



## NEWS RELEASE

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### **i4F introduces exclusive True Grout® quality trademark for its licensees**

- *Trademark ensures retail has genuine True Grout® technology*
- *Strong demand prompts more and more manufacturers to sign up*
- *Exclusive True Grout licensing and trade mark rights via i4F*

BOOTH 2437, SURFACES, LAS VEGAS, USA - i4F, a group of companies providing patents and technologies to the flooring industry, today announced that it has introduced a **True Grout®** technology quality trade mark for its licensees. i4F has exclusive licensing and trade mark rights for the True Grout patent portfolio across all major markets worldwide, including the US, Europe and Asia/Pacific.

Major manufacturers - including HMTX Industries, CFL Flooring, Zhejiang Kingdom, Changzhou Jindu, Elegant Home-Tech, Zhangjiagang Yihua, Jiangsu Kentier, Jiangsu Ousheng and Poli-Eco Group - have already signed up for an i4F True Grout license. This provides them with access to the technology as well as the quality trademark. The sharp increase in demand for True Grout enhanced rigid core floor and wall products is prompting many more to follow.

True Grout technology from i4F imitates perfectly the beauty of modern 'rectified' ceramics with a grout for both floors and walls. Tiles and planks featuring True Grout enhance visual aesthetics compared to a normal v-groove as well as deliver superior resistance to wear and tear, stains and chemical household agents. Tiles and planks with True Grout are very easy to install and replace, especially when compared to traditional ceramics. True Grout technology also enables the milling of an additional grout line in the middle of a tile or plank thus mimicking two tiles on a single panel. This greatly facilitates the creation of staggered patterns and halves installation time.

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 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, "This new quality trade mark enables our licensees to guarantee the 'real deal' to retail with the genuine True Grout technology. i4F is the only licensor of the proven True Grout technology that not only mimics the beauty of real ceramics on walls and floors, but improves on it by being easier to install, more hygienic and durable."

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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, Kingdomfloor, 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](http://i4f.com)*