



Reinventing how cork engages the world.

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AMORIM CORK COMPOSITES

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## **50 YEARS REINVENTING A NEW WORLD**

*In this year where the company celebrates its 50th anniversary, Amorim Cork Composites, reinforces its positioning towards sustainability, the future and innovation.*

*The celebrations activities of this half century will include several moments during 2013 with customers and employees. During March our company's showroom was visited by all our colleagues enlarging everyone's knowledge about the company's product and applications.*

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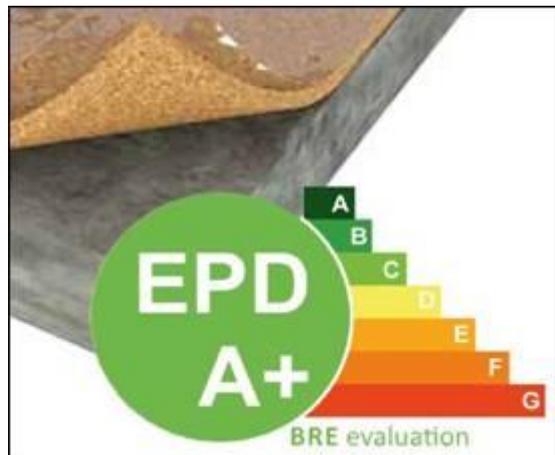
## NEW BUSINESS PORTFOLIO

"Reinventing How Cork Engages the World" is the claim of the new and improved positioning of ACC. Leader in the cork industry, ACC's wide range of applications was the inspiration for developing this new company brochure, focused on 4 market segments: Industry, Construction, Consumer Goods and Transportation Industry operating across the world to offer the most innovative solutions made from cork composites. The great driving force of new products, new applications and new markets is given from our innovative mindset that moves us every day to reinvent how we engage the world.



## ACC RENEWS THE ON-LINE PRESENCE

The company is reinforcing its on-line positioning through a new website. In [www.amorimcorkcomposites.com](http://www.amorimcorkcomposites.com) is possible to access a wide product range (18 brands), that promote the cork application potential and the company's leadership in developing pioneering and adding value solutions. More than the concentration of all brands within a single website, the new web platform reinforces the company's positioning. Sustainable and innovative, ACC differentiates by its technological side and the continuous valorization of cork through the incorporation of other materials.



## REFERENCE PROJECT EXPANDACORK

Public projects and complex constructions select EXPANDACORK joints to ensure a level of high performance long lasting maintenance free. The Middle East already has several flagship projects that incorporate those products.

The most recent example is the North Gate Mall in Doha (Qatar), with a building is 375,000 square meters.

## U32 AND U68 WITH MAXIMUM SCORE

Amorim Cork Composites' products ACOUSTICORK U32 and U68 for insulation of screeds were evaluated with an A+ rating by London's BRE (Building Research Establishment) in an Environmental Product Declaration (EPD) assessment. The recognition follows the previous achievement, by other 3 products for underlayment insulation. The products were successfully subjected to a BRE Life Cycle Analysis, which determined the environmental impact associated with their use, from the raw material stage and production to the end of the product's life cycle.

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### INDUSTRY



## CORKLEATHER IN FASHION WEEK

At Mercedes-Benz Fashion Week in Newtown (south Africa), the designer Suzaan Heyns presented her new fall winter collection 2013, bringing a new look to the runway entirely out of CORK. The models looked feminine and dazzling, while still appearing comfortable due to this unique eco-fabric provided by Amorim Cork Composites.

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### INDUSTRY



## CORK FABRICS COVERS TABLES

The new "Taberna 21", a restaurant of traditional portuguese food, in Lisbon, applied cork in 29 tables. CORKFabrics products are an innovative textile made from natural cork that can be used for endless applications such this one, in interior decoration. The restaurant owners reveal that the cork behavior has been excellent and the clients just love the tables, either for its patterns or by the product innovation.

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INDUSTRY

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## **CORK HORSE SHOES**

*ACC has developed a new range of products to be used as horse shoe pad. These combines a special polymeric blend with specially selected cork granules to obtain a high performance product, perfectly designed to absorb and dissipate the shock of impact vibration. ACC already received the first Horse Shoes ordered from its partner*

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INDUSTRY

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## **CORKFABRICS COVERS FITNESS EQUIPMENT**

*A new line of fitness equipment with CORKFabrics was launched and made in Portugal. They used cork coating to ensure a comfort touch unmatched both in hot weather as in cold, ensuring all conditions of hygiene and maintenance. It's also possible to customize cork color, allowing a new concept of fitness equipment.*



## **NEW PRODUCT: WALLCORK PAPER**

*The brand Cork4U launches a new product: WallCork. This innovative wall paper has 40 distinct references, targeted to the DIY market and the Retail Shops (decoration and interiors design shops). The WallCork was launched at Paperworld Fair, Frankfurt, from 26th to 29th of January. The first order is for the Retail channel.*



## **NEW IDENTITY FOR KORKO**

*In a strategy of consolidation for consumer goods products, Amorim Cork Composites has repositioning the brand: Korko (Mass Market) and Korko Selection (selective retail). 2 new catalogues were created offering the reformulated product range, having in mind the clear and unique identity of each brands.*



## DANIEL MICHALIK SHOW CORK

Daniel Michalik, is a designer already known to work with cork in his own projects.

This designer shown again works incorporating cork as the main material, in Milan Design Week – MOST Salone.

**Source:** Kimberly Reiher | ACC Inc



## FAIRS

**Paperworld Frankfurt** | Consumer Goods  
26-29 January

**Ambiente Frankfurt** | Consumer Goods  
15-19 February

**Ecobuild** | Construction  
5-7 March

**JEC Paris** | Transportation  
12-14 March

**Mosbuild** | Construction  
2-5 April

### NEXT FAIRS

**Project Qatar Doha** | Construction  
6-9 May

**Interior Lifestyle Tokyo** | Consumer Goods  
5-7 June

**Cwieme Berlin** | Industry & Sealing  
4-6 June

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