



PATENTS & TECHNOLOGIES

## NEWS RELEASE

FOR IMMEDIATE RELEASE – WEDNESDAY, JULY 29, 2020

### **I4F continues its rapid expansion in China; intensifies focus on Vietnam and South East Asia**

- *Moves to larger premises in JingAn District, Shanghai*
- *Opens new lab*
- *Boosts recruitment plans*

HAMONT, BELGIUM – I4F, a group of companies providing patents and technologies to the flooring industry, today announced the continuation of its rapid expansion across China, as well as an intensified focus on Vietnam and south east Asia.

To meet the demands of its customers, partners and increasing business activities in the region, the company has relocated its business and technical operations to larger premises in the JingAn District of Shanghai, China. The new, bigger location is able to accommodate the company's current, as well as future, employees and is fully equipped to fulfil the needs of I4F's customers and partners. The new premises are also home to a new lab, where licensees and prospects can test their products using I4F's technologies prior to large scale production.

To manage its continuously increasing business in Asia, I4F is actively accelerating its recruitment plans. More specifically, the company is searching for licensing managers for China as well as Vietnam and south east Asia. I4F is also hiring more technical engineers, specialized in highly advanced flooring related technologies, including digital printing.

John Rietveldt, I4F CEO, says, "With market leading technologies, a team of highly experienced people as well as bigger and better premises, we are in the best shape possible to support our customers and partners in China and south east Asia. Despite the challenging environment, our business is surging in the region and globally, with volumes hitting a record level in Q2."

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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, 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://I4F.com)*