



PATENTS & TECHNOLOGIES

NEWS RELEASE

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i4F names David Song as its new Chief Commercial Officer, Asia and Russia

i4F任命David Song为其负责亚洲和俄罗斯业务的首席商务官

- *Increased focus on Asia and Russia*
- *加强对亚洲和俄罗斯市场的关注*
- *Boosting surge of new and emerging technologies including Digital Printing*
- *推动包括数字印刷在内等新兴技术的发展*
- *Expansion of local teams in China and Vietnam*
- *扩大在中国和越南的本地团队*

HAMONT, BELGIUM – i4F®, a group of companies providing patents and technologies to the flooring industry, today announced that it has promoted David Song to the new position of Chief Commercial Officer, Asia and Russia. In this new role, Mr. Song holds responsibility for i4F's commercial business across Asia and Russia, covering all patent and technologies represented by the company. He assumes the position with immediate effect and continues to manage i4F teams located in China and Vietnam.

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, 今天宣布任命David Song为新任亚洲和俄罗斯首席商务官 (CCO)。在其新的职位中, 宋先生将负责i4F在亚洲和俄罗斯市场的所有商业业务, 包括公司代表的所有专利和技术。该任命即刻生效, i4F在中国和越南的团队将继续由他管理。

Mr. Song joined i4F in 2017 as Licensing Director and, during his time with the company, has successfully built further on i4F's position for its company's drop-lock technologies as well as licenses for its other five patent clusters*. The expanded breadth of i4F's expansive IP portfolio, including over 3,000 patent and technologies, has created the need for an increased presence, per market, in the region. The strong growth path being experienced in China is now also extending into other Asian markets and Russia. To capture and boost further local market opportunities, the company is investing in more people and marketing efforts, in China and Vietnam.

宋先生于2017年加入i4F，担任专利许可总监。在任职期间，他成功进一步巩固了i4F整体直落式锁扣技术以及其他五大专利集群*的市场地位。i4F的IP组合也得以扩张，目前涵盖范围广泛，包含3,000多项专利和技术，这使得每个细分市场对公司技术的需求都在提高。现在，i4F在中国正在经历的强劲势头也延伸到其他亚洲市场和俄罗斯。为了抓住并扩大本地市场的机遇和发展，公司正致力于在中国和越南不断壮大专业队伍，投入更多市场推广。

John Rietveldt, i4F's CEO, comments, "David is by far the best man for the job! i4F's presence in Asia has blossomed under his leadership. Now with the accelerating uptake in emerging technologies, like Digital Printing, there is a necessity for dedicated focus and expertise per innovation cluster. The powerful combination of David's vision, world leading technologies and increased presence in the region enables i4F to drive forward its strategy to discover and promote new, exciting technologies for the advancement of the global flooring industry."

i4F首席执行官John Rietveldt评论说：“到目前为止，David是这一新职位的最佳人选！在他的带领之下，i4F在亚洲的业务蓬勃发展。现在，随着诸如数字印刷等新兴技术的迅速普及，每个创新集群都需要高度的关注和专业的知识。David的远见卓识，i4F世界领军的技术，以及公司在该地区不断增长的影响力，三者的强大结合让i4F能够继续推进其战略，发现和推广令人振奋的新技术，从而推动全球地板行业的发展。”

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** i4F's Patent Cluster Concept (PCC) offers cutting-edge solutions in the areas of locking, digital printing, new high demand materials and panel compositions, board and wall panels, manufacturing processes as well as surface finishing – including technologies that imitate ceramic grouts.*

i4F的专利集群概念 (PCC) 在锁扣、数字印刷、高需求新型材料和面板组成、地板和墙板、制造工艺以及表面处理等领域提供了前沿的解决方案，包括模拟瓷砖的美缝技术。

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, QuickStyle Industries and Hymmen. 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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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, QuickStyle Industries以及Hymmen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已经在全球100多个国家为其相关技术申请了专利保护。