

NEWS RELEASE

新闻通稿

FOR IMMEDIATE RELEASE - FRIDAY, JANUARY 8, 2021

即时发布 - 2021 年 1 月 8 日，星期五

I4F exhibiting at BAU 2021 ONLINE as a Gold Event Partner; unveiling new, highly advanced 'Cluster Dome' showcase

I4F 作为金牌活动合作伙伴参加 2021 年 BAU 线上展览；将推出全新的、高度先进的“集群穹顶”线上展台

- *Company exhibiting from January 13-15 via BAU 2021 ONLINE homepage*
- *1 月 13 日至 15 日通过 BAU 2021 主页在线展览*
- *Special I4F feature airing on BAU TV*
- *BAU TV 将播出 I4F 特别节目*
- *I4F management team available throughout event*
- *I4F 管理团队将全程参与*

HAMONT, BELGIUM – I4F, a group of companies providing patents and technologies to the flooring industry, today announced that it is exhibiting at BAU 2021 ONLINE being held January 13-15, 2021. The company is also a BAU Gold Event Partner meaning that the company receives more prominent exposure on BAU's website, communications and social media platforms. A special I4F feature is being aired on BAU TV between January 13-14, 2021. Simultaneously, I4F is using BAU 2021 ONLINE as the platform to launch its new, cutting-edge virtual showcase, entitled the **I4F Cluster Dome**.

HAMONT, BELGIUM – I4F, 一家专注地板行业专利和技术解决方案的集团公司，今天宣布将于 2021 年 1 月 13 日至 15 日参加 BAU 2021 线上展览。I4F 还是 BAU 金牌活动合作伙伴，这意味着公司在 BAU 的网站、通信和社交媒体平台上将获得更显著的展示。I4F 特别节目将于 2021 年 1 月 13 日至 14 日在 BAU TV 播出。同时，I4F 正在使用 BAU 2021 ONLINE 作为平台，推出新的前沿虚拟展台，名为“**I4F 集群穹顶**”。

The new highly elaborate I4F Cluster Dome features an open plan layout designed to convey a feeling of freedom and accessibility by using nature as the backdrop. Featuring a blue sky light dome admitting beams of sunlight, the booth is surrounded by lush foliage. Large, open spaces are connected by I4F hexagons from where visitors may navigate to each of the company's patent clusters. Each area presents I4F's technologies by offering full interaction and one-to-one meetings, as well as options to read and download key documentation, watch films, see product samples and even to play some golf! This quirky add-on supports I4F's golf related brand building campaign for 2021.

精心设计的 I4F 集群穹顶以开放的平面布局为特色，借自然背景，传递自由舒畅的气息。展位周围是郁郁葱葱的植物，抬头是阳光笼罩的天蓝色穹顶。大型开放空间由 I4F 六边形连接，参观者可由此浏览公司的各个专利集群。每个分区都展示了 I4F 的技术，提供了高度交互和一对一会议，同时可以阅读和下载关键文档、观看视频、查看产品样品，甚至还可以打一会儿高尔夫球！该功能同时也是为了支持 I4F 在 2021 年的高尔夫相关品牌建设活动。

During BAU, the company will be announcing some exciting new additions to its portfolio of technologies and innovations that will be immediately available via an I4F license. I4F's Patent Cluster Concept (PCC) offers cutting-edge solutions in the areas of locking, digital printing, new high

demand materials and panel compositions - including technologies that imitate ceramic grouts, board and wall panels, manufacturing processes as well as surface finishing.

在 BAU 展览期间，公司另将宣布通过 I4F 许可立即获得的令人兴奋的新技术和创新。I4F 的专利集群概念(PCC)在锁扣、数字印刷、新型材料和面板组成领域提供尖端的解决方案，包括模拟瓷砖的美缝技术、板和墙板、生产工艺以及表面处理等技术。

I4F's management team will be available for the duration of the exhibition to meet with manufacturers as well as distributors and retailers. Meetings and virtually connections with I4F during the show can be pre-booked via I4F's website: <https://i4f.com/virtualshowcase/>.

I4F 的管理团队将在展会期间与生产商、经销商和零售商会面。展会期间的会议和与 I4F 的远程联系可以通过网址 <https://i4f.com/virtualshowcase/> 预订。

John Rietveldt, I4F's CEO, comments, "BAU is kicking off 2021 with its exciting ONLINE event that conveys fighting spirit and determination. We are extremely proud to be exhibiting there and also to be one of BAU's five Gold Event Partners, underpinning our commitment to the event and the industries we serve. BAU's virtual format widens its potential to reach even more people and is the perfect platform from which to introduce our brand new, upgraded virtual showcase. This is designed to be a reflection of our culture - innovative and full of surprises - even including a spot of golf! For more on that, take a putter and visit I4F's Cluster Dome!"

I4F 首席执行官 John Rietveldt 先生评论道：“BAU 将于 2021 年启动其令人兴奋的在线活动，传递热血精神和决心。我们非常自豪能作为 BAU 的五个金牌合作伙伴之一在此举办展会，这巩固了我们对展会活动和行业的承诺。BAU 以虚拟形式扩大了潜力，连接到更多的人，是介绍我们全新升级的虚拟展位的完美平台。这也是 I4F 文化的一个反映，即创新和充满惊喜，甚至包括在线打高尔夫功能！想要了解更多，拿上球杆去参观 I4F 的群集穹顶吧！”

ends

Contact:

Gilliane Palmer
+31 6 4189 9515
gilliane@i4f.com

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, digital printing as well as laminate and board production technologies. I4F has strategic partnerships with the industry's most important IP players, including Classen, Kronospan, HMTX, UWC, Kowon, CFL Flooring, Tarkett, Kingdom Flooring, Lico, Benchwick and QuickStyle Industries. 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, expanded polymer core, solid polymer core and wooden flooring panels. International patents and patent applications for I4F's technologies have been granted and filed in over 100 countries worldwide.

Visit [I4F.com](http://www.i4f.com)

I4F 是一家致力于地板行业专利和技术研发的高新技术集团，其专利组合包括地板安装和墙板安装，材料配比，表面处理，数字印刷，强化地板以及板材生产技术的知识产权。I4F 与行业内顶级的知识产权领导者 Classen, Kronospan, HMTX, UWC, Kowon, CFL Flooring, Tarkett, Kingdom Flooring, Lico, Benchwick 及 QuickStyle Industries 建有战略合作关系。公司的旗舰技术 3L TripleLock® 和 Click4U® 锁扣技术为地板安装提供了独一无二的整体直落式锁扣安装系统，短边安装不再需要额外的塑料插条。该技术适用于强化地板、LVT、WPC、SPC、多层实木地板和实木地板，I4F 已经在全球 100 多个国家为其相关技术申请了专利保护。官网：www.i4f.com