

Press Release

Amorim Revestimentos presents new collections to the Portuguese press

2009/2011 collections include new ranges of non-cork materials, and signal a new market strategy

Amorim Revestimentos invited representatives of some of the main national publications in the field of interior architecture and decoration to spend a day at the Company's premises. The journalists were given an opportunity to visit three of Amorim Revestimentos four factories, in Santa Maria da Feira, to attend a number of presentations on cork and its features and environmental benefits, and see first hand the new collections, displayed in the Company's showroom.

In a clear statement that this launch signals a turning point for the Company in its quest for diversification, with the introduction of new materials and a marked investment in top design, Wicanders® (Amorim Revestimentos flagship brand) is now embodied in five new product lines, each one incorporating a specific material: cork, wood, vinyl, linoleum and parquet.

The goal of Andreas Dotzauer, designer in charge of the creation of the new ranges, was to transcend the technical capacities of these coverings and give them a modern, trendy character, enabling them to harmoniously integrate with spaces and blend in with different colours and textures, creating modern and comfortable atmospheres.

Despite the significant investment in aesthetics, technical performance and environmental responsibility were not neglected.

The new collections are the result of a highly sustainable production process, with low CO2 emissions and maximum use of waste. Its investment in R&D has enabled



Amorim Revestimentos to improve the technical performance of its products, giving them unique features. Nuno Leite, head of Marketing, announced the new Wicanders® philosophy to the guests: "Amorim Revestimentos is, for the first time, conceiving materials not from the perspective of the product, but from the perspective of the market. As a result products are better suited to global demand, and oriented towards a new type of consumer - younger, more modern, casual and trendy. We intend to evolve with the market, in which we have a global share of around 0.6% in the coverings sector, and expand our consumer base".



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

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