

Press Release

Amorim Benelux has new showroom



As part of the expansion of the Floor & Wall Coverings Business Unit product portfolio and the new strategic positioning – to achieve market recognition as a flooring producer distinguished by the inclusion of cork in its products – Amorim Benelux has created a new showroom intended to promote the Wicanders® image and new collections, associated with a number of different decorative environments.

The approximately 40m² of the showroom are divided into different areas where customers can now examine the “comfort” collections in 4 displays comprising 43 products; lifestyle banners and swatches representing the entire collection, alongside 3 Wicanders® *parket* displays and a *dekwall* display, among other accessory products and themed brochures.



AMORIM

Excellence in flooring



WICANDERS®

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

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