



PATENTS & TECHNOLOGIES

NEWS RELEASE

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

- *Increased focus on Asia and Russia*
- *Boosting surge of new and emerging technologies including Digital Printing*
- *Expansion of local teams in China and Vietnam*

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.

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.

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."

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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.*

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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