



Strategic Alliance Amorim&Vertex Group

Amorim Flooring, the world's largest Cork flooring producer and Vertex Group, one of the world's largest and specialized producers of "LVT" ("Luxury Vinyl") floor covering solutions for residential and commercial usage, are proud to announce a strategic alliance, establishing joint-product-development, production and marketing of various innovative floor covering solutions.

Konecto[®], "glue-strip" installation system

Amorim Flooring signed an exclusive license agreement for use of Vertex's innovative, patented Konecto[®] ("Grip-Strip") technology with Cork, which Amorim will introduce in various new Cork flooring solutions. The advanced Konecto[®] glue-less installation system will allow Amorim to launch a new generation of easy-to- install, engineered Cork, LVT-Cork and Wood-Cork based flooring solutions, enhancing the Eco-friendly, acoustics and walking-comfort properties of Cork, a 100% Green product.

Innovative Luxury Cork and LVT Plank flooring solutions

In recent years, Luxury Vinyl flooring in both the Residential and commercial segment, has been taking share not only from sheet vinyl but also from laminate, hardwood and stone. Back in the 1990s, laminate was the faux wood of choice, but over the last few years that business has been shifting towards wood, cork and luxury vinyl floorings, due to improved competitiveness, excellent design capabilities and its high acoustical performance and durability.

This trend, including the move to more sustainable Green products solutions, is still in an early stage and is expected to significantly increase, resulting in major shifts in the flooring business.

As a consequence of the aforementioned trend, Amorim and Vertex will present shortly various new patent pending, LVT-CORK based flooring solutions with integrated Konecto[®] glue-less installation system for both residential and commercial usage.

Quote" from Mr. Harlan Stone, CEO of Vertex Group

"We are very excited about the new cooperation with Amorim, a company we have been benchmarking for decades as a real leader in innovation in the flooring industry.," said Harlan Stone, Group President of Vertex. "There are great synergies of both productive capacity and market penetration between our two organizations and with a growing portfolio of exciting new products, we should be able to expand the market even further."



For more information please contact the respective Amorim country organization or appointes representative.
Look at www.amorim.com / www.wicanders.com

Corporate information about Amorim

With a market share of more than 70 % in cork and wood-on-cork flooring and decorative panelling, Amorim Revestimentos S.A. is the world leader in cork coverings with 450 staff members employed in three production units and nine distribution companies selling to more than 52 countries all over the globe. Amorim Revestimentos is part of the Portuguese Amorim Group, leading the Cork industry for more than 130 years.

Relevant Facts

Industrial plants: 105 000 m²

Employees (2010): 450

Production capacity (2010): 10 millions m²

Consolidated turnover (2010): € 125 million

Exporting countries: 52

Sales Presence: Benelux, UK, Switzerland, France, Denmark, Sweden, Finland, Norway, Germany, Spain, Austria, Portugal, Poland, USA, Canada, Japan, Italy, Turkey, China, Russia, Australia.



Corporate Information about Vertex Group

As the leaders in innovative solution for Luxury Vinyl tile and planks ("LVT"), Vertex has build a number of leading brands in the global marketplace: Allure, Konecto, Starloc and Contesse to name but a few. With a strategy of working with the best in class customers and partners to further the penetration of Luxury Vinyl throughout the world, Vertex has the pleasure of calling some of the best names in the flooring industry its customers and strategic partners. Vertex has been leading the way in LVT for the past 50 years and now has sales in over 30 countries around the world.



AMORIM

Excellence in flooring

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