

PRESS RELEASE

REBRANDED ICG ITALIA MAKES ITS DEBUT WITH SOPHISTICATED PORCELAIN PORTFOLIO AT HD EXPO 2024

(Las Vegas, April 2024) –ICG Italia, the U.S. division of the Italian Iris Ceramica Group, a world-wide prominent manufacturer of high-tech porcelain and stoneware solutions and parent company of well-known brands Graniti Fiandre, Ariostea and FMG, introduces a sophisticated and comprehensive product portfolio at HD Expo 2024 in **Booth 5642**. This marks the first time ICG Italia exhibits as a unified brand since the company united its previously known brands Eurowest (San Francisco and Anaheim) and Transceramica (New York and Chicago) earlier this year to create the strategic union: ICG ITALIA.

Originally introduced at Cersaie, new floor and wall covering collections debut for the first time in the U.S., including Balance, Vogue, Palissandro, Theke Trame, Wrinkle Foil, Stripes, Hoily Marble, Welding Rivets, and Aged Concrete. Best selling collections such as Venice Villa, Pulsar and Neogranito are also on display in the booth.

A number of technology and sustainability innovations showcased, demonstrate Iris Ceramica Group's commitment to providing the latest technology and designs in architectural surface solutions, including **ATTRACT, Hypertouch and 4D technology**.

The Travertino Silver wall installation invites visitors to interact with the exhibit by removing and re-arranging parts of the porcelain using the patented **ATTRACT** magnetic laying system, a revolutionary technology designed with the circular economy in mind. ATTRACT is a modular system of dry magnetic porcelain slabs installed without the use of glues or supporting structures. Each ceramic slab can also be removed quickly and easily. In this way, the single-use logic is replaced by the far-sighted choice of re-use. The ceramic slabs can be re-used an infinite number of times, renewing walls and floors in hospitality settings, executive offices, stores and any other space with maximum flexibility.

Visitors also have an interactive opportunity to experience the exclusive **Hypertouch** technology which is cleverly concealed beneath porcelain panels or counters. The Hypertouch integrated system of home-automation sensors are activated to switch on and off lighting and audio-video devices, control doors and windows and set the room temperature. Hypertouch enhances the design and continuity of surfaces, eliminating unsightly cover plates and external switches.

Also on display in the booth are the world's most sustainable **4D ceramics**— a next level surface material with innovative full-body technology which allows veins and patterns to run all through the product's 12 and 20 mm thicknesses. The 4D large-format porcelain utilizes dynamic through-body veining via a sophisticated fabrication process to emulate the geological formation of stone. The easy-to-clean 4D surfaces bring the elegant look of natural stone to a wide variety of interior design applications, offering a variety of dramatic patterns and colors. Another major sustainability initiative is a one-of-a-kind green hydrogen factory set to open in 2025 in Italy that will produce the 4D technology plus additional products, reducing the demand for natural gas.

ICG ITALIA, the U.S. division of Iris Ceramica Group, is a leading force in high tech architectural surfaces and renowned in the flooring industry, and combines the formerly known brands Eurowest, Transceramica, and SapienStone. With a commitment to excellence and innovation, ICG ITALIA is dedicated to delivering Italian-made high-quality porcelain stoneware materials.

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For more information about the group's collections, visit www.icgitaliaporcelain.com