions for the world's leading spirits brands."

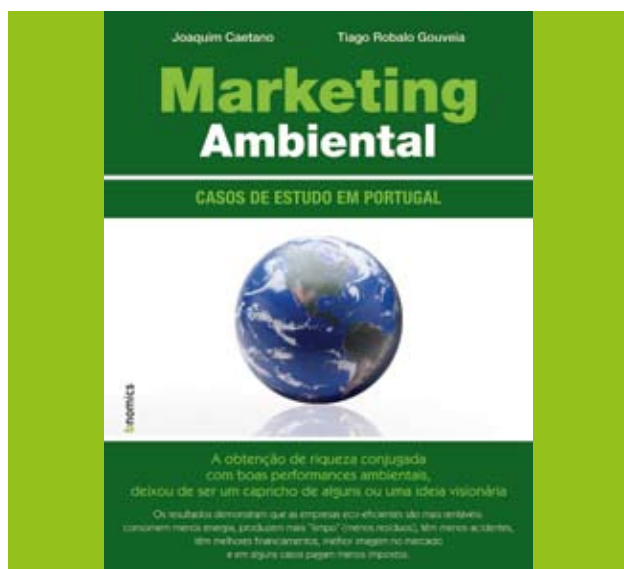
## CORTICEIRA AMORIM listed as a leading sustainable brand in the book “Marketing Ambiental” (“Environmental Marketing”)

Preface by Luís Rochartre Álvares,  
Secretary-general of BCSD Portugal

Available in Portuguese bookshops since the end of January 2010, the book “Marketing Ambiental – Casos de Estudo em Portugal” (“Environmental Marketing – Case Studies in Portugal”), by Joaquim Caetano and Tiago Robalo Gouveia, presents six case studies – Água Serra da Estrela, Banco Espírito Santo, CORTICEIRA AMORIM, DYRUP, EMAC and TMN – with the goal of divulging examples of companies which regard Sustainable Development as a differentiating factor, acting according to its principles and thereby becoming major names in the Portuguese corporate world.

With Sustainable Development issues firmly present on the agenda of worldwide public opinion, the goal of this book is, according to the authors, “to demonstrate that sustainability can be present in the everyday life of a company in various forms, significantly transforming its performance and corporate image as perceived by its stakeholders and contributing towards building a more balanced society in environmental, social and economic terms.”

CORTICEIRA AMORIM was selected to be a part of this group of brands as it is a market leader in a sector which attaches great importance to Sustainable Development as the only way to create long-term value for the Organisation. Over the years, CORTICEIRA AMORIM has contributed, in an integrated and global fashion, to a steady increase in the added value of cork as a raw material, thereby playing a crucial role in maintaining the viability of the cork oak forest, an ecosystem with features that are unique in the world and which, on an environmental level, plays a fundamental part in preserving biodiversity, fighting desertification and CO<sub>2</sub>-fixing – by absorbing 4.8 million tonnes of CO<sub>2</sub>, the cork oak forest is responsible for fixing 5% of Portugal’s total emissions.



## Cork stoppers continue to score points in the United Kingdom

Study on permeability of closures praises natural cork stoppers



Amorim & Irmãos, in partnership with the British supermarket chain Somerfield, conducted a study aimed at examining the performance of cork stoppers versus plastic closures, with a particular focus on the issue of permeability.

The study, conducted over a 12 month period, compared the performance of Amorim & Irmãos’ Neutrocork® technical stopper with that of a synthetic closure in sealing a chardonnay wine, based on a universe of 16 thousand bottles.

After nine months, differences could already be detected in the wines’ evolution: “After just nine months, differences in the wines’ evolution were apparent. Whereas the wine sealed under cork had evolved in terms of flavour, gaining freshness, the wine using the plastic closure suffered a certain amount of oxidation.” commented Brian Humphreys, Technical Manager for Beverages at Somerfield.

Somerfield, recently acquired by The Co-Operative group, is one of the UK’s leading supermarket chains, with roughly 750 outlets throughout the country and a wine range comprising around 80 own brands supplied by partners all over the world.

Given the importance of this supermarket chain and its geographical market – the United Kingdom is a trendsetter in the wine industry – the conclusions of this study support the decisive role of cork in the evolution of wine, and provide a strong argument in favour of the existing downward trend in the use of synthetic closures.

## Beer with cork stoppers at the Winter Olympics

### Amorim & Irmãos supplies "Vancouver 2010 Molson Canadian Victory Bottles"



The 2010 Winter Olympics, which staged in Vancouver, Canada, from 12 to 28 February, enjoyed the presence of a special guest: a Canadian beer sealed using cork stoppers.

Thanks to an initiative by MolsonCoors, a client of Amorim & Irmãos, all of the podium celebrations of these Olympic Games used "Vancouver 2010 Molson Canadian Victory Bottles", created exclusively for the event.

This limited edition, made possible only by Amorim & Irmãos' experience in the beer industry, was produced in a very short period of time, forcing the company to use a benchmark with oversize bottle designs.

In total, 224 three-litre bottles were produced.

Alexandre Bilodeau was the first Canadian gold medallist to uncork one of the "Vancouver 2010 Molson Canadian Victory Bottles".

MolsonCoors sponsors all of the ice hockey teams in Canada, this year's Olympic champion in both the men's and women's event.

## Amorim Flooring Austria expands portfolio at Landegger

Amorim Flooring Austria took another positive step with the expansion of its portfolio at Landegger, the Austrian leader in the coverings and floorings sector. As a result, the **Vinyl**comfort range, already sold by this retailer, was joined in February by **Cork**comfort Floating WRT.

To assist the dissemination and promotion of this line, around 600 sample books with the exclusive "Lisboa Cork" brand by Wicanders® were specially made.

As Landegger is a major player in the Austrian market, this is a significant contribution to consolidating the presence of Wicanders® coverings in the country.



+ leve  
+ confortável  
+ eco-eficiente

lighter,  
more comfortable,  
more eco-efficient

## Amorim Cork Composites takes part in Railway Project

Amorim Cork Composites is part of the consortium **iseat** (Integrated Research and Development of Components for Train Seats), a research project aimed at designing train seats using new materials and innovative processes. Besides Amorim Cork Composites, other companies such as Caetano Components, Couro Azul, Inegi, Almadesign and ALSTOM Portugal are also part of the consortium.

The project's main goal is to bring together skills with a view to conceiving and developing technical and functional innovative design solutions based on more eco-efficient, lighter and more comfortable sustainability-oriented materials for train seats. New materials such as cork composites, other advanced composites, fire-resistant and low toxicity leather, based on state-of-the-art technology, are just a few of the main products involved in the project.

ALSTOM is the global leader in the fields of power generation and rail infrastructure and a major player in innovative and environmentally friendly technologies. Their collaboration in this project is of great importance since, on the one hand, it will make it possible to know the extent of the actual requirements of the domestic and international railway market and, on the other, to open up new perspectives for future application scenarios and applied research.

A major breakthrough for the project came with the award of the concession for the first section of the Iberian high speed railway project, between Poceirão and Caia, as a result of which this partnership constitutes, an opportunity for ACC to enter the rail business.

The "iseat" project is the result of an investment of 720 thousand euros, 50% of which financed by governmental funds (NSRF).

## New Ipcork collection presented at Branchentag Holz

Amorim Revestimentos presented the new collection of the Ipcork brand at the Branchentag Holz trade fair held on 10 and 11 November in Cologne.

With new dimensions and natural structures and tones, the collection is based on a daring and original design, receptive to versatility and varied combinations of materials and finishes, boasting cutting-edge production methods and the highest standards of quality.

The stand showcased the 14 new items in the Ipcork vinyl selection with the new cork surface, as well as a more economical line which will enable expansion into new market segments.

"Customer feedback was overwhelmingly positive, and the high number of visitors to our stand confirms the success of our strategy: investment in creative designs with natural looks and guaranteed quality" - stated Peter Piputa, sales manager, at a fair which closed with excellent prospects for 2010.



## Amorim Revestimentos presents 5G system

### An innovative installation solution

Amorim Revestimentos is preparing for the market launch of a flooring installation solution called 5G.

A result of the company's investment in Research and Development and use of state-of-the-art technologies, 5G is a revolutionary solution compared to conventional installation systems: it is significantly faster and easier to apply, with a simple "click" providing the certainty that installation has been successfully completed.

The new system was developed to be suitable for use with any kind of flooring, whether wood, laminate, linoleum, cork or others, and is also suitable for different sizes and thicknesses.



## Green Point Stadium uses AcoustiCORK eco-friendly materials

Amorim Cork Composites was one of the suppliers of building materials for the Green Point Stadium, one of the official stadiums for FIFA World Cup 2010, located in Cape Town, South Africa, with capacity for 68 thousand spectators.

The product supplied for this iconic sports venue – AcoustiCORK T11 – was used for the VIP area, providing the added value of comfort offered by a cork-based product. The choice of AcoustiCORK was profoundly influenced by its technical (acoustic and thermal) performance and its use of cork, a 100% natural and recyclable eco-friendly material.



THE DRINKS BUSINESS GREEN AWARDS 2010

## CORTICEIRA AMORIM awarded sustainability prize

Carlos de Jesus, Marketing and Advertising Director for CORTICEIRA AMORIM, who attended the award ceremony, was grateful for the distinction: "It is rewarding to see this acknowledgement of our work with the UK wine industry, namely in the development of solutions combining sustainability, technology and premium product positioning."

The Drink Business Green Awards 2010 were held in London in February, and their aim is to reward pioneering companies in the field of sustainable development.

**Last year, The Drink Business magazine placed CORTICEIRA AMORIM in the Top 25 most influential companies with regard to the environment.**

Carlos de Jesus (Marketing & Advertising Director at CORTICEIRA AMORIM) with the winner of the Ethical Award - La Riojana Cooperative



## French organic wines with FSC cork stoppers



## CORTICEIRA AMORIM reports a profit in 2009

Throughout 2009, the world suffered a severe economic recession which, having started as a financial crisis, soon spread to the real economy.

Overall, the cork industry in general faced an extremely difficult year. The stark drop in exports, combined with the financial imbalance which characterises a large part of the industry, had a devastating effect on many of the sector's companies.

CORTICEIRA AMORIM, while not immune to these difficult circumstances, was able to withstand them thanks to the solid financial position built in recent years, the efficiency of the strategic measures drawn up and the speed with which they were implemented, adapting its structure to the difficult business conditions.

In spite of the reduction in sales – but not in market share – and income far short of the Organisation's efforts, 2009 was not a wasted year. CORTICEIRA AMORIM displayed a capacity to protect the core of its markets and products, increasingly asserting itself as the only global player in the cork industry and reinforcing its financial stability. This consolidation was decisive in achieving the goal of reporting a profit at the end of 2009, shoring up the confidence with which CORTICEIRA AMORIM faces the future.

**Today, CORTICEIRA AMORIM is stronger than ever: equipped with a clear business strategy, effectively anticipating trends and acting with agility. Also worthy of note is its continued investment in research, innovation and design, creating knowledge which is essential to exploiting and developing its vast portfolio of products and solutions.**

## Portocork and Celliers du Languedoc in exclusive partnership

Celliers du Languedoc Vins Distribution (CLVD), the first company to market French organic wines, has strengthened its collaboration with Portocork France, by means of a supply contract for FSC (Forest Stewardship Council) certified cork stoppers. As a result of the partnership, CLVD will only use cork stoppers from Portocork France, certified in accordance with this stringent international standard, as closures for its entire output of wine: a total of 2.5 million bottles.

The history of Celliers du Languedoc is based on an ecological commitment: *"In 1993, I became aware of the negative effects of chemicals on humans and on soils, which led me to devote myself to winegrowing practices which respect the environment"*, says Gilles Louvet, CLVD's founder. The choice of FSC certified stoppers from sustainable forests is therefore in perfect harmony with the company's environmental policy.

In 2005, CLVD signed an agreement with WWF in support of a programme to protect Mediterranean cork oak forests; in 2008 it became the first company to offset the carbon emissions from its activities, and in 2009 it invested in a 15 hectare experimental vineyard in which to test its new environmental solutions. In 2010, in line with its activities in the field of sustainable development, CLVD is taking another step in this direction by committing to seal its entire output with FSC certified cork stoppers from Portocork France.

In 2008, Portocork France, a subsidiary of CORTICEIRA AMORIM, became one of the first packaging companies in the world to achieve FSC certification, a strategic move anticipating the requirements of the wine industry.



Carlos Faro, Scientific Director of Biocant, and António Rios de Amorim, Chairman of CORTICEIRA AMORIM

# GIERLINGS VELPOR

in the exclusive  
world of Decorative  
Fabrics

## CORTICEIRA AMORIM strengthens research in forest industry

### Cork oak genome sequencing project

CORTICEIRA AMORIM, through its subsidiary Amorim Cork Research, the Technology Transfer Association “Biocant” and the Portuguese National Institute for Biological Resources are to begin a scientific research project entitled “GenoSuber” Cork Oak (*Quercus Suber*) Genome Sequencing Project. Apcor – the Portuguese Cork Association – and the Portuguese Forestry Industry Association are also partners in the project.

The project was formalised on February in the premises of Biocant. The Portuguese Prime Minister, José Sócrates, the Secretary of State for Science and Technology, Manuel Heitor, and several representatives of the entities involved in the project were present at the event. The main goal of this project is knowledge of the genetic heritage of the cork oak, one of the tree species of greatest economic and social importance in Portugal. This will open up a new field of forest-related research – considered to be of fundamental importance – and will bring about the possibility of future investigations.

Sequencing of the cork oak genome – will open up a new field of possibilities for the cork industry, as it will enable us to outline strategies for enhancing this species, including improving its resistance to both biotic and abiotic stresses, promoting its rapid growth or increasing the production of cork. This will have significant medium and long-term implications in the economic and production sector.

The involvement of CORTICEIRA AMORIM in this project is of great importance as it will enable our Company, by means of its know-how and vertically integrated business structure, to identify the features in the cork oak’s genes with the greatest potential and interest.



**Gierlings Velpor’s** first attendance at **MoOD** (Brussels) - a major international trade fair for decorative fabrics - was a success, constituting another step in the strategy of diversification pursued by the company in recent years.

Determined to consolidate its position and assert itself as one of Europe’s major companies in the segment of velours for decoration, **Gierlings Velpor** seized the opportunity to present its new decoration collection with new printed fabrics and Jacquard velours created using its latest investment in looms employing this technology.

Recent developments in production and an investment in creativity, reflected in this collection, have along with its increasing proximity to the market enabled **Gierlings Velpor** to attract the attention of major European publishers in the field of decoration. The journey embarked upon with its attendance at this fair, in pursuit of greater visibility, is to be continued with the company’s participation in the next event, scheduled for September.

## Amorim Cork Italia promotes sustainability of cork stoppers at SIMEI

For a sustainable future, choose cork stoppers – this was the message conveyed by Amorim Cork Italia’s stand at the latest edition of SIMEI, one of the largest specialist exhibitions in the wine industry, held in Milan and attended by some of the world’s leading names in the industry.

Amorim Cork Italia’s participation was devoted to raising awareness of the recent qualitative developments in the cork industry, which have enabled cork to claim the status of closure par excellence in today’s world, combining irrefragable technical performance with the fact that it is the only viable option in environmental terms.



## ReCORK Recycling Programme in Canada Recycled cork: comfort at your feet

As a result of the ReCORK Recycling Programme spearheaded by COR-TICEIRA AMORIM in Canada, Winexpert has already supplied 1 million used cork stoppers to its Canadian partner SOLE, a manufacturer of high performance insoles and sandals.

According to Mike Baker, SOLE’s chairman, the cork stopper recycling programme is part of an effective sustainability policy pursued by the company: “Cork from used stoppers enables us to significantly increase the sustainability of our products. This is the kind of sustainable

effort that benefits everyone.” This is the goal declared by SOLE, which intends to keep finding optimal forms of sustainability, reusing and recycling as many stoppers as possible.

In addition to SOLE, new partners for the ReCORK Recycling Programme are soon to be announced. Winexpert’s collaboration has played a decisive part in the initiative’s success.

**Learn more about the recycling programme at: [www.recork.org](http://www.recork.org).**



## Diversification with a view to growth! Gierlings Velpor acquires increased visibility in the Public Transport market

One of **Gierlings Velpor**’s most promising business areas is the Public Transport segment.

The technical excellence and quality of its fabrics, a result of the Company’s accumulated know-how, is the main differentiating factor of the jacquard velour designs it offers for seat coverings and public transport interiors (buses, trains, undergrounds, boats and planes).

In a very positive first appearance at the **Busworld** fair in Kortrijk (Belgium), **Gierlings Velpor** used the opportunity to present its new fabric collection to the European bus market.

The company’s marketing strategy, defined in mid 2009, also led **Gierlings Velpor** to take part in the **RailwayInteriors** fair in Cologne (Germany), an event devoted exclusively to the construction and interior decoration of “rolling stock” – trains and undergrounds.

The steady growth of this sub-sector of Public Transport in Europe, along with positive reactions to **Gierlings Velpor**’s products, which offer levels of competitiveness, quality and service, decisive factors in this market, suggest a future of clear and sustained growth for this business area in the heart of the company.

# CORTICEIRA AMORIM

joins WWF Forest Trade Iberian Network



CORTICEIRA AMORIM recently joined the Iberian Network of the Global Forest & Trade Network (GFTN), an alliance between the WWF and around 20 Portuguese and Spanish companies aimed at improving the management of forest areas, preventing deforestation and illegal logging, and promoting the conservation of the world's most valuable forests by means of responsible consumption of forest products.

By joining this initiative by the WWF, CORTICEIRA AMORIM commits to giving priority to the purchase and distribution of cork forest products from socially and environmentally responsible origins, such as those certified by FSC – Forest Stewardship Council.

In the words of Luís Silva of the WWF, “the commitment undertaken by CORTICEIRA AMORIM is a major contribution to the conservation of cork oak forests and an example to be followed by other companies in the sector.” He adds that “this is a clear message to producers, suggesting increased demand for certified cork in the coming years, and to the market, indicating increased availability of certified products to distribution chains.”

Carlos de Jesus of CORTICEIRA AMORIM states that “CORTICEIRA AMORIM is committed to this partnership with WWF; this is another step in the direction of the Group’s Strategy of Sustainable Development and another contribution to the conservation of forests all over the world.”

In Portugal, there are at present around 200 000 hectares of forest certified by the FSC system, corresponding to 6% of the country’s forests; of these, 25 000 hectares are cork oak forests, over double the 2008 numbers; the WWF and UNAC – Mediterranean Forest Union aim to reach 150 000 hectares of FSC certified cork oak forest by 2012.

Amorim Revestimentos launches Premium Plank Collection

## A luxury Parquet Wicanders® line



AS PART OF THE STRATEGY OF INNOVATION AND EXPANSION IN PREMIUM QUALITY FLOORINGS AND COVERINGS, AMORIM REVESTIMENTOS RECENTLY PRESENTED PREMIUM PLANK, A NEW LUXURY WOOD FLOORING COLLECTION CREATED BY WICANDERS®.

Available in 2200x260x20mm strips (also available in 3600 and 5000mm lengths, with the same width and thickness), Premium Plank consists of 3 layers of solid oak, with a total thickness of 20mm.

Coir, Cocoa, Prime, Moonstone, Brass and Suede are the six variations which make up the new collection, with sober and attractive tones and distinctive finishes (brushed, smoked or hand-scraped), to match the most varied decorative concepts. Premium Plank is the latest addition to the Wicanders® portfolio, an extensive set of quality coverings solutions offering excellent aesthetic properties and performance, created with full respect for Nature and best practices of environmental management, attested to by FSC – Forest Stewardship Council certification.

# Comfort and allure of Wicanders® “comfort” lines



Chattanooga State Technical Community College

The new Wicanders® comfort collections - with a cork look or simply incorporating cork - are notable for their high degree of energy-efficiency, capacity for thermal and acoustic insulation and greater comfort and durability.

These advantages, which differentiate and single out cork coverings, combined with the aesthetic potential of the Wicanders® ranges - an extensive panel of solutions which can be adapted to the most varied decorative environments - explain the growing demand for these products in international projects:

**Company ÖBB - Österreichische Bundesbahn** (Austrian Railways), in Vienna, Austria: installation of **Woodcomfort**, product reference Oak Cappuccino, over a total area of 240m<sup>2</sup>.

**Spanisches Kulturinstitut**, in Vienna, Austria: installation of **Woodcomfort**, product reference White Oak, over a total area of 40m<sup>2</sup>.

**Büro Obermayer Casino + Partner**, in Munich, Germany: Woodcomfort, product reference Bamboo Medium, extending over an area of around 500m<sup>2</sup>.

**Hotel Berghof**, in Wald, Germany: installation of **Vinylcomfort** in 25 comfortable rooms, over a total area of 650m<sup>2</sup>.

**PBG** - civil and industrial engineering company, located in Przeźmierowo, Poznań, Poland: installation of **Vinylcomfort**, product reference Raw Umber, over a total area of 280m<sup>2</sup>, namely in the canteen and employee common room.

**Chattanooga State Technical Community College**, an American university located in Tennessee: combination of several products from the **Corkcomfort** line - Umbra, Identity Ruby and Identity Nightshade. 6000m<sup>2</sup> were installed in total, with reinforced resistance and durability thanks to the HPS (High Performance Surface) finish, ideal for high traffic surfaces as is the case with this university.

**SIM X Radio diagnostics clinic**, located in Viseu, Portugal: one of the latest projects to involve installation of **Linocomfort**, with the Anthracite look, over a total area of 150m<sup>2</sup>.



## VISION 450 – a luxury catamaran with **Corkcomfort** flooring

VISION 450 IS THE NEW CATAMARAN BY MATRIX YACHTS, RECENTLY UNVEILED TO THE PUBLIC AT CAPE TOWN BOAT SHOW IN SOUTH AFRICA.

This is a top-end project, conceived according to the most advanced and demanding construction standards. The exceptionally spacious and refined interior exudes luxury in its details and excellence in the finishes used. All materials were selected to satisfy the requirements of an extremely demanding market segment, both in terms of aesthetics and of technical performance.

The **Corkcomfort** line, with the “Linn Cioccolato” look, a distinctive line with a cork appearance, was the material chosen for the flooring of Vision 450. In complete harmony with the concept upon which the catamaran is based, this premium Wicanders® line represents a perfect alliance between sophistication and maximum comfort.





Zamane Kahvesi

## Woodcomfort floorings chosen for several projects in Turkey

The thermal and acoustic comfort and anti-vibrational properties of cork floorings, in conjunction with the modern and distinctive appearance of wood, make the **Woodcomfort** line one of the most sought after solutions for major international projects.

In Turkey, for example, a number of leading projects have requested this premium Wicanders® product line both for its cutting edge design and wide range of looks and finishes, and for the environmental benefits arising from the use of cork-based products.

In Istanbul, Turkey's largest city, 3 projects were recently carried out using **Woodcomfort**:

- Titanic Hotel, by architect Asli Arikan Dayioglu of Metex Design Architecture Group, 300m<sup>2</sup>, product reference American Walnut.
- Pierre Loti Hotel, by architect Yaşar Vitaş of Taksim Constructions Group, 100m<sup>2</sup>, product reference Mutene.
- Zamane Kahvesi restaurant area, by Özlem Yalın Architecture Group, 290m<sup>2</sup>, product reference Hickory Rustic.

Also in Turkey, in Antalya, the Mob Mobilya Dekorasyon architecture group designed Sensimar Hotel, where a number of **Woodcomfort** products were installed, over a total area of 7000m<sup>2</sup>: White Oak (5000m<sup>2</sup>); American Walnut Plank Oak (1000m<sup>2</sup>) and White Oak Plank (1000m<sup>2</sup>).

Titanic Hotel



## Cork and TPE in Bullyland Toys

After an intensive development phase between Amorim Cork Composites (ACC) and Bullyland, the latter has launched an entirely new composite material on the market. The exceptional combination of cork and TPE enabled the creation of an innovative material with a flexible and unique surface that can be used in a wide range of products, including toy figurines, promotional products or decorative items. Bullyland regards its commitment to children as a top priority, and the company has a policy of serving its customers in such a way as to satisfy both their short term and long term needs. To this end, it began by banning the use of PVC in its products in favour of TPE, a synthetic rubber material which is physiologically harmless. By adopting the use of cork, the company is taking a further step in this direction, incorporating a natural raw material in its products. This recently created material will give Bullyland a distinct competitive advantage: in addition to safety, quality and innovation – Bullyland's hallmark features – its products now also boast the added value of sustainability offered by cork.

For over 35 years, Bullyland has been world renowned as a manufacturer of unique, hand-painted collector's figurines made of synthetic material. Its product portfolio ranges from wild, farm and marine animals to dinosaurs, dragons, knights and many more themes. The company's head office is in Spraitbach, Germany. Bullyland's products are distributed worldwide.

## Amorim Cork Composites at Domotex 2010 to present ISIS software

Domotex is a major international event for business promotion in the flooring sector, held annually in Hannover. As in previous years, Amorim Cork Composites (ACC) participated in this fair to promote the latest products of the AcustiCORK NRT, AcustiCORK and Amorim Sports Floor brands.

The noise-reduction products presented by ACC focused on issues related to the inherent energy-efficiency and sustainability of the process of producing agglomerate rolls and boards from recycled cork and tyre rubber.

Its attendance at Domotex 2010 was also marked by the presentation and sale of its ISIS – Impact Sound Insulation Software, developed by the company to facilitate selection of acoustic and thermal insulation for underlays. The event has been followed by an increase in the number of requests for this software, available online from the website [www.acousticork.eu](http://www.acousticork.eu).



# Amorim Revestimentos presents GO4CORK collection at Domotex

**In January, Amorim Revestimentos presented its GO4CORK collection, a Total Low Cost solution perfectly aligned with its strategic commitment to sustainability, at Domotex in Hannover.**

The new collection arose on the one hand from the need to prevent devaluation of the Wicanders® and Ipocork premium brands, and on the other from the idea of a product suited to, for example, shop promotions, which could also be marketed by means of online sales channels.

The new looks, created entirely from the waste arising from the production of decorative blocks, are the result of cutting edge

productive technology which enabled a reduction in the use of raw materials and an increase in the amount of waste recovered by the process.

Amorim Revestimentos' attendance at Domotex also included the presentation of its Wicanders® range, with a special focus on the **Vinylcomfort** line and the parquet collection with its wide range of solutions.

The "Best product in terms of quality" prize awarded to the entire "Comfort" collection as a result of a survey by publisher Meininger (eurocedor) was one of the highlights of this edition of Domotex, attended by 1395 exhibitors in the flooring segment from 70 different countries, and almost 40,000 visitors.

## Wicanders® Coverings in the spotlight at the Guggenheim Museum

The **Woodcomfort** line of Amorim Revestimentos' premium brand Wicanders® has been one of the most sought after by major international architectural projects, in particular those of a pioneering and innovative nature. This is clearly demonstrated by a recent example of the use of **Woodcomfort** coverings in the Abu Dhabi Guggenheim Museum, located on Saadiyat Island, in the capital of the United Arab Emirates.

Frank Gehry, a leading name in the world of architecture, whose works are characterised by their irreverence, has once again challenged expectations with the combination of materials cho-

sen for the Abu Dhabi Guggenheim Museum. Among them is **Woodcomfort**, product reference White Oak, used on 12 000 m<sup>2</sup> of this charismatic museum, providing a perfect blend of design, functionality and comfort, made possible only by the combination of two materials of excellence – cork and wood.

The creative potential of **Woodcomfort**, available in a wide range of tones and textures suited to numerous decorative concepts is matched only by its resistance and ease of maintenance, indispensable qualities in high traffic areas.



**DID YOU KNOW?**

INDEPENDENT STUDIES HAVE CONFIRMED THE LEADERSHIP OF CORK COVERINGS IN TERMS OF THEIR CARBON FOOTPRINT

# Wicanders® Corkcomfort

The Museum's Gallery 4

## in prestigious Tokyo museum

The Nezu Museum, one of Tokyo's most distinguished museums, reopened in October with a new look which is surprising, to say the least.

Having been closed for several years and redesigned by Japanese architect Kuma Kengo, the new museum is inspired on the concept of traditional Japanese harmony, using materials created in balance with Nature. As a result, in the entrance and central hall of the museum, large glass walls reveal the magnificent outdoor gardens, filling the building with light. The floor, covered with Cork-

comfort, product reference Personality Nightshade, gives the venue the desired distinctiveness while providing the ideal acoustic and visual tranquillity.

The excellent performance of Wicanders® coverings, their cork look and the way in which they perfectly match a philosophy of tradition and modernity, were decisive in the choice of this material for architect Kuma Kengo's next project, the Suntory Museum of Art, also in Tokyo.

## Amorim Cork Composites attends Paperworld and Ambiente 2010

**As in previous years, Amorim Cork Composites attended Paperworld and Ambiente, regarded as the most important trade fairs in the Home and Office areas, where design trends for the coming year are showcased, held this year in Frankfurt, Germany.**

At Paperworld, Amorim Cork Composites presented the new items in its Office range, with very positive reactions from visitors to the stand. At Ambiente, where the focus is on home goods and decoration, the Alma Gémea collection was presented to the international markets along with the products of the CorkNature brand.

The positive reaction to the Alma Gémea collection caused it to be selected for the Trends Pavilion, where a small number of products are displayed, exclusively by invitation of Messe Frankfurt, the company promoting the two fairs.

Amorim Cork Composites home and decoration solutions have attracted a great deal of attention from the Portuguese and international media, in large part thanks to the launch of the Alma Gémea collection and its presence at MoMa (Museum of Modern Art of New York) and the Portugal Pavilion in Shanghai.





## Two of the UK's largest supermarket chains committed to promoting natural cork

Sainsbury's – the second largest supermarket chain in the UK – and The Co-Operative Group (Co-Op) recently announced that all cork closures used in their wines will be certified by the Forest Stewardship Council (FSC) from 2010. The announcement was made following the establishment of a partnership with CORTICEIRA AMORIM - sole supplier of cork stoppers to these retailers – and is aimed at preserving the cork oak forest, an ecosystem that provides invaluable environmental services. In a joint effort with a number of English supermarket chains, over the last year CORTICEIRA AMORIM has been committed to ensuring that the greatest possible number of cork stoppers are made in accordance with the principles laid out by the FSC for sustainable forest management.

The first wine to be bottled using the certified stoppers will be Sainsbury's award-winning Blanc du Noirs Champagne. It is expected that by the end of 2010 the number of bottles of wine sealed with FSC certified stoppers will reach 6 million units, which would make Sainsbury's the largest user of certified cork in the world.

According to Barry Dick, an oenologist for Sainsbury's: "When we use cork, it is important to us to make sure that it makes a positive contribution to biodiversity and at the same time to the consistency and quality of our wines, ensuring that they evolve in such a way as to reach their full splendour."

At The Co-Op, the commitment is to steadily increase the use of FSC certified stoppers, with the aim of using Aquamark stoppers – FSC certified natural cork stoppers with a water-based coating – for all of its own-brand wines by the end of 2010. The company also intends to work with its suppliers towards ensuring that more wines use FSC certified stoppers.

## Cork Oak Forest

a candidate to the 7 Natural Wonders of Portugal®

THE CORK OAK FOREST OF THE MUNICIPALITY OF CORUCHE IS AMONG THE NOMINEES FOR THE 7 NATURAL WONDERS OF PORTUGAL®, TO BE VOTED ON 7 SEPTEMBER 2010.



The announcement was made following an application submitted by Coruche Town Hall, in the Forests and Woodlands category, with the aim of drawing the country's attention to the preservation of the Cork Oak Forest, an unparalleled heritage of worldwide importance.

"In order to protect something, first of all we need to be able to appreciate it" is the tagline for the selection of the 7 Natural Wonders of Portugal®.

In 2009, the 7 Wonders of Portuguese Origin in the World® demonstrated the scope of Portuguese historical heritage throughout the world. An increase of over 30% in visitor numbers was recorded for the winning monuments, with a major impact in terms of the promotion of culture and tourism. The New 7 Wonders Portugal® project aims to showcase the country's natural heritage, not just in terms of the aesthetic properties of the landscape, but above all with the aim of publicising it in order to protect it.

Public voting will take place from 7 March to 7 September. The 7 Wonders will be chosen according to the highest number of votes in each category, with a limit of two Wonders for each region.



## Amorim Benelux has new showroom

As part of the expansion of the Floor & Wall Coverings Business Unit product portfolio and the new strategic positioning – to achieve market recognition as a flooring producer distinguished by the inclusion of cork in its products – Amorim Benelux has created a new showroom intended to promote the Wicanders® image and new collections, associated with a number of different decorative environments.

The approximately 40m<sup>2</sup> of the showroom are divided into different areas where customers can now examine the “comfort” collections in 4 displays comprising 43 products; lifestyle banners and swatches representing the entire collection, alongside 3 Wicanders® parket displays and a dekwall display, among other accessory products and themed brochures.

# Amorim Revestimentos takes part in Swissbau

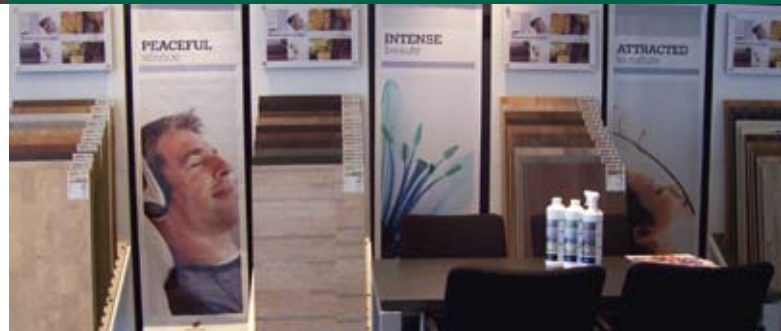
## The biggest event in the Swiss construction sector

In January, Amorim Revestimentos attended Swissbau, a major construction trade fair visited by over 100,000 people, presenting the entire range of its premium brand Wicanders®, revealing the latest developments in the **Corkcomfort** and **Woodcomfort** lines and displaying for the first time the **Vinylcomfort** and **Linocomfort** solutions.

The powerful dynamics of the fair were decisive to the launch of the new wood floorings collections, comprising around 40 products in the “Classic”, “Style”, “Module” and “Outdoor” ranges.

The event also included a presentation on the Cork Partner Project, aimed at bringing about closer cooperation between producers and local trade. To this end, this new project comprises a vast number of activities, presentations and improvements with regard to interior decoration of shops, as well as a number of promotional events.

Wicanders®’ presence at Swissbau, reinforced by the latest new cork and wood flooring products, was instrumental to the goal of building a solid base in Switzerland from which to expand sales of Wicanders® floorings in the near future.



## Amorim Flooring wins over new customers at Surfaces 2010

The innovative products offered by Wicanders® – Amorim Revestimentos’ premium brand – had a strong presence at Surfaces 2010, one of the largest trade fairs in the US construction market, held in Las Vegas at the start of February in a year marked by record visitor numbers.

The new Wicanders® collections – revolutionary products for the residential and commercial sectors, combining top design with excellent technical performance – set new standards of innovation and quality, and their presence at Surfaces won over new customers.

One of the examples with the greatest impact at the event was the **Vinylcomfort** line, which by combining an upper layer of vinyl and two layers of cork provides unbeatable comfort and performance in terms of thermal and acoustic insulation. Available in a wide range of genuine textures, with an attractive design and innovative dimensions, this is a perfect solution suitable both for rustic environments and more sophisticated projects.

The company’s strong investment in the US market also included the launch of new advertising tools for the Wicanders® products and new merchandising materials which were very well received by visitors to the stand. Expectations have been raised for the next edition of Surfaces, to be held in Mandalay Bay from 25 to 27 January next year.



THE **SUSTAINABILITY OF THE CORK OAK AND ASSOCIATED BIODIVERSITY** PRIZE WAS AWARDED TO MACHOQUEIRA DO GROU CORK FARM IN CORUCHE.

## CORTICEIRA AMORIM

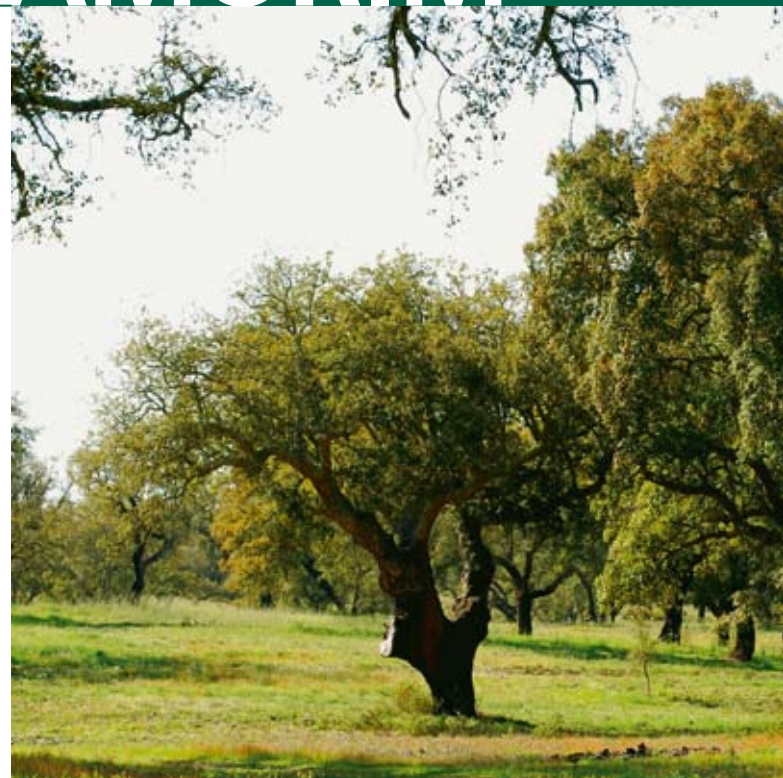
distinguishes the best forest management practices

Machoqueira do Grou Cork Farm considered a model to be followed

Created with the aim of distinguishing farms and forest owners for implementing best practices in the management and maintenance of cork oak forests and the associated biodiversity, this award was the result of an agreement signed by CORTICEIRA AMORIM, the Portuguese Forestry Authority (AFN), the Institute for Conservation of Nature and Biodiversity (ICNB), QUERCUS and WWF, as part of the European Business & Biodiversity initiative.

The convergence of interests of all parties involved, with the support of CORTICEIRA AMORIM, resulted in a unique opportunity to promote the protection of the cork oak forests and the preservation of biodiversity, based on two major objectives: on the one hand, improving knowledge by supporting and encouraging research projects in this area, and on the other promoting and rewarding best practices in the management and maintenance of the cork oak forest and associated biodiversity.

The award for best practices falls within the scope of this second



objective. In addition to distinguishing forest owners, the aim of this award is to promote best practices in the management of cork oak forests and associated biodiversity.

The Machoqueira do Grou Cork Farm, located in the dry heathland of the Ribatejo, was considered a role model of dynamic and intelligent planning promoting the sustainability of the cork oak forest - one of the few ecosystems that combines a sustainable economic activity with the promotion and preservation of biodiversity.

At the award ceremony, Nuno Barroca - a director of CORTICEIRA AMORIM - stressed that *"the management practices implemented at the Machoqueira do Grou Cork Farm are a good example for other cork oak agroforestry landowners to follow. The measures taken to manage species and habitats in combination with other good practice techniques - from soil and water conservation to summer irrigation or greenhouse vegetable production - are initiatives that can and should be replicated in other cork forest areas."*

# Amorim Cork Italia

## provides incentives to recycle cork stoppers

FOLLOWING IMPLEMENTATION IN PORTUGAL, SPAIN, FRANCE, GERMANY AND THE US, IT IS NOW ITALY'S TURN TO HOST A CORK STOPPER RECYCLING PROGRAMME, MADE POSSIBLE BY AMORIM CORK ITALIA.

In the first phase, the recycling programme will be carried out in the Conegliano region, the headquarters of the company and the heart of one of Italy's biggest winegrowing regions, and northern Treviso, to be later extended to the entire region and all of northern Italy.

Carlos Santos, Director of Amorim Cork Italia, explains the process: "We will collect the stoppers in restaurants, wineries, cafés, schools and supermarkets, and to provide an incentive to recycle them we will distribute suitable containers to the various sales outlets. Once these containers are removed by the local authorities in charge of separate collection, we will purchase the stoppers and send them to Portugal to be treated and transformed into products for a number of applications".

It is worth noting that the yearly world consumption of stoppers amounts to 12 billion, of which 3 billion are produced by Amorim, which sells 280 million units to the Italian market.

Since November 2009, 450 thousand cork stoppers have been collected. The aim is to gather a total of 2 to 3 million, although in order to achieve this it will be necessary to encourage collection habits.



### DID YOU KNOW?

IN 2009,  
CORTICEIRA AMORIM  
RECYCLED 92 TONNES  
OF USED CORKS



# Alma Gémea at MoMA

The Alma Gémea collection, a distinctive line of items for the home consumables sector, was selected for sale at MoMa – Museum of Modern Art of New York -, one of the most famous and important modern art museums in the world, with the Whistler and Check/in/out product lines.

Launched by Amorim Cork Composites and Matceramica using materials which symbolise Portugal – cork and faience – Alma Gémea is a collection based on contemporary ideas, both from an aesthetic/conceptual and functional perspective.

The products will be displayed in the Destination Portugal area from May onwards, alongside a selection of other Portuguese items created using traditional methods and techniques and making effective use of ecological design.

The growing interest in Alma Gémea has also resulted in the selection of these two lines for the Trend Forum at the Ambiente trade fair held in Frankfurt from 12 to 16 February, regarded as the world’s largest international trade fair for consumer goods and decoration.

The Alma Gémea collection has already been submitted to major retail chains renowned for the contemporary design of their products, with a very positive reception.

# RE CORK

by AMORIM

ReCORK attends Unified Wine & Grape Symposium, USA

**New partners join CORTICEIRA AMORIM’s recycling programme**



CORTICEIRA AMORIM took ReCORK to the Unified Wine & Grape Symposium, a major event in the North American wine industry which hosts over 11000 visitors each year in Sacramento, California.

ReCORK is a cork stopper recycling programme carried out by CORTICEIRA AMORIM in partnership with its subsidiaries Amorim Cork America and Portocork America together with a number of partners including Whole Foods Market (the largest organic supermarket chain in the world), American Airlines and some of North America’s largest wineries.

This kind of initiative has been a success from the outset, now supported by two new partners in the US: Aria Resort & Casino and Red Rock Casino Resort & Spa.

**Discover ReCORK’s new image at [www.recork.org](http://www.recork.org).**

After the successful implementation in Portugal of the Green Cork project, in partnership with Quercus, CORTICEIRA AMORIM has also invested in cork stopper recycling campaigns in South Africa, Canada, the United Kingdom and more recently Italy.

The main goal of these campaigns is to raise awareness in all parts of society, from companies to consumers, of the importance and potential of reusing cork and all of the inherent benefits, in particular in terms of the environment.

# Cork Nature's SML, Design After School in Rome

Amorim Cork Composites took part in the 2009 edition of Design After School, organised by **Roma Design più** from 9 to 15 December, where it presented the product SML from the Cork Nature home and office collection created by Portuguese designer Raquel Castro.

Under the motto "European Creativity", the event aimed at young designers at the start of their career, trained in European schools, was attended by some of the most prestigious design schools.

**SML, part of the Cork Nature collection, boasts innovative design, is highly functional and was designed with the principles of sustainable development in mind.**



## Amorim Revestimentos at Heimtextil 2010

A high impact presence

### DID YOU KNOW?

THE POSSIBLE USES OF CORK GRANULES ARE LIMITED ONLY BY HUMAN IMAGINATION, SUCH IS THE MATERIAL'S VERSATILITY



Wicanders® coverings were in the limelight at the latest edition of Heimtextil, held in Frankfurt from 13 to 16 January, a major decoration trade fair attended by customers from all over the world.

In an enterprising partnership involving companies such as Gierlings Velpor (velours), Castro Lighting (lamps), Dalper (crochery and cutlery), Lusotufto (rugs), ADC (furniture), Swarovski (crystals) and Pajá (crystal knobs for furniture), a number of decorative environments were specially created for the event, using these companies' flagship materials in conjunction with various Wicanders® products.

Every part of the stand was an invitation to explore a different sensation, by means of colour, form, light or texture, in an original presentation of the products displayed.

# Caterina Tiazzoldi and Eduardo Benamor Duarte

## Interview with the creators of Onion Pinch

CATERINA TIAZZOLDI AND EDUARDO BENAMOR DUARTE ARE THE ARCHITECTS THAT CREATED THE ONION PINCH, A WORK OF ART MADE OF CORK THAT HAS ALREADY BEEN DISPLAYED AT SEVERAL EXHIBITIONS SUCH AS EXPERIMENTA DESIGN (LISBON), COMPOTEC (MARINA DI CARRARA) AND MORE RECENTLY, MADE EXPO (MILAN) CAUSING A GREAT IMPACT AMONG VISITORS AND THE MEDIA.

THE TWO ARCHITECTS GAVE AN INTERVIEW TO AMORIM NEWS, IN WHICH THEY TALKED ABOUT THE CONCEPT THAT LED TO ONION PINCH AND THE ADVANTAGES OF CORK IN THIS APPLICATION.

### How would you describe Onion Pinch briefly?

**C.Tiazzoldi and E.Benamor Duarte:** The installation Onion Pinch, exhibited during Experimenta Design09, was a design/production process exploring the idea of time as iteration. It has been on display in the Lisbon subway station of Cais do Sodré, at the international fair for Composite Materials Compotec and Made Expo. The design takes shape from the iteration and transformation of a single component - a sheet of cork in the form of an "onion ring". Changes in shape and profile occur by literally pinching the cork with a bolt.

The variation in shape of the onion articulated the space in an exhibition itinerary featuring the work of a number of New York based architects, designers, academic researchers and manufacturers. Exploring the flexibility of cork, the transformation of the piece's shape and the connection between its parts describe the transformation and intermingling which take place on the ground in New York between the worlds of research, education, practice, manufacturing and corporate business.

### How did you come up with the idea of making Onion Pinch from cork?

**EBD:** Our immediate response to the invitation to create Onion Pinch during Experimenta Design09, was that we should work with a local material resource to apply design methodologies that both our offices have developed in previous projects. Cork, had to be that material, as it represented Portugal's major export and its lightness offered us the possibility to simultaneously test its performance in adapting to a pre-conceived idea. The choice of cork became an important decision both at a haptic level and in terms of material behaviour. Its flexibility and texture, enabled us to produce enor-

mous variation in form and surface by manipulating a single profile.  
**What are the most valuable characteristics that cork imprints in Onion Pinch?**

**CT:** We were looking into the idea of the flexibility of a material. In this case, flexibility and deformation were ways to engage cork. Cork is a very particular material, its qualities are unusual in the traditional design process, the material is more alive. It is interesting because it was a way to engage analogically with some of the properties that I was exploring digitally in my academic research at the Politecnico di Torino and Columbia University. Being a composite material, its texture makes it possible to observe

### Caterina Tiazzoldi - M.Arch, PhD.

Caterina tiazzoldi is Principal of the architecture and design firm Caterina Tiazzoldi / Nuova Ordentra, Director of the Research Lab NSU at Columbia University in New York and Visiting Researcher at the Politecnico di Torino.

### Eduardo Benamor Duarte - Ms.AAd

Eduardo Benamor Duarte is an architect and founder of the studio Benamor Duarte Architecture, based in New York City and Lisbon. In addition to his professional practice, he collaborates with several academic institutions, and is currently an Adjunct Professor at the California College of the Arts.



it in different ways, from different distances.

**EBD:** Onion Pinch sought to demonstrate that cork can add a number of different valuable characteristics as a material used to generate a spatial configuration.

We measured this performance from an economical, material and programmatic perspective, and with the sponsorship of ACC and the technical expertise of Eng. António Espinhosa we created a project that merges sustainability with material flexibility to create a new type of space for human use.

**What were the positive and negative aspects of the partnership with ACC?**

**CT:** A very good balance between the direct connection with the product ACC develops and a strong expertise and capacity to transform the material itself according to our requirements, as well as the creation of a very special type of cork.

I also noticed a remarkable degree of skill in all levels of the production process, combined with a clear vision of the impact of the product on a global scale.

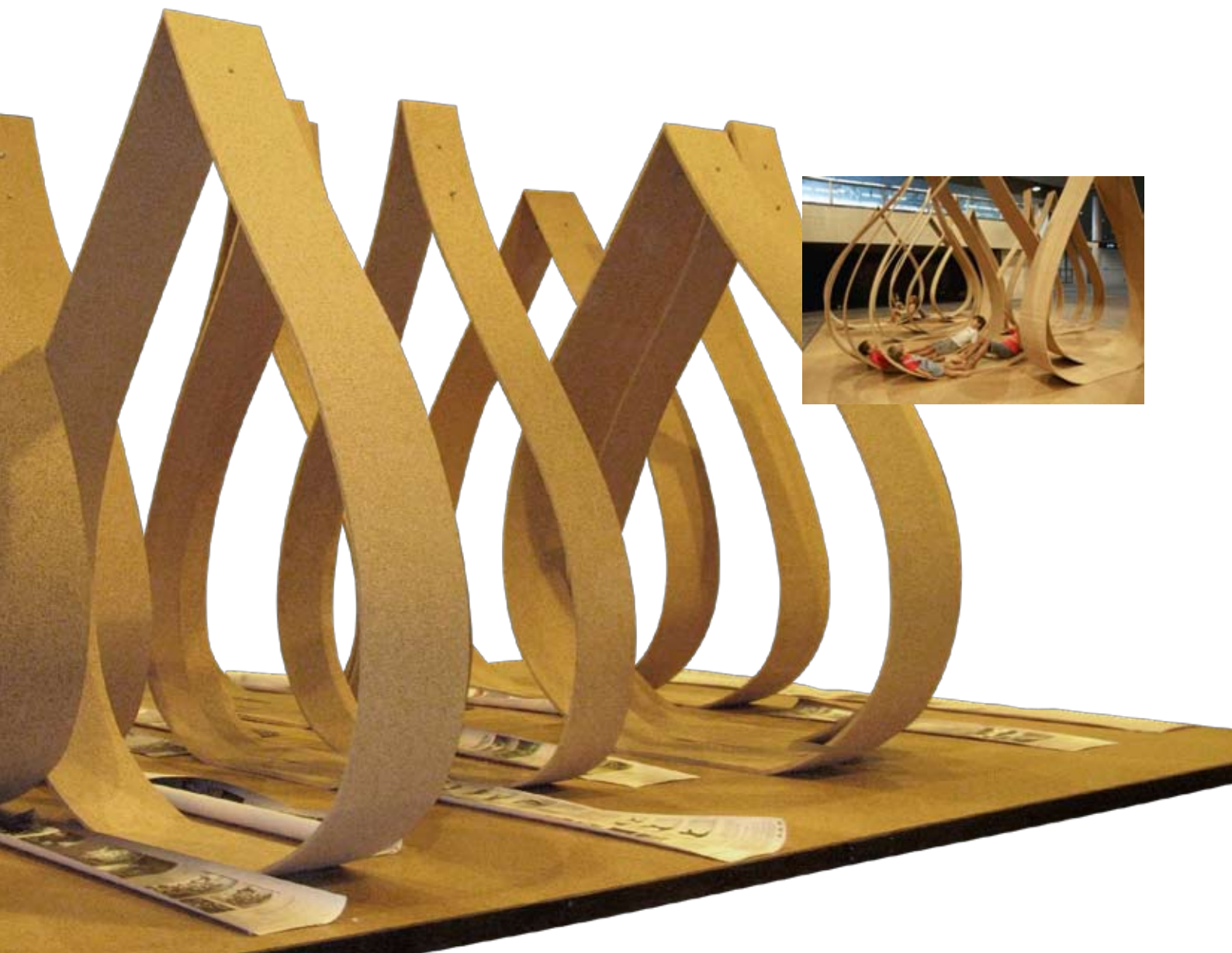
**EBD:** Many aspects worked very well in our collaboration with ACC. I would emphasize the desire to promote innovation and extend the boundaries for application of the material in a remarkable manner. The technical knowledge regarding the product, as well as a culture shared by everyone involved in the development of the product were also vital to the success of the project.

**Do you plan to work on other projects involving cork?**

**CT:** I am already developing a business centre in Torino TOOLBOX. It is a radically new concept relating to office space and we wanted to have the texture and performance of the walls expressing our ideas.

We are working with volumes of different types of cork. The cork also provides acoustic and thermal insulation for the meeting rooms.

**EBD:** After working on the manipulation of cork as a sheet material, I am interested in exploring the possibility of manipulating its mass in future projects: whether on the scale of an architectural element, (flooring, wall, and ceiling) or again in specific public installation projects such as 'Onion Pinch' that generate single opportunities to demonstrate cork's wide range of material properties.



# Quinta Nova gives its wines a new image

Five years after the start of the Quinta Nova project, with a growing number of admirers, the Company has reorganised the Quinta Nova brand image with a view to consolidating its market image, creating a common identity for the labels of all its Douro wines.

The new image is striking both in overall terms and in small details such as the indication of varieties, the creation of more global labels which avoid the need for translations and the incorporation of QR codes which provide product information in a global format and convey it to the point of sale.

In the Pomares range, in line with the simplified brand name and the discontinuation of rosé wine, a more classical image was chosen, for an accessible "medium range" wine. This change coincides with the launch of the new 2009 white and 2008 red vintages. In the Grainha range, only a minor presentational change was made, resulting in a more international image. The labels of the Quinta Nova N. S. Carmo Douro range were refreshed and standardised to match those of the other ranges.

**The resulting portfolio is thus more homogeneous and consistent, clearly defining the project which forms the basis for the different products.**



# New Pomares, New vintages

**Quinta Nova de Nossa Senhora do Carmo has launched the new Pomares vintages, with a 2009 white and a 2008 red, already sporting the brand's new image.**

In keeping with Quinta Nova's tradition of quality and excellent value for money, these wines are another pleasant surprise. The white is fruity and floral, with the distinctive presence of a new Fernão Pires variety, while the red is mature and structured. Both are even more attractive than before.

We invite you to experience them, and promise satisfaction.

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