

Press Release

Amorim Revestimentos hosts WWF Forest Trade Iberian Network

Trade mission reinforces the importance of sustainability for cork oak forests and of cork certification



On 20 May, Amorim Revestimentos hosted the First Trade Mission of the Forest Trade Iberian Network (Iberian GFTN), devoted to certified cork, in a visit organised by the WWF (World Wide Fund for Nature) in Portugal.

After observing the stripping of cork in loco at Herdade dos Fidalgos, in Coruche, the 14 members of the committee visited various factories belonging to members of the GFTN, including Amorim Revestimentos.

The programme included a presentation by the Company, followed by a guided tour of the factory and showroom, a Q&A session and a cocktail.

Luis Silva, of the WWF, declared this first trade mission a success.

"I believe that we have been able to tell in a very clear fashion the story of the cork oak forest, and of cork, conveying the message of added value that FSC certification can bring to the sector in these times of difficulty for the international markets. The Iberian Network and FSC certification are a simplified way of getting across the message of sustainability for the product and for the system".

Carlos de Jesus, Marketing and Advertising Director for CORTICEIRA AMORIM, also regarded this synergy between FSC certification and the Iberian GFTN as a "facilitating instrument. What the Iberian Network does is enable us to get across to other great distribution markets the message that the cork oak forest and cork represent not just a product, but an example of sustainable development, and transform this message into a competitive advantage for cork and for the Network's partners. In this way we clearly demonstrate to the market our belief in FSC".



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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