

Press Release

Amorim Revestimentos presents GO4CORK collection at Domotex



In January, Amorim Revestimentos presented its GO4CORK collection, a Total Low Cost solution perfectly aligned with its strategic commitment to sustainability, at Domotex in Hannover.

The new collection arose on the one hand from the need to prevent devaluation of the Wicanders® and Ipcork premium brands, and on the other from the idea of a product suited to, for example, shop promotions, which could also be marketed by means of online sales channels.

The new looks, created entirely from the waste arising from the production of decorative blocks, are the result of cutting edge productive technology which enabled a reduction in the use of raw materials and an increase in the amount of waste recovered by the process.

Amorim Revestimentos' attendance at Domotex also included the presentation of its Wicanders® range, with a special focus on the Vinylcomfort line and the parquet collection with its wide range of solutions.

The "Best product in terms of quality" prize awarded to the entire "Comfort" collection as a result of a survey by publisher Meininger (eurocedor) was one of the highlights of this edition of Domotex, attended by 1395 exhibitors in the flooring segment from 70 different countries, and almost 40,000 visitors.



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

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