

## NEWS RELEASE

FOR IMMEDIATE RELEASE - MONDAY, DECEMBER 14, 2020

### **I4F Tees-off new brand awareness campaign via golf sponsorship with rising star Koen Kouwenaar**

- *I4F becomes lead sponsor of professional golf player*
- *Company launching I4F Global Flooring Leaders Golf Tournament in 2021*
- *New campaign to ramp up brand building for I4F and its technologies*

HAMONT, BELGIUM – I4F®, a group of companies providing patents and technologies to the flooring industry, today announced that it has entered into a golf sponsorship agreement with Koen Kouwenaar, a twenty-two year-old Dutch talent, who turned professional this year. The company also said it is launching the I4F Global Flooring Leaders Golf Tournament during 2021. The sponsorship begins as of January 1, 2021 and represents the first activity in the company's drive for a broadened brand awareness of I4F and its technologies.

As lead sponsor, I4F has several exclusive rights, including the placement of its logo on the front of Mr. Kouwenaar's cap and golf bag. I4F is also highlighted on his official website and can also leverage the sponsorship by using Mr. Kouwenaar's name and photos in its promotional activities and social media. Additionally, Mr. Kouwenaar will host golf clinics, play with I4F and its guests as well as participate in the inaugural I4F Global Flooring Leaders Golf Tournament expected to take place during the fourth quarter of 2021.

In 2019, Mr. Kouwenaar won the Spanish amateur championship, the Dutch junior international open, national open and made the cut in the KLM open as the only amateur. At the end of that year, he was positioned as number fifteen on the world amateur golf ranking. 2021 will see him playing the pro golf tour or Alps tour, combined with eight starts on the Challenge tour.

Koen Kouwenaar says, "At the age of eight, I began playing golf and fell in love with it. So much so that in 2016, I decided to take a gap year after finishing high school to see how far I could go. I ended up winning the national championship U18, and in 2018, played the KLM Open for the first time. Despite 2020 being a year like no other, I decided to turn professional. Thanks to I4F's amazing support, I can increase my tournament participation and training meaning that I now have a real shot at going straight to the top!"

Commenting on the sponsorship, John Rietveldt, I4F's CEO, adds, "We are committed to further building our brand, and this includes focused sponsorship programs. We selected Koen because we are convinced that he has the talent and mindset to be number one! Even with the challenges this year, he believed in himself and took a leap of faith by turning professional. This determination is a perfect match for I4F, as a continuous disruptor and leader in its field. Golf is very popular with several leaders in the flooring industry and when our world returns to some kind of normality and restrictions are lifted, we will all look forward to meeting each other in a free and relaxed way. We will introduce Koen to our licensees during I4F's first Global Flooring Leaders Golf Tournament."

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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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**About Koen Kouwenaar:**

[https://www.instagram.com/koen\\_kouwenaar/](https://www.instagram.com/koen_kouwenaar/)  
(picture: ilse leijtens | JePP)