

## NEWS RELEASE

FOR IMMEDIATE RELEASE - MONDAY, JUNE 4, 2018

### I4F Launches New WeChat Account

- *Followers receive important news and trends emerging from the global flooring market*
- *Marketing support materials for 3L TripleLock and Click4U now available in Chinese*

EINDHOVEN, THE NETHERLANDS – I4F, a group of companies providing patents and technologies to the flooring industry, today announced the official launch of its WeChat account. I4F’s WeChat account features important insights into the global flooring industry as well as information on the company’s technologies and patent portfolio including 3L TripleLock and Click4U. To help licensees accelerate their marketing activities, the company is also offering a full range of marketing materials including installation films, brochures and newsletters in Chinese. A blog from I4F’s CEO, easy access to the team and details on how to become a licensee are also available via the account.

With more than one billion users per month, WeChat is the world’s fifth most popular social media network, following Facebook, YouTube, WhatsApp and Facebook Messenger. Topping the rankings in terms of usage, more than one third of users spend in excess of four hours per day on the service compared to an average of twenty-two minutes on Facebook. WeChat is also China’s leading online video platform in terms of mobile daily active users and subscriptions.

John Rietveldt, I4F’s CEO, says, “Chinese manufacturers following our account have instant access to real-time information on I4F and its technologies, as well as important global news and trends emerging from the European and US flooring markets. Transparency and open communication enabling freedom of choice and new innovations to flourish differentiate us from our competitors. Reflecting this, I will share my perspectives and personal opinions on specific industry issues via a blog. Our WeChat account now gives Chinese flooring players access to relevant, trustworthy news upon which they can rely on to help them to create more growth and profit as well as to take advantage of the opportunities of tomorrow.”

Follow I4F and read John Rietveldt’s first WeChat post:



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**About I4F:**

*I4F is an innovations group focused on the development of patents and technologies for the flooring industry. Its portfolio includes IP for flooring installation and wall mounting systems, material compositions, surface treatment as well as laminate and board production technologies. I4F has strategic partnerships with the industry's most important IP players, including Classen, Kronospan, UWC and Kowon. The company's flagship technologies, 3L TripleLock and Click4U, provide a unique one piece drop-lock installation technique for flooring panels that eliminates the need for an additional insert on the short side. The solution is suitable for laminate, luxury vinyl tiles, wood plastic composite, rigid core flooring, multi-layer flooring and wooden flooring panels. International patents and patent applications for I4F's technologies have been granted and filed in over 100 countries worldwide.*

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