

# Press Release

## New Ipocork collection presented at Branchentag Holz

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Amorim Revestimentos presented the new collection of the Ipocork brand at the Branchentag Holz trade fair held on 10 and 11 November in Cologne.

With new dimensions and natural structures and tones, the collection is based on a daring and original design, receptive to versatility and varied combinations of materials and finishes, boasting cutting-edge production methods and the highest standards of quality.

The stand showcased the 14 new items in the Ipocork *vinyl* selection with the new cork surface, as well as a more economical line which will enable expansion into new market segments.

"Customer feedback was overwhelmingly positive, and the high number of visitors to our stand confirms the success of our strategy: investment in creative designs with natural looks and guaranteed quality" - stated Peter Piputa, sales manager, at a fair which closed with excellent prospects for 2010.



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