

NEWS RELEASE

新闻通稿

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I4F Launches New WeChat Account

I4F 正式开通微信公众号

- *Followers receive important news and trends emerging from the global flooring market*
- *您将获取全球地板市场的重要新闻和发展趋势*
- *Marketing support materials for 3L TripleLock and Click4U now available in Chinese*
- *中文版 3L 锁扣技术和 Click4U 锁扣技术的市场支持材料已上线*

EINDHOVEN, THE NETHERLANDS – I4F, a group of companies providing patents and technologies to the flooring industry, today announced the official launch of its WeChat account. I4F’s WeChat account features important insights into the global flooring industry as well as information on the company’s technologies and patent portfolio including 3L TripleLock and Click4U. To help licensees accelerate their marketing activities, the company is also offering a full range of marketing materials including installation films, brochures and newsletters in Chinese. A blog from I4F’s CEO, easy access to the team and details on how to become a licensee are also available via the account.

EINDHOVEN, THE NETHERLANDS – I4F, 一家致力于为地板行业提供专利和技术的集团公司, 今日宣布官方微信公众账号正式开通。I4F 的微信公众号将以敏锐洞察力及时发布关于全球地板行业以及 I4F 的技术和专利组合的重要信息, 包括 3L 锁扣技术和 Click4U 锁扣技术。为帮助被许可方加速市场营销活动进程, 公司正提供一系列的市场营销材料, 包括地板安装视频, 中文版公司介绍手册和新闻稿等。I4F CEO 的推送, 便捷联系 I4F 团队及如何获得专利授权的细节也可以通过关注公众号获取。

John Rietveldt, I4F’s CEO, says, “Chinese manufacturers following our account have instant access to real-time information on I4F and its technologies, as well as important global news and trends emerging from the European and US flooring markets. Transparency and open communication enabling freedom of choice and new innovations to flourish differentiate us from our competitors. Reflecting this, I will share my perspectives and personal opinions on specific industry issues via a blog. Our WeChat account now gives Chinese flooring players access to relevant, trustworthy news upon which they can rely on to help them to create more growth and profit as well as to take advantage of the opportunities of tomorrow.”

John Rietveldt, I4F 的 CEO 谈到, “中国的制造商将通过我们的微信公众号及时获得关于 I4F、I4F 的技术、全球动向、欧洲和美国地板市场的趋势等重要资讯。透明和开放的交流成就自由选择 and 创新的蓬勃发展, 也以此将我们和竞争对手区分开。我将通过微信推送针对特定的行业问题分享我的个人观点和意见。我们的微信公众号致力于给予中国地板行业的参与者们一个平台, 通过强关联性的、也值得信赖的讯息, 创造更多的增长和利润并利用好明天的契机。”

Follow I4F and read John Rietveldt's first WeChat post:

关注 I4F 微信公众号, 阅读 John Rietveldt 的第一篇微信推送:



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结束

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About I4F: 关于 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 as well as laminate and board production technologies. I4F has strategic partnerships with the industry's most important IP players, including Classen, Kronospan, UWC and Kowon. 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, wood plastic composite, rigid core flooring, multi-layer flooring and wooden flooring panels. International patents and patent applications for I4F's technologies have been granted and filed in over 100 countries worldwide.

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式安装的知识产权, 材料配比, 表面处理, 以及强化复合地板及其它板材生产技术。I4F 与行业内顶级的知识产权大家 Classen, Kronospan, UWC 及 Kowon 建有战略合作关系。公司的旗舰技术 3L 锁扣技术和 Click4U 锁扣技术为地板安装提供了独一无二的整体直落式安装技术, 从而避免了短边直落式安装引入额外塑料插条。该技术适用于强化复合地板、豪华乙烯基地砖、木塑地板、硬质地板, 多层地板和实木地板, I4F 已经在全球 100 多个国家为其相关技术申请了专利保护。

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