



REINVENTING
HOW THE WORLD
ENGAGES NATURE.



APPLICATION

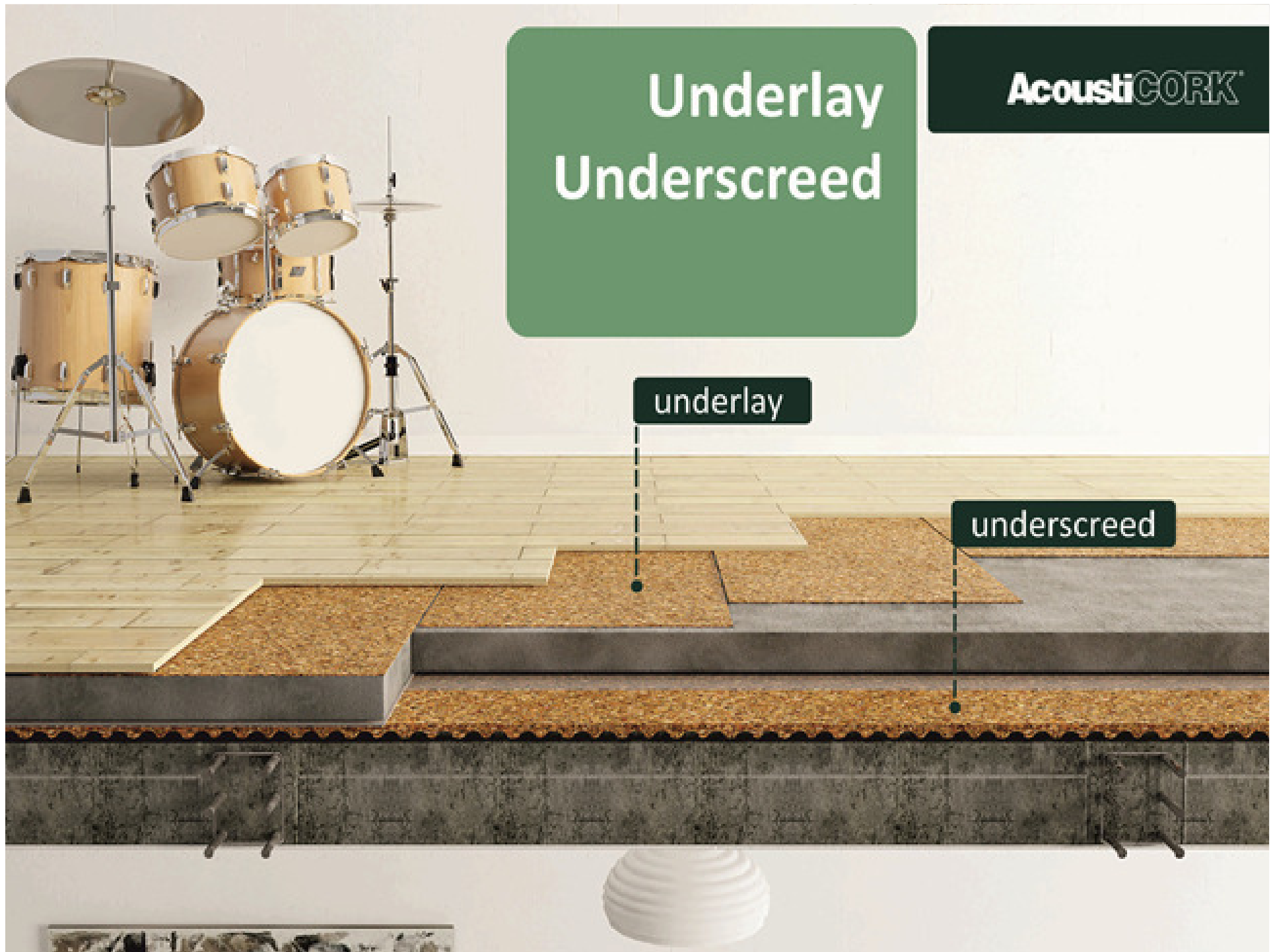
Underscreed & Underlay:
UK market

Underlay Underscreed

AcoustiCORK®











underlay

underscreed



PROPERTIES OF CORK

Amorim accept sustainability as our beginning, middle and end. Working with natural cork as our raw material with truly exceptional characteristics:

	100% Natural & Sustainable		Highly resistant
	Recyclable and reusable		Lightweight
	Impermeability to liquids and gases		UV and Ozone resistance??
	Elasticity		Thermal and acoustic insulation.
	Compressibility/ recovery-Low P/R		Low Toxicity & Flame spread

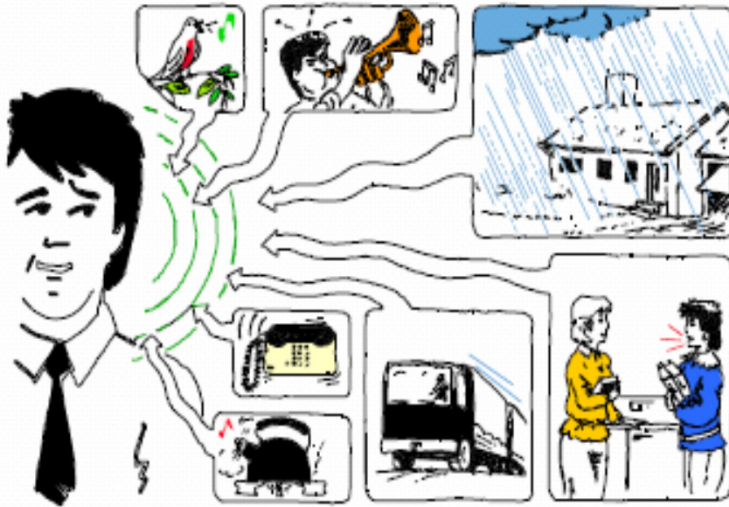


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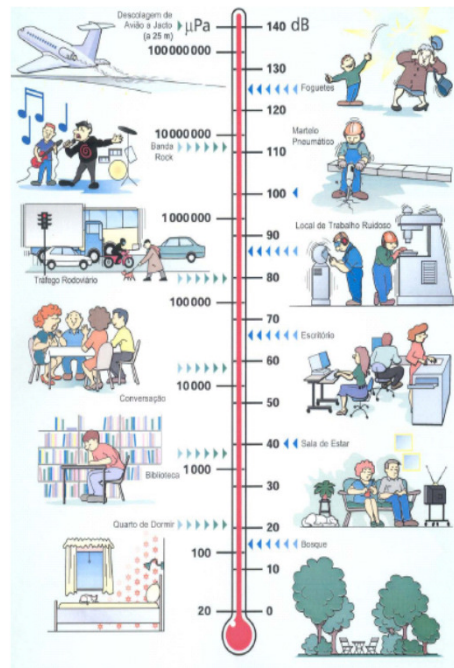
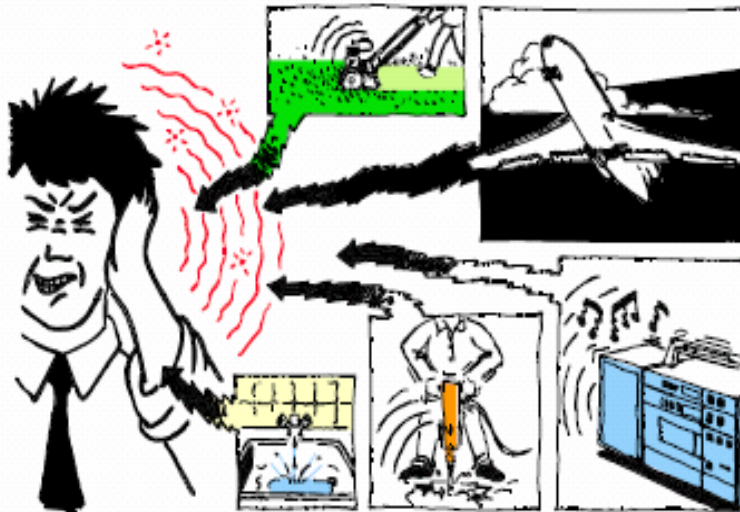


SOUND VS NOISE

Sound



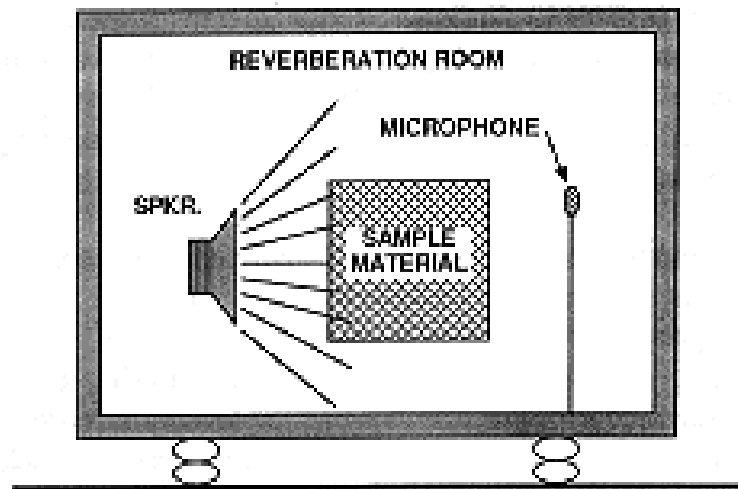
Sound and Noise



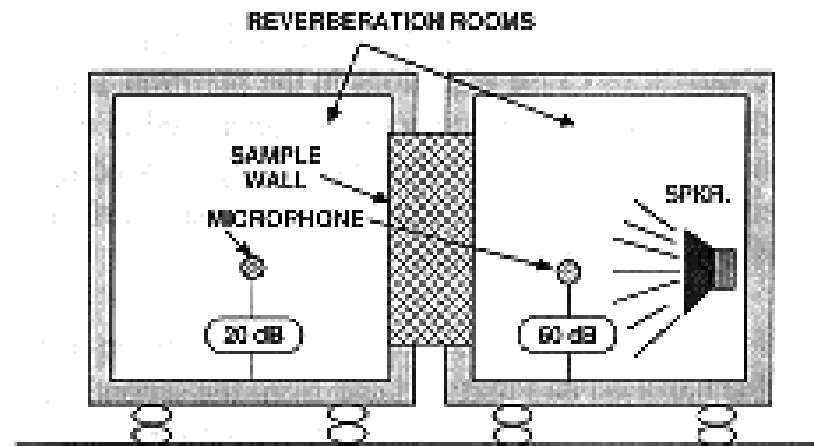
ACOUSTIC CONCEPTS

ROOM ACOUSTIC'S / AIRBOURNE NOISE

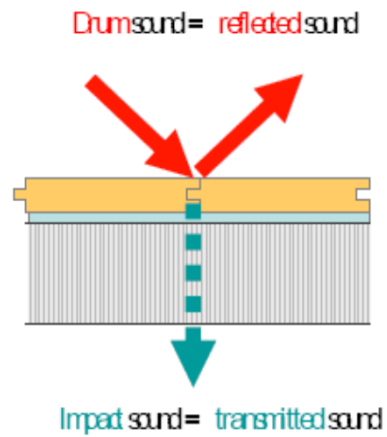
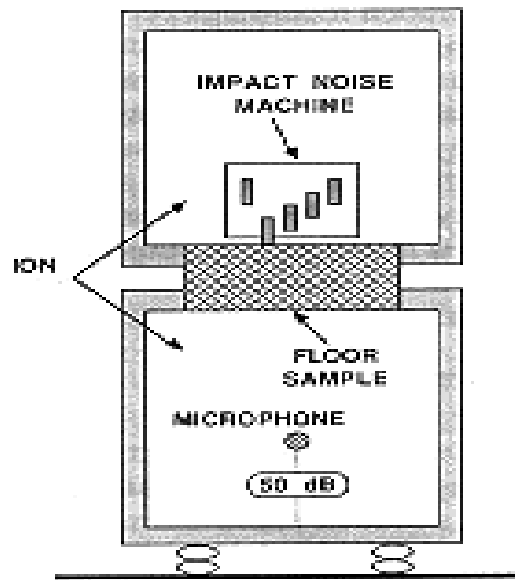
dB explained



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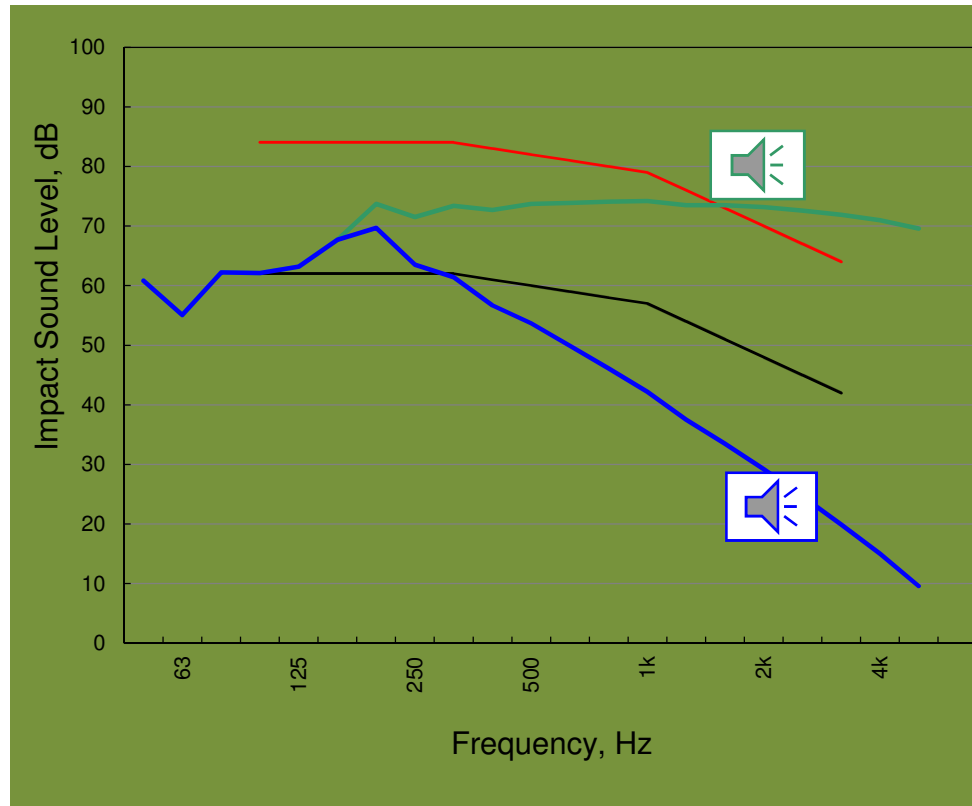
ACOUSTIC CONCEPTS



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ACOUSTIC CONCEPTS



(Acoustic Test using under 20mm Ceramic Tiles)

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CHARACTERIZATION OF THE BUSINESS: DEFINITION

MARKET POTENTIAL

UK flooring market represents a million sq meters approved on projects for multi dwelling buildings.

On average underlay or underscreed costs between £3-£12 (rubber crumb and PUR, and rubber cork/PU cork).

Currently we have established a market value of £400,000 per annum through TVS our UK distributor.

Worldwide it is hard to attribute a value to the market but currently in the UK this year will represent between £1.89 and £10.8M with one distributor so for the ROW then the product carries a lot of potential in terms of value.

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MARKET POTENTIAL FOR THE APPLICATION



ROUTES TO MARKET:

In the UK it is a case of working with contactors, but ideally with specifiers since this is the easiest way to develop links to the market for two reasons:

1. Contractors work closely with the specifiers, and often get to decide which material is used on a project. Also they can carry stock which can be important since during alot of projetcs underscreed and underlay are overlooked and so product is often required at short notice.
2. Architects or specifiers are the best way to get Amorim Underscreed and underlay to market as if our material is specified by the Architect/project manager with a clause meaning the product can not be changed for something similar the we are guarenteed to be in the project.

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ACC VALUE PROPOSITION: PRODUCT RANGE OFFER

PROJECT RANGE OFFER

U32-Rubber Crumb

U34-Rubber Crumb

U68-Aglomerated Cork

U85-PU

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ACC VALUE PROPOSITION: PRICE POSITIONING

COMPETITORS

CMS-regupol

Thermal economics-Kraiberg

Selecta-RR and foams

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ACC VALUE PROPOSITION:
TECHNICAL FEATURES: WHAT VALUE DO WE
ADD?, WHAT PROBLEM DO WE SOLVE?

SPECIFICATION

In all markets the biggest competitor for Cork & ACC is generally from foam products.

These materials are very cheap and will often offer a comparative performance at a similar thickness. The reality is that these products do not have the same recovery over time and the real challenge is in reaching the wider audience, and educating architects and specifiers of the benefits of using cork vs foam.

Often in a project the architect will specify a certain performance from a product or the spec will say “U34 or similar”-this is usually the point at which a contractor can change to an alternative material, usually meaning a cheaper one.

One way we are aiming to combat this trend in the UK is to get a fixed specification meaning the product cannot be substituted for another.

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DISTRIBUTION CHANNEL: WHAT TYPE OF CUSTOMERS? WHO THEY ARE?



CPD

In the UK we have developed a presentation that is accredited by RIBA, meaning we can deliver this information with an approved body that actually adds value to architects.

By law they are required to achieve a minimum of 35 hrs CPD, 20 hrs CPD must be from RIBA core curriculum. CPD stands for continuous professional development, and the presentation we have developed accounts for 45 minutes verifiable CPD.

The idea of the presentation is to educate architects and specifiers about Amorim & cork in general but also why they should use our materials.

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Acoustic Insulation

INSTALLATION



Acoustic Insulation

INSTALLATION



OTHERS

PROJECTS

ACOUSTICORK U85 in Paris Gardens, London

Stylish new student accommodation, Paris Gardens, centrally located in the heart of London's Southbank, Waterloo; comprises 253 student bedrooms split between fully self-contained studio's to 3 bedroom units and also incorporating a 3.400m² ballet school.

This stunning building built by McLaren Construction provides students and residents with a modern contemporary space to work and relax in central London.

10,000 m² of ACOUSTICORK U85 was used to provide the impact noise insulation comfort and accomplish the UK building legislation. The use of sustainable high performance acoustic materials was especially important for this building and ACOUSTICORK U85 perfectly fits this criteria.

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OTHERS

PROJECTS



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AMORIM CORK COMPOSITES

Rua de Meladas, 260
4536-902 · Mozelos · Portugal

T · + 351 227 475 300
F · + 351 227 475 300
E · acc@amorim.com

corkcomposites.amorim.com

