

The ICG ITALIA logo is centered on a dark blue rectangular background. The logo consists of the letters "ICG" in white, followed by the stylized floral icon, and the word "ITALIA" in white.

ICG ITALIA Unveiled: Strategic Union of Transceramica and Eurowest Redefines Excellence in the Industry

[Chicago, January 22, 2024] – Iris Ceramica Group, the powerhouse behind globally renowned brands Fiandre, Ariostea, FMG, Sapienstone, Iris Ceramica, and Porcelain Gres, is excited to announce a transformative move that will reshape the landscape of the flooring industry in the United States.

In a strategic and visionary decision, the U.S. divisions responsible for delivering exceptional products under the Iris Ceramica Group umbrella, namely **Transceramica (Chicago & New York) and Eurowest (San Francisco & Anaheim), have formed a unified nationwide entity: ICG ITALIA.**

This union represents a monumental milestone in the company's rich history, bringing together over 30 years of collective expertise to create a more robust and efficient entity. **ICG ITALIA is positioned to reinforce and expand customer relationships through an elevated customer experience,** characterized by streamlined operations, enhancing accessibility, and unmatched product offerings.

Hector Narvaez, Executive Vice President, expressing his enthusiasm about this unprecedented union, stated, **"We have decided to consolidate Transceramica and Eurowest into ICG ITALIA in order to significantly strengthen and expand our relationship with architects and designers."**

The newly formed ICG ITALIA is geared towards providing the architect and designer community with a formidable partner for their flooring, wall and countertop needs. By uniting the brands, this will fortify relationships with clients, offering them unparalleled service and access to a range of high-quality products.

"ICG ITALIA's enhancement of business efficiency, coupled with its unparalleled legacy of providing



quality solutions, ensures that our customers will have a powerful ally for high-end surfaces," emphasized Narvaez.

The company eagerly anticipates the opportunities that this union will unlock and is committed to maintaining its unwavering dedication and passion to excellence and sustainability, hallmarks of the group's enduring legacy, as it continues to serve its valued customers.

About ICG ITALIA:

ICG ITALIA is a leading force in the flooring industry, comprising globally acclaimed brands such as Fiandre, Ariostea, FMG, Sapienstone, Iris Ceramica, and Porcelain Gres. With a commitment to excellence and innovation, ICG ITALIA is dedicated to delivering Italian-made high-quality products.

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