



NEWS RELEASE

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Innovations4Flooring unveils revamped website and launches two new installation films

- *New website site offers tailored information, improved navigation and industry updates*
- *Two freely downloadable installation films now on I4F YouTube channel and website*

WILLEMSTAD, CURAÇAO – Innovations4Flooring (I4F), a technology company providing flooring solutions, today announced that it has launched a new set of marketing materials including a new website and two new films available for free download on the company's YouTube channel as well as the new website.

The completely new website incorporates industry updates and introduces new pages outlining its strategic partnerships, innovations and patent strategy. Additionally, a new section on I4F and its one piece drop-lock installation system provides manufacturers and installers access to the latest research and I4F test results. Information is split by consumers and the industry for increased relevance. First hand industry news can be obtained by subscribing to I4F's newsletter.

Two new installation films are now freely available for download on the company's YouTube channel as well as the new website. One film describes I4F's flooring installation system - 3L TripleLock and Click4U and highlights how it can be applied to all types of flooring and provides the easiest solution for all new, high demand materials. The second film zooms in on installation, showing how the system is easily applied in a real-life demonstration.

John Rietveldt said, "We are excited to launch these new materials as part of our on-going marketing strategy designed to support manufacturers, retailers and installers during this important transformation towards our advanced one-piece drop-lock system. Our licensees can now view information relevant to them on-line and have a dedicated point of contact via the website. In a fast-moving industry, where new technologies are key towards the creation of high value customer propositions, staying up-to-date is critical. We remain committed to ensuring that our licensees and the global flooring industry have all the information necessary to achieve their goals."

I4F is the original creator and provider of a truly innovative one piece drop-lock solution, protected by a sound international patent portfolio, based on a threefold locking mechanism, suitable for laminate, LVT, wooden flooring panels as well as RCF and MLF.

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About Innovations4Flooring Holding Curacao N.V.

Based in Willemstad, Curaçao, Innovations4Flooring is a privately-owned technology company focused on the development of patents and flooring installation solutions. A Dutch private equity group holds a majority stake in the company. I4F acquired a substantial share in Classen IP in January 2016.

3L TripleLock and Click4U, provide a unique drop-lock installation technique for flooring panels that eliminates the need for an additional insert on the short side. This elimination provides manufacturers with the possibility to improve productivity levels as well as to reduce their costs and carbon footprint. International patents and patent applications for I4F's technologies have been granted and filed in over 100 countries worldwide. 3L TripleLock provides a drop-lock installation innovation while Click4U provides an angle system on the long side and a drop-lock 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.

Visit www.innovations4flooring.com