

## HYDROCORK STONE VISUALS COMING THIS FALL 2017



Beige Marble | B5XV001 



Jurassic Limestone | B5XS001 



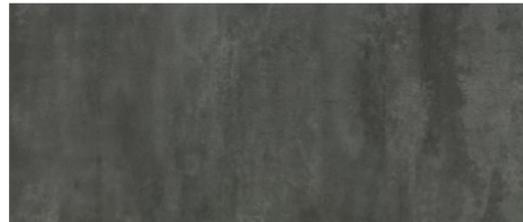
Light Grey Marble | B5XW001 



Graphite Marble | B5XX001 



Chalk Grey Stone | B5V6001 



Dark Beton | B5V5001 

Available Fall 2017, Hydrocork now comes in 6 stunning stone visuals. Hydrocork Stone combines the same composition and benefits of our traditional waterproof product, with the realistic feel and look of granite, marble and limestone. Now you can experience the look of stone with the comfort and warmth that cork brings to your home. For more information on our 6 new Hydrocork Stone visuals, please visit [www.wicanders.com/us](http://www.wicanders.com/us).

## STONE LOOKS

Hydrocork has 6 natural realistic visuals featuring also a 0,55mm wear layer that offers high resistance and durability. Available in a board format of 615 x 295 mm and with only 6mm of thickness, it is the ideal choice for renovations projects.



# NO PROBLEM, IT'S HYDROCORK READY FOR REAL LIFE

For 2018, Hydrocork has a fresh new look with a campaign tailored to residential and commercial buyers. "Ready For Real Life" is the slogan to portray how Hydrocork can hold up to the real life messes and obstacles we face. For more information on new Hydrocork marketing materials, please contact Marketing Coordinator, Hannah Halloran at [hhalloran.ar.us@amorim.com](mailto:hhalloran.ar.us@amorim.com).

Click video to play



## MORE THAN JUST A BEAUTIFUL FLOOR

Hydrocork is a low thickness floating solution with a core board made of composite cork that can be placed in any indoor space without boundaries. Ideal for renovations, Hydrocork is also 100% waterproof, incredibly stable, durable, great noise absorber, and thermal insulator - all due to the unmatched cork properties.



SILENCE

Hydrocork can act as a noise buffer between the floor and the rooms underneath, reducing the walking sound up to 33%.



NATURAL THERMAL INSULATION

The natural thermal insulation properties of cork make Hydrocork very energy efficient and provide an optimal floor temperature throughout the year which contributes to an overall comfort.



WALKING COMFORT

Hydrocork's inherent flexibility provides a unique comfort in movement. Even when walking barefoot, a sense of cushion, relaxation and enjoyment is felt.



BODY WELLNESS

Hydrocork is the perfect balance between overly hard or too soft floors providing the needed stability to reduce effort on walking and decrease body fatigue.



IMPACT RESISTANT

Hydrocork is a high-shoosing absorber maintaining its resilience at the same time. It is a very robust flooring with a long life span.



DURABLE MATERIAL

With a protective wear layer, AGGREGATE CORK COMPOSITE CORE UNDERLAY for a stable structure.

6mm  
1/4"



# ABERCROMBIE & FITCH

## COMBINES FASHION & FUNCTION WITH WICANDERS

Abercrombie & Fitch, the upscale casual wear retail giant, understands the importance of comfort and style in their stores. In 2017, you can now find Corkcomfort Linn Blush in select Abercrombie & Fitch locations. Corkcomfort provides the durability needed and holds up to the thousands of customers the store services. Corkcomfort's elegant cork style complements Abercrombie & Fitch's chic clothing collection.

Abercrombie & Fitch and Wicanders will be collaborating for another venture installing Hydrocork in their children's stores, Abercrombie Kids. Hydrocork delivers a beautiful waterproof product that also encompasses comfort under foot and the impact resistance of cork. This will be a perfect solution to the wear and tear undoubtedly experienced in the high-energy children's store.

**Featured photos: Abercrombie & Fitch - Polaris Mall, Columbus**



# What Flooring Do We Put in Our Own Homes?

What types of flooring do we personally use in our homes? We're not shy about it – we know a thing or two about flooring and we're often asked to share what we've installed in our homes. Our clients want to know what our kids and pets crawl/walk/fall/slide/jump/roll-around on. So, what's the one style of flooring that we all have in common? We'll give you a hint...it's the greenest flooring around!

**That's right, it's CORK! But why do we love it so? Let us count the ways.**

**Cork is,**

## WARM

Especially if you're putting it down over a concrete subfloor, you're going to get a much warmer feel than a hardwood or tile floor. That's thanks to its ability to hold warmth. Its thermal insulating properties create a barrier between the cold concrete subfloor and the comfortable temperature of your home. Cork helps to maintain that comfy indoor climate better than other flooring, and **BONUS**...we've noticed the added benefit of energy cost savings!

## SOFT and COMFORTABLE

Or "cushy" as we like to call it. One of the benefits of using cork for flooring is that it "gives" because there are microscopic pockets of air that allow the surface to compress and then expand again, without damaging the structure. It literally springs back! Because of that, cork is softer and more flexible, so it's very forgiving on your legs and back. Which is why we like to put it in rooms like kitchens where you're often standing for longer periods of time, and where it's nice to have that extra cushiness. That also means your breakable glassware and Grandma's china has a better chance of staying intact when dropped, rather than shattering into a million little pieces (like it probably would on a tile floor).

## QUIET

Shhhh...did you hear that? Probably not, if you have a cork floor. Cork muffles that noisy foot traffic *like a boss* because of its acoustically insulating properties that allow it to absorb sound.

## EASY TO INSTALL

Calling all DIY-ers! Save money on professional installers and install it yourself. Because cork is available in floating panels and squares that simply lock together using a tongue-and-groove installation system, many homeowners choose to put it in themselves rather than hire an installer. The floating application sits right on top of any smooth surface, which makes it ideal for do-it-yourself renovation projects.

## SUPER SUSTAINABLE

Cork is a plant material derived from the bark of the cork oak tree. Most of the cork flooring that we offer is produced from Portuguese cork oak forests – or 'Montados'. Cork (or more accurately, bark) harvesting is an environmentally friendly process that's done without cutting down or destroying a single tree. A tree must be at least 20 – 25 years old before the first cut is made to its bark and from then on, the cork can only be extracted once every 9 years. Trees are harvested by experienced, qualified craftsmen who manually strip the outer layer of bark with a small hatchet. Throughout its long lifetime – cork oak trees can be expected to live upwards of 200 to 250 years – the tree is continually regenerating bark, which makes the Montados industry an ideal example of renewable production.

**And did you know that cork flooring is a recycled by-product of cork bottle stoppers?** Once the bark is stripped from the trees, it's washed, dried and then bottle stoppers are punched out. The material that's left over is ground up to make other products like cork floors. Essentially every part of the bark is being utilized so there's very little waste. In fact, many wine cork factories even utilize cork dust from the processing plant to co-generate electricity!



Amorim cork factory in Portugal (Courtesy of Greenhome Solutions)

## HEALTHY

Do you suffer from allergies? Looking for an alternative to allergen-collecting carpet (the non-wool variety, of course)? Cork is a great option because it's naturally mold and mildew resistant due to the waxy substance inherent in cork. AND it's anti-microbial. Oh, and did we mention it's also resistant to pests like termites?

## DURABLE and EASY TO MAINTAIN

Although they've more recently become quite popular here in North America, cork floors have been used since early in the last century, particularly in Europe. There are older examples of it featured in U.S. buildings like the Harvard Law Library and the Library of Congress. When properly maintained, cork flooring can last 40 years or more. It resists cracking and scuff marks and is airtight to gas and liquid (yet still breathable). Cork can bounce back from hard impacts, due to its natural and inherent flexibility, which increases the life span of the flooring. And unlike vinyl, the pattern and color of the cork can penetrate through and through. Which means you can sand it and refinish it as necessary.

As far as day-to-day maintenance goes, cork floors are a cinch to maintain. Simply sweep up any debris or loose dirt before wiping the floor with a damp (not soaking wet) mop or vacuum. For general spills, a damp mop will do the trick. If you need to deep clean, use a pH Neutral cleaner, preferably one that's non-toxic. We like [Cal Flor Eco Clean Floor Cleaner](#).

## AFFORDABLE

With these unique characteristics and benefits, you'd think cork would be expensive, right? But in reality, cork is very reasonably priced. Cork flooring prices can range anywhere from \$3 on up to \$20 for specialty or custom styles. However, most of the cork we offer is in the \$3 - \$6 range, so it's quite affordable. And even if you decide not to install it yourself, installation only adds \$3 - \$4/square foot.

## Debunking cork myths...

Still on the fence? We've heard it all when it comes to our client's hesitation to put cork in their homes. So, we thought it might be helpful to dispel some of the most popular misconceptions:

### Won't heavy furniture damage the cork floor? Can it really withstand all our family and pet traffic?

Softer than wood and harder than carpets, cork's flexibility and "memory" is the perfect mix to absorb small impacts and dings. But it's also dense enough to withstand heavy traffic and weight. That's why you'll find it in museums, government buildings and libraries. And don't forget that cork has been used as the soles of shoes (hello, Birkenstocks!). *While cork can spring back, it's not invincible.* Heavy furniture can leave permanent dents, especially furniture with narrow legs (like the incredibly popular Mid-Century Modern styles) so be sure to use floor protectors to prevent damage. What about pets, you ask? As we like to say, you have to love your pets more than your floor. And that sentiment goes for ALL flooring types. But when it comes to resilience and durability, cork is still our favorite flooring for how forgiving it is.

### I've read that cork doesn't work well in damp areas. Won't water ruin the floor?

Though cork looks like it has a spongy consistency, cork does not absorb water like a sponge. Cork floats! It's considered impermeable yet breathable which is why it's water resistant and oh-so buoyant. Think buoys, fishing net floats, wine corks, etc. Also consider that cork is used in engine gaskets to hold back liquid and pressure. However, since cork is available in engineered floating planks, where the cork is layered on top of a high-density fiberboard (HDF) layer that securely clicks the panels together, standing water can permeate those joints and cause warping. In rooms like bathrooms and basements, where water spillage and moisture is a risk, a floating floor is not advised - we always recommend using a solid, glue-down option despite the messier installation.

### Will my cork floor fade in the light?

Unfortunately this one is not a myth - fading is a possibility, especially with the natural cork colors. Exposure to sunlight (and UV light) can cause fading, which is important to note if you plan to put a natural-colored cork floor in a particularly sunny room. If you opt for a darker pattern, or cork that's stained in a darker color, there's less risk of fading and discoloring. However, if you're anything like our Mom, who likes to move furniture around her living room on a whim, your cork flooring will fare better in sunny rooms.

### Don't I have to worry about the binder chemicals and adhesives used to convert cork into floor planks and tiles?

When you purchase cork flooring from us, or other reputable distributors, you can rest assured that our cork products have NO added urea-formaldehyde, ZERO VOC's, and NO harmful adhesives or resins. Our pre-finished floors have environmentally friendly surface finishes, with no off-gassing concerns.

### I'm not crazy about the look of cork. Does it come in other colors or patterns?

Cork is super versatile. If you're not a fan of cork's natural tone variations or texture as-is, it's available in many other styles, colors, patterns and sizes. It comes in tiles and planks, as well as roll-out sheets. Planks can offer a seamless look, while tiles of different colors can be placed in patterns of your choosing. There are tiles that feature a variety of innovative patterns and colors in both solid and veneer constructions.

The solid cork tile patterns and color on the surface goes through the entire thickness of the tile, which allows for sanding and refinishing as needed. Keep in mind that although the veneer cork styles offer highly decorative patterns that you won't find in solid construction, they cannot be sanded and refinished because the veneer is simply a thin layer of color affixed to the top of a solid cork tile. So, there may be a bit of a trade-off for the wilder patterns. Also note that cork can be stained any color you like, or even stenciled if you prefer!

### I've heard that cork is endangered. Should I refrain from buying cork flooring?

The truth is that cork is 100% renewable, and cork extraction can continue for as long as the demand for it exists. Cork demand has traditionally been driven by the wine industry. But as more and more wine cork is being replaced by alternative wine stoppers like aluminum screw tops and plastic stoppers, the decreased demand for cork has essentially devalued the cork oak forests (called Montados). The misconception that cork is "dying out" was initiated by an industry that wants consumers to accept the change in bottle stoppers and buy wine with alternative stoppers. Cork is not dying out but the demand needs remain high so that the forests will continue to be cultivated.

The World Wide Fund for Nature ([WWF](#)) has been in Portugal since 1995 working with local communities to restore the cork oak forests. Part of that effort involves increasing market demand for cork forest products such as cork flooring. So, by purchasing cork flooring we're supporting the Montados, rather than contributing to their endangerment.

What Flooring Do We Put in Our Own Homes? - Greenhome Solutions

To learn more about cork and Green Home Solutions visit - <https://www.ghsproducts.com/>



# WELLBEING BENEFITS OF CORK

## WALKING COMFORT

Cork floors are very comfortable to walk on due to cork's natural and inherent flexibility providing a unique comfort in movement. When testing the level of comfort perception of people walking for 45 minutes over five different materials, results show that Wicanders cork floors have a great outcome. With high comfort perception, it outperforms linoleum, laminate and ceramic floors. Even when walking barefoot on a Wicanders floor, a sense of cosiness, relaxation and enjoyment is felt, adding to the overall well-being.



Click video to play



## NATURAL THERMAL INSULATION

The natural thermal insulation properties of cork make Wicanders floors very energy efficient providing a pleasant touch, even barefoot, and an optimal floor temperature all year round which contributes to an overall comfort. When testing foot temperature in contact with four different materials, cork floors stand out as being the best solution to retain heat. Better than wood and by far better than vinyl or ceramic when it comes to avoid energy dispersion.

## BODY WELLNESS

Walking on overly hard floors creates energy that moves upward towards our muscles and tendons, causing them to vibrate. This is caused by the impact of our heel with the floor. These vibrations, with time, hurt our feet, legs, lower and upper back, creating an excess of tension. Too soft floors cause fatigue and are not easy to walk on. This can be better understood when walking for 45 minutes straight on soft sand. Softer than laminate and harder than carpets, Amorim Revestimentos cork floors are the perfect mix to reduce heel strike impacts and related body tensions, but stable enough to help the foot impulse and provide the needed stability to reduce effort on walking and decrease body fatigue.

## SILENCE

Cork is an extremely efficient natural sound absorber because its cells work as an acoustic insulator. Amorim Revestimentos cork floors can easily cut noise within a room (walking sound), and act as a noise buffer between the floor and the rooms underneath (impact sound), making it exceptionally efficient to use in residential or commercial spaces. Comparing the walking sound between cork and laminate floors, tests confirm that cork floors have an exceptional result reducing the sound up to 53%. Amorim Revestimentos products provide a peaceful and quiet environment with higher comfort and relaxation.

## IMPACT RESISTANCE

Cork's elasticity and compressibility allows it to adapt to pressure. When compressed, it doesn't lose flexibility, recovering its initial shape and volume without suffering damages. Amorim Revestimentos floors, due to its resilient qualities have the ability to bounce back from hard impacts. Tests show that Amorim Revestimentos cork floors have the highest shock absorbing performance. When an object accidentally falls in a cork or in a laminate floor, different results come through. Amorim Revestimentos floors absorb better the impact maintaining its resistance at the same time. This results in a very robust flooring with a long life span.

# INCORPORATING CORK FLOORING AND ART AT THE 57TH VENICE BIENNALE, ITALY

After her experience in the CAPC, Leonor Antunes has once again selected a flooring solution from Wicanders for an installation presented in the Venice Biennale - one of the world's most important international art exhibitions

The work of the Italian architects Carlo Scarpa and Franco Albini was Leonor Antunes' inspiration for her installation in the 57th Venice Biennale, which runs until November 26 in the historic centre of Arsenale. For this purpose, the Portuguese artist chose a cork flooring solution from Wicanders, placed in a 100 m2 area, in a project that she says pays tribute to the remodeling works overseen by the two well-known architects in several Italian

museums, and other buildings linked to the worlds of culture and the arts.

Leonor Antunes' installation is the result of extensive research into the work of the Italian architects Carlo Scarpa (1906-1978) and Franco Albini (1905-1977) who revolutionized the way that new generations visit museums. As the renowned Portuguese artist explains, "my visits to several of these museums was the starting point for this new installation, in which several works are inspired by patterns and other elements used by Scarpa and Albini in their remodeling works."

In this sense, and in a Biennial dedicated to the theme, "Viva Arte Viva", Leonor Antunes renews the concept of a flooring solution created by Carlo Scarpa for the San Vito d'Altivole cemetery in Treviso. However, unlike the original project - in which the architect used copper and stone for the mausoleum's main corridor - the Portuguese artist has enlarged the scale of these lines and used a cork solution to provide a cozier and more natural environment.

Leonor Antunes also justifies the selection of cork because "it's a raw material that is essentially produced in Portugal, and thus endows the project with another differentiating and sustainable element."

After her experience at the CAPC - Museum of Contemporary Art in Bordeaux - this is the second time, in a short space of time, that Leonor Antunes has chosen a Wicanders' cork flooring solution to materialise her creative vision.

As with the work presented in the CAPC, in the Venice Biennale Leonor Antunes also presents a set of sculptures suspended on the floor which reinforce cork's unique appeal and the way that it harmoniously interconnects with materials such as leather and brass, which she regularly uses in her work.



**Pedro Maria Pinho, Amorim Revestimentos' Marketing Director,**  
"Cork is gaining ground as a responsible option, since it combines technical performance with aesthetic versatility, as demonstrated through its use in several contemporary art museums in different countries around the world."

# HOW TO - INSTALL AND REPAIR HYDROCORK VIDEO



Amorim created an easy step by step video on how to install and repair Hydrocork. Now with ease, anyone can view this instructional video for the everyday DIYer to the experienced installer.

To view our How To video please visit : <https://www.youtube.com/watch?v=Nw2cIxBUgmg> (click link)



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