

Press Release

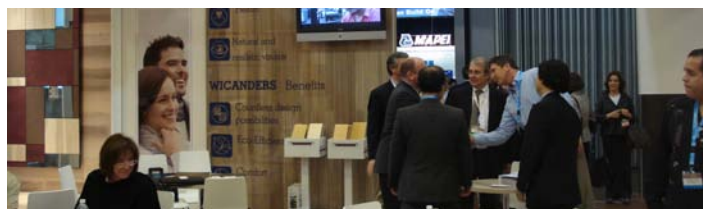
Surfaces 2009

Amorim Flooring North America continues to surprise the American market



In order to surpass the expectations of US customers and introduce the dynamism and innovation of AMORIM's products, Amorim Flooring North America took to Surfaces 2009, an important floor covering trade fair, the renewed image of Wicanders®, leaving a lasting impression on distributors, dealers and the media.

With a sophisticated, modern and striking design, combined with new sizes, colours and textures, the **Corkcomfort®** and **Vinylcomfort®** product lines have given rise to a clear change in the way cork is perceived. The realistic texture and wood-like appearance aroused curiosity among some of the visitors, who could not be sure whether they were touching vinyl or wood tiles.



In conjunction, the new merchandising systems for retail showrooms were also presented. Customers were very impressed by their attractive and compact appearance.

It remains to be added that the stand, with a design that won great praise and was considered to be one of the best at the fair, received constant attention from the cameras capturing the 9 beautifully designed environments.



For more information please contact the respective Amorim country organisation or appointed representative.
(look at www.wicanders.com)

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