

Amorim Revestimentos presents the new 2012/2014 Collection

The launch of new product lines and the Wicanders 2012-2014 collection in January 2012 marks an important step in the company's new strategic cycle. With an approach clearly based on market trends, this collection seeks to provide our customers with a diverse range of products of distinctive value. This is one of the main components in the strategy

of growth of the company, also with the values of distinction and excellence. In this new cycle, and with this ambition, significant changes are required to the way in which all parties are involved: employees, customers and other partners; in a new culture, with new values to satisfy the increased demands and opportunities presented by the market.

Aware of these factors, Amorim Revestimentos the worldwide leader in cork flooring announces the new Wicanders 2012-2014 collection that will be rolled out at next Domotex Hannover. Various product innovations will be presented, all based on the unique cork characteristics.

CorkComfort Konecto® glue-strip installation system

Beginning of 2011, Amorim Flooring has signed an exclusive license agreement for use of Vertex innovative, patented **Konecto®** ("Grip-Strip") technology, and is now ready to launch a new generation of easy-to-install cork flooring, enhancing the eco-friendly, thermal, acoustics and walking-comfort properties of Cork.



Vinylcomfort glue down solution

After the success of the **Vinylcomfort** floating collection, and following the trend to move to more sustainable product solutions, Amorim presents the glue down version the **Vinyl-Cork-Vinyl solution**. The most sustainable luxury vinyl flooring, the cork core layer improves the thermal, acoustics and walking-comfort properties of this flooring without increasing the weight. Less weight in transportation = Less CO₂ emissions and Less energy consumption in heating systems.



Artcomfort new range of products

In 2009 the Wicanders brand has extended its Corkcomfort offer by introducing stone/ceramics and leather optics. With the new range of products in the 2012 collection we want to reinforce this wide offer of optics by targeting the **designs of natural materials**. We want to reinforce the design in cork surfaces. The most recent technology in surface treatment is used in order to assure the right design and quality surfaces. Sand and embossed structures will be used to get an **organic, elegant and fashion look** - "an exploration of beauty".

Three different collections will be available:
Stone – Feel the comfort of a warm stone
Fashion – Catch the new generation of cork fashion
Wood – The true sustainable wood flooring



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For more information please contact the respective Amorim country organization or appointed representative.

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