

## Press Release

### Amorim Revestimentos organises road shows in Switzerland

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The Swiss market has very specific characteristics: purchases are determined only with regard to objective requirements, with no scope for accumulating stock, and architects are much more open to informal, small-scale initiatives.

It was on this basis that Amorim Revestimentos presented, on 8 days spread over 4 weeks, the new **Cork**comfort,

**Wood**comfort, **Lino**comfort, **Vinyl**comfort and **Parquet** product lines, in areas ranging from 200 to 250m<sup>2</sup> in local hotels, in an innovative and creative atmosphere.

At each road show, in addition to providing historical background on CORTICEIRA AMORIM, presentations were given on the collection's main features, ending with a Mediterranean delicacies tasting session, washed down with Quinta Nova de N. S. do Carmo wines.

The initiative was extremely well received.

Around 400 visitors attended the events, among them important players ranging from hotel contractors to designers and representatives of the major retail chains.



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

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