



*Comfort by nature*

Amorim Revestimentos, the world leader in cork coverings, presents CorkLife, a brand that was developed, based on our solid knowledge of the market, backed by over 130 years of experience and know-how. In this way, cork is our most valuable asset and our constant search for innovation and follow-up on today's trends, results in a whole new concept in the covering business.

Cork is one of nature's miracles. Completely biological, renewable and sustainable, cork is unique. It is safely harvested from the cork oak tree every nine years without causing any harm to the tree and the bark regrows producing a smoother texture after each harvest.



- Cork: a naturally comfortable raw material
- Cork is extracted from the cork oak tree, during summer. In order to achieve the best cork, the tree must be somewhere between 25 and 30 years old. The extraction process takes in consideration our utmost concern and respect for the environment.
- The unique properties of cork derive from its structure and chemical composition of the cell membranes. Each  $\text{cm}^3$  contains around 30 to 42 million cells.

Let in comfort and beauty by choosing **CorkLife** ranges, and  
enjoy all of **nature's gifts.**

- **Environmentally friendly** – provided by nature, it is a renewable and sustainable resource, making it ideal in terms of the ever-increasing demand for conservation of natural resources
- **Natural beauty** – variety in shades and textures
- **Comfortable** - shock absorber
- **Warm** – thermal insulator
- **Resistant** – returns to original shape after pressure
- **Quiet** – sound insulator
- **Healthy and hygienic** – does not entrap dirt, germs and fungus
- **Versatile** – multiple product applications
- **Long life** – resistant and fashionable

Environmentally friendly







CorkLife brand image was developed, to answer to the consumers needs and demands in Do It Yourself stores. The brand expresses the commitment that, throughout the years has been our guideline: the respect for Nature and the use of a natural product to make our lives easier.

During the brand name, logotype and claim creative development phase, many issues were taken in consideration, resulting in a strong and eye-catching whole image.

### Brand name

- expresses it's main asset: Cork;
- word Life represents an everyday life brand, linked with the comfort of the human being.



## Logo

- a eye catching colour, so important in DIY stores, that fast can be recognised by consumers;
- harmony between the logotype colour and the brand's main values: cleanliness, sobriety, simplicity, fashionable, modern and young, exclusiveness, distinctive and appealing.

## Claim – 'comfort by nature'

- reflects all of the product's unique benefits: natural and comfortable;
- transmits the brand values and differentiation factors;
- short but strong sentence to be perceived by the consumer.

## Ranges differentiation

- strong and highly distinctive colours for each range, that combine perfectly with the logotype colours and allows a uniform, distinctive, eye-catching and joyful spread in the point of sale.



## An inviting image.

Two ranges of floor coverings:

CORKPARQUET

■ Stick-down Floors

STUDIOSTYLE

■loating Floors

A range for wall coverings:

DEK WALL

■ Wall coverings





**Studiostyle** is not glued or nailed to the subfloor: it is a floating floor and its cohesion is guaranteed by the glueless patented system, the Corkloc®.

It has never been easier to install and maintain, with state-o-the-art CORKPROTECT® technology, a paraffin-based, all-around edge sealing system to protect effectively against moisture.

Along with the resilient and durable finish making it suitable for all residential environments, the unique structure insulates, absorbs sound, is comfortable to walk on and feels warm to the touch.

Each plank of Studiostyle comes with an underlay of cork agglomerate glued in factory. This provides an exceptional step and impact sound reduction, with no extra cost or work.

Comfortable



Resistant



Fast and Easy to install

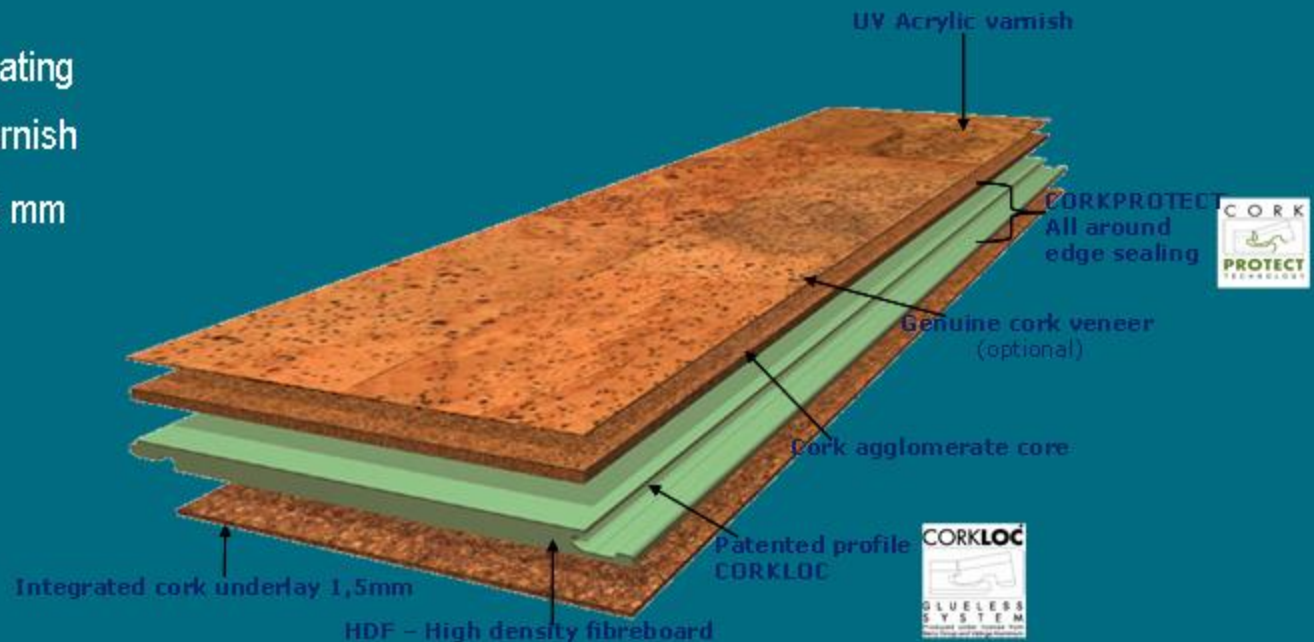
Environmentally friendly

Studiostyle is available with UV varnish....

Type of installation: Floating

Finishing: UV Acrylic Varnish

Dimensions: 905x295x10,5 mm



Comfortable



Resistant

Fast and Easy to install

Environmentally friendly

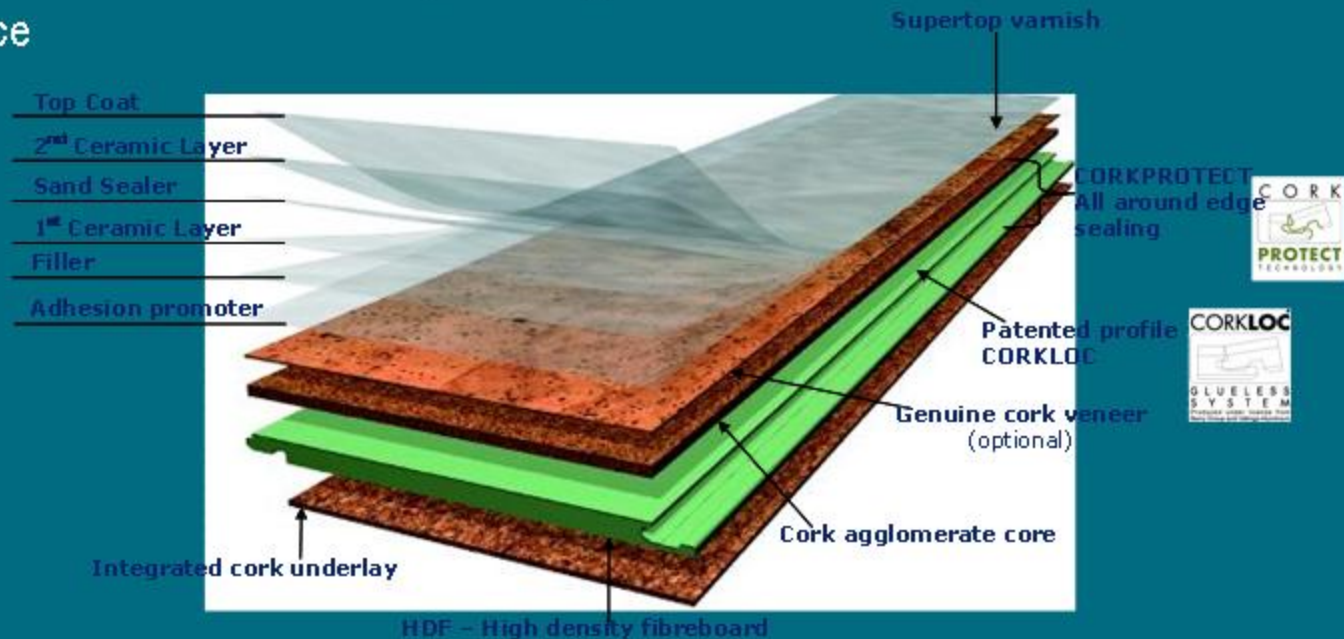


.... and **Supertop HRV finish** - based on ceramic particles, provides this floor with an exceptional wear resistance

**Type of installation:** Floating

**Finishing:** Supertop HRV

**Dimensions:** 905x295x10,5 mm



Comfortable



Resistant



Fast and Easy to install

Environmentally friendly

■ Visuals Available



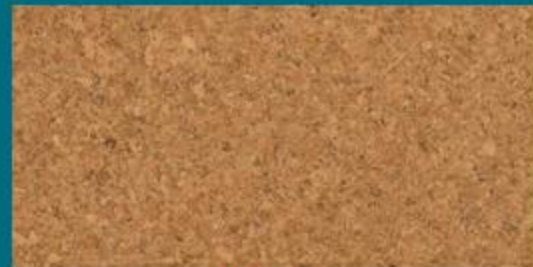
Natural Studio



Faro



Evora



Porto

■ Visuals Available



Evora White



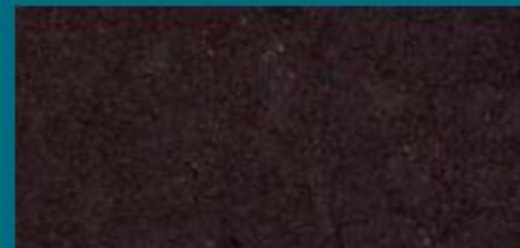
Evora Grey



Evora Crème



Evora Terracotta



Evora Dark



**Corkparquet** is a stick-down floor. It can be installed on fully constructed residential interiors.

**Corkparquet** is made up of two layers: agglomerated cork and a real cork veneer. This is indeed the ideal combination of materials that makes CorkLife Corkparquet floors one of the best choices for a beautiful domestic floor.

Comfortable



Warm

Resistant



Environmentally friendly

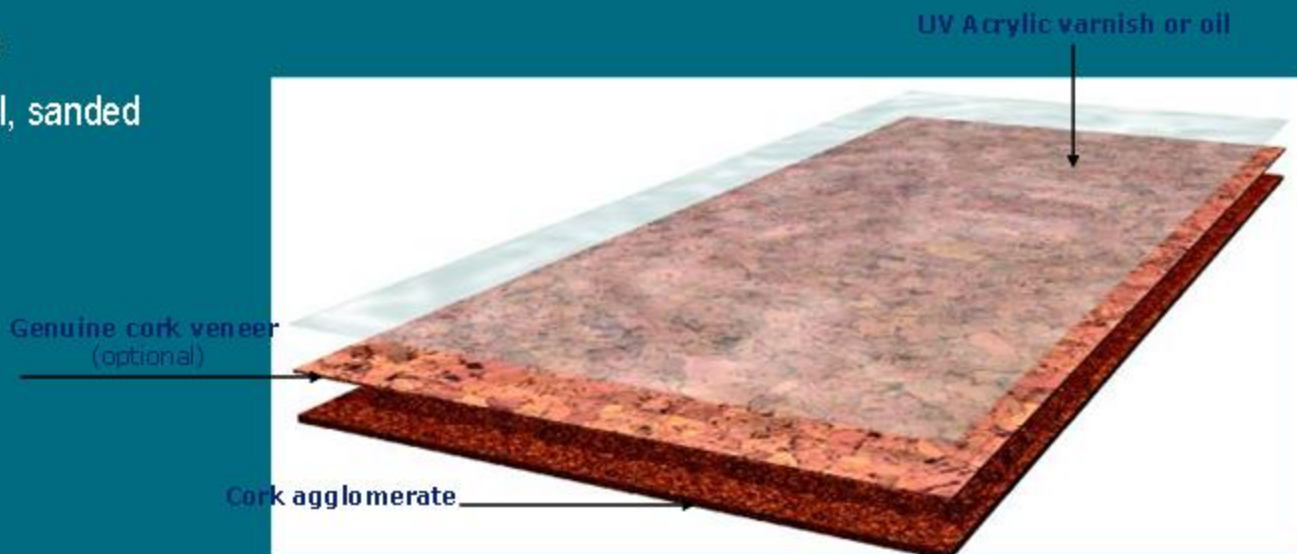


**Corkparquet** is available with UV varnish, oil or sanded finishes.

Type of installation: Stick down

Finishing: UV Acrylic varnish, oil, sanded

Dimensions: 300x300x4,0 mm



Comfortable



Warm

Resistant



Environmentally friendly

■ Visuals Available



Natural Studio



Faro



Porto