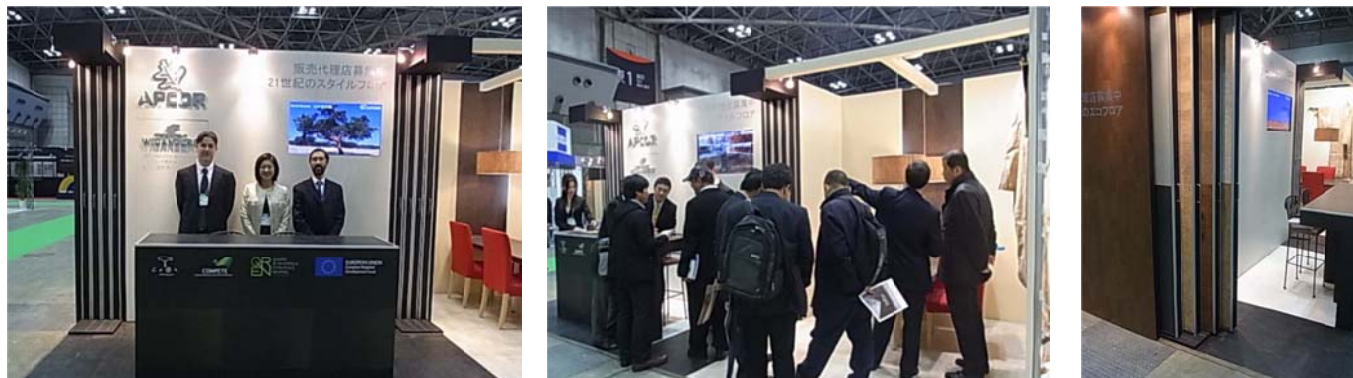


Press Release

Visitors captivated by cork at **Japan Home & Building Show**



A number of cork solutions for construction and interior decoration captivated visitors to the **APCOR (Portuguese Cork Association)** stand in the latest edition of **Japan Home & Building Show**, held in late 2010.

Cork, presented in a range of solutions from different perspectives, filled the stand, demonstrating its status as the material of choice for the 21st century, not just as a result of its proven benefits in terms of comfort, insulation and durability, but also for its environmental credentials and creative and innovative potential for the construction and decoration sectors. From floor and wall coverings to decorative items and the iconic cork kimono, designed especially by **CORTICEIRA AMORIM** for Expo Aichi 2005, numerous cork products and solutions were present at the exhibition, providing visitors with the opportunity to watch practical demonstrations of the acoustic insulation, ease of installation and durability of cork.

Participation in **Japan Home & Building Show** came about as part of the **Intercork - International Promotion of Cork** - Project, the largest ever advertising campaign for cork, aimed at extolling the virtues of cork as a product for the future, offering unique added value in terms of sustainability and infinite potential for different applications.



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