



NEWS RELEASE

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'Staggeringly' strong and beautiful; True Grout® innovative colored wear layer and middle grout line technologies exclusively available from i4F

- *i4F introduces True Grout on SPC/rigid core with maximum durability*
- *True Grout middle grout line on one tile or plank, mimics two*
- *Staggered patterns in half the time*
- *Suitable for floors and walls in any room*

BOOTH 2437, SURFACES, LAS VEGAS, USA - i4F, a group of companies providing patents and technologies to the flooring industry, today announced that it is introducing True Grout® on SPC/rigid core tiles and planks offering unprecedented durability as well as an innovative middle grout line mimicking two tiles in one. i4F's exclusive patent partnership with Quickstyle Industries gives i4F sole licensing rights for the True Grout patent portfolio in all major markets worldwide, including the US, Europe and Asia/Pacific.

Durability on rigid core products featuring True Grout technologies is maximized due to the addition of a colored wear layer between the décor film and the core. Since grouts are directly milled into this additional wear layer, available in any color, the risk of grout damage, color deviations, staining and the gathering of mold is eliminated. This increased resilience outperforms both v-groove and traditional ceramic grouts in terms of wear and tear.

Additionally, True Grout technology enables the milling of an additional grout line in the middle of a tile or plank thus mimicking two pieces on a single panel. This greatly facilitates the creation of staggered patterns and cuts installation time in half.

Compared to a normal v-groove grout, tiles and planks featuring True Grout technology from i4F deliver enhanced visual aesthetics and imitate perfectly the beauty of modern 'rectified' ceramics with a grout for both floors and walls. True Grout is extremely durable and delivers superior resistance to wear and tear, stains and chemical household agents. Tiles/planks with True Grout are very easy to install as well as replace, especially when compared to traditional ceramics.

The trend for wet rooms and en-suite bathrooms is driving demand for floor and wall products that imitate ceramics. Rigid core tiles featuring True Grout combined with i4F's water resistant drop-lock system (i-Click4U®) are ideal for bathrooms or wetrooms delivering more realistic, visible joints via integrated grout lines for both flooring and wall panels in any color.

i4F's CEO, John Rietveldt, says, "Achieving robust aesthetics while virtually halving the installation time is another example of how i4F is bringing to life its vision to enhance where people live, work and play with ingenious technologies, from the floor upwards. Floors and walls enhanced with True Grout technology not only look like real ceramics, but improve on the real thing by delivering stronger tiles and planks enabling greater design possibilities in any room."

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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, Windmöller, CFL Flooring, Tarkett, Kingdomfloors, Li&Co, Benchwick, QuickStyle Industries and Hymmen. The company's flagship technologies, 3L TripleLock®, Click4U® and i-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 solid polymer core, expanded polymer core, luxury vinyl tiles, laminate, 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