



PATENTS & TECHNOLOGIES

NEWS RELEASE

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

- *Company exhibiting from January 13-15 via BAU 2021 ONLINE homepage*
- *Special I4F feature airing on BAU TV*
- *I4F management team available throughout event*

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**.

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.

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.

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/>.

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!"

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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.

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