

Press Release

Wicanders® at "Aveda Fredric's Institute"



Aveda, The Art and Science of Pure Flower and Plant Essences, was established in 1978 with the aim of creating products for the cosmetics industry which combine high technical performance with eco-friendly production processes.

Aveda's mission is "to care for the world we live in, from the products we make to the ways in which we give back to society. At Aveda, we strive to set an example for environmental leadership and responsibility, not just in the world of beauty, but around the world" (www.aveda.com), and a number of initiatives by the brand demonstrate this concern for combining aesthetics and the environment: the use of wind energy in its factories, the encouragement of a strong culture of social responsibility and a constant quest for natural ingredients are just a few examples.

In accordance with these values, Aveda Fredric's Institute in Indianapolis was designed with environmental considerations in mind, using recycled or recyclable materials, without neglecting technical performance.

The **Cork**comfort 'Glue-down HPS' product line from Wicanders® matched

this spirit perfectly.

Wicanders® is a leading brand in terms of sustainability and eco-efficiency in the construction and decoration sectors. The recent expansion of its collection and the acquisition of new looks and materials has had a stimulating effect on the creativity of architects and interior designers who champion these values. The HPS (High Performance Surface), with a 15 year commercial guarantee, has a matt surface finish consisting of nanoparticles, specially designed for high traffic areas, making it highly resistant to scratches, stains and other issues arising from intensive use.



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

Amorim Revestimentos, S.A.

P.O. Box 13

4536-907 S. Paio de Oleiros · Portugal

Contact person: Miguel de Sousa

Tel : +351 227 475 600 · Fax: +351 227 475 601

E-mail: msousa.ar@amorim.com