

## Press Release

### Amorim Flooring wins over new customers at Surfaces 2010



The innovative products offered by Wicanders® – Amorim Revestimentos' premium brand – had a string presence at Surfaces 2010, one of the largest trade fairs in the US construction market, held in Las Vegas at the start of February in a year marked by record visitor numbers.

The new Wicanders® collections – revolutionary products for the residential and commercial sectors, combining top design with excellent technical performance – set new standards of innovation and quality, and their presence at Surfaces won over new customers.

One of the examples with the greatest impact at the event was the **Vinyl**comfort line, which by combining an upper layer of vinyl and two layers of cork provides unbeatable comfort and performance in terms of thermal and acoustic insulation. Available in a wide range of genuine textures, with an attractive design and innovative dimensions, this is a perfect solution suitable both for rustic environments and more sophisticated projects.

The company's strong investment in the US market also included the launch of new advertising tools for the Wicanders® products and new merchandising materials which were very well received by visitors to the stand. Expectations have been raised for the next edition of Surfaces, to be held in Mandalay Bay from 25 to 27 January next year.



AMORIM

Excellence in flooring



WICANDERS®

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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