

NEWS RELEASE

新闻通稿

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

I4F 赞助职业高尔夫新星 Koen Kouwenaar, 启动品牌新活动

- *I4F becomes lead sponsor of professional golf player*
- *I4F 成为职业高尔夫选手的主要赞助商*
- *Company launching I4F Global Flooring Leaders Golf Tournament in 2021*
- *公司计划于 2021 年举办 I4F 全球地板行业领袖高尔夫锦标赛*
- *New campaign to ramp up brand building for I4F and its technologies*
- *新活动旨在加强 I4F 及其技术的品牌建设*

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.

HAMONT, BELGIUM – I4F®, 一家专注地板行业专利和技术解决方案的集团公司, 今天宣布公司与今年成为职业高尔夫选手的荷兰新星 Koen Kouwenaar 签署高尔夫赞助协议。本次赞助活动将于 2021 年 1 月 1 日开始, 这也将是公司扩大 I4F 及其技术的品牌知名度的第一次赞助活动。公司还表示, 计划将在 2021 年举办 I4F 全球地板行业领袖高尔夫锦标赛。

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.

作为主要赞助商, I4F 拥有数项独家权利, 包括在 Kouwenaar 先生的帽子和高尔夫球包的正面标志公司商标, I4F 在选手本人的官方网站上也会被突显。公司还可以在宣传活动和社交媒体上使用 Kouwenaar 先生的名字和照片。此外, Kouwenaar 先生将主持高尔夫聚会, 与

I4F 及其客人一同交流切磋，并将参加预计于 2021 年第四季度举行的首届 I4F 全球地板行业领袖高尔夫锦标赛。

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.

2019 年，Kouwenaar 先生赢得了西班牙业余锦标赛、荷兰国际青年公开赛和全国公开赛，并作为唯一的业余选手在荷兰皇家航空公开赛中获胜。同年年底，他在世界业余高尔夫排行榜上排名第 15 位。2021 年，他将参加职业高尔夫巡回赛或阿尔普斯巡回赛(Alps Tour)，并在挑战巡回赛(Challenge Tour)中参加 8 场比赛。

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!”.

Koen Kouwenaar 说：“八岁的时候，我开始打高尔夫并爱上了它。因此在 2016 年，我决定在高中毕业后休学一年，看看自己能走多远。我最终赢得了 U18 的全国冠军。在 2018 年，我第一次参加了荷兰皇家航空公开赛。尽管 2020 年是与众不同的一年，我还是决定成为一名职业高尔夫选手。感谢 I4F 的大力支持，我可以参加更多的比赛增加训练，这意味着我现在有一个真正的机会直接走向顶峰!”

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.”

I4F 首席执行官 John Rietveldt 先生在谈到赞助时表示：“我们致力于进一步打造我们的品牌，这包括重点赞助项目。我们选择 Koen 是因为我们相信他有天赋和潜力可以成为第一！尽管今年面临诸多挑战，但他对自己充满信心，通过转变为职业选手，实现了信仰的飞跃。这个决心与在地板行业内作为持续贡献者和领头者的 I4F 完全匹配。高尔夫运动在地板行业领袖中非常受欢迎，当我们的世界回归某种常态，限制被解除，我们都期待着在自由和放松的方式下见面。我们也将 I4F 首届全球地板行业领袖高尔夫锦标赛期间向我们的专利用户介绍 Koen。”

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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.

Visit I4F.com

关于 I4F :

I4F 是一家致力于地板行业专利和技术研发的高新技术集团，其专利组合包括地板安装和墙板安装、材料配比、表面处理、数字印刷、强化地板以及板材生产技术的知识产权。**I4F** 与行业内知识产权先锋企业 **Classen, Kronospan, HMTX, UWC, Kowon, CFL Flooring, Tarkett, Kingdom Flooring, Lico, Benchwick** 以及 **QuickStyle Industries** 建有战略合作关系。公司的旗舰技术 **3L TripleLock®**和 **Click4U®**锁扣技术为地板安装提供了独特的整体直落式锁扣安装系统，短边安装不再需要额外的塑料插条。该技术适用于强化地板、LVT、WPC、SPC、多层实木地板和实木地板。**I4F** 已经在全世界 100 多个国家为其相关技术申请了专利保护。

欢迎访问 I4F.com

About Koen Kouwenaar:

https://www.instagram.com/koen_kouwenaar/

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