

Press Release

DOMOTEX&BAU

Amorim Revestimentos reinforces its positioning in Germany



In keeping with tradition, **Amorim Revestimentos** attended **BAU** and **Domotex**, Germany's two largest trade fairs in the construction and decoration sectors, with the latest flooring solutions from **Ipocork®** and what remains the Company's flagship brand on the international scene, **Wicanders®**.

At **Domotex** (Hannover), **from 17 to 22 January**, and **BAU** (Munich), **from 15 to 18 January**, the distinction, quality, comfort and eco-design lent by cork to any atmosphere were the primary features of the products presented at Amorim Revestimentos' stands.

According to **Tomas Cordes**, Marketing Director at Amorim Cork Deutschland:

"Today, the main trend in the construction sector is towards sustainable and renewable raw materials with a high level of quality. This trend has resulted in a significant increase in demand for our brands and their excellent uptake in this market. This situation is also influenced by the coherence of the advertising campaigns we have carried out in the country, as well as the campaign in praise of cork executed by the DEUTSCHER KORK VERBAND (German Cork Association)".

Among long-standing clients and new contacts seeking to become better acquainted with the solutions presented, both trade fairs saw large numbers of visitors to Amorim Revestimentos' stands, suggesting a very promising year with regard to the German market.



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

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