

Surfaces 2008 - Las Vegas is won over by the most eco-friendly innovations

Press Release

From 29 January to 1 February, Sands Expo & Convention Center in Las Vegas hosted Surfaces 2008, where Amorim Revestimentos caused a stir with its latest innovation in cork coverings - Acrodur®.



Large hanging banners with the Acrodur® logo and its environmental advantages attracted many visitors to the 75 m2 stand. The eye-catching design of the stand using cork not only for the floor but also for lining the walls attracted even those who were just passing by.

Growing consumer awareness of environmental issues and increasing demand for eco-friendly products made this the ideal moment to introduce Acrodur®. With lectures on the reduction of our carbon footprint and the creation of programmes for the construction of healthier commercial spaces (such as LEED), Acrodur® received great interest from architects, designers, builders and other design professionals.

Even the press were curious about the product's revolutionary technology. Every day, Amorim Revestimentos received requests for more information about this new feature from countless publications.

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It is also worth noting that some of Amorim Revestimentos' customers took their own resellers to the stand to show them the products available and the main advantages of Wicanders coverings, with a particular focus on the exclusive Wicanders surface finishes, namely Xtreme WRT and HPS.

Surfaces is by far the largest and most important floor covering trade fair in the USA. The fair brings together professionals from every part of the sector, from retailers and manufacturers to installers and designers. With over 1000 exhibitors and around 50,000 attendees, it includes presentations on the latest trends for hard and soft surface flooring, accessories and sundries.

All of this made Surfaces an enormous success for Amorim Revestimentos, reinforcing its competitive and innovative position at the heart of the floor coverings industry.



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