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Q.E.P. Co., Inc. Unveils Harris Woods New Look

Boca Raton, FL – August 20, 2013– “It’s elegant, it’s time-refined, it’s a fashion statement ... it’s the new look for Harris Wood,” said Jamie Clingan, Sr. VP Marketing.

Harris Wood floors are a quality engineered product and have been for over 115 years. We felt this quality story needed a facelift to the Harris Wood branding and the elements that support it. The new face of Harris Wood denotes elegance and an overall high-end, clean and simple look. Updates to this new look are reflected in the recently launched Harris Wood Magazine, installation icons, sample board front labels, sample backings, the Harris Wood Display rack, hand boards, tradeshow materials and of course the Harris Wood Website (<http://harriswoodfloors.com>).

The new Harris Wood Magazine provides easy reading, informative information and of course beautiful photos of our wood floors. Inside this photo packed piece the reader will find information that will assist them in selecting the right floor depending on their lifestyles while providing pre-installation planning tips and installation methods for each flooring option.

In order to simplify the shopping experience new installation icons were created that depict the various methods of installation. These icons will be used throughout the new marketing materials. Newly designed sample board front labels were reduced in size and allow increased visibility of the flooring samples. Sample backing labels were redesigned to reflect the new look as well as including some new features such as QR codes which takes the consumer to more detailed information on the specific flooring they are interested in.

Harris Wood’s latest displays will include all of the redesigned icons, labels, backings and headers that as always, have the customer in mind. These features will provide customers a starting point when selecting their Harris Wood flooring to ensure they are choosing the proper flooring for their intended project.

Founded in 1898 in Johnson City, TN, Harris Wood is one of the oldest hardwood flooring companies in the United States of America. Manufacturing quality hardwood flooring with a commitment to superior materials and precise craftsmanship has been a commitment Harris Wood has made to its customers for over 114 years. Today, Harris Wood offers hardwood flooring in an array of colors, finishes, widths and textures across multiple wood species. As a full-line, American-owned, domestic hardwood flooring manufacturer, Harris is proud to continue the tradition of excellence on which it was founded.



Q.E.P. Co., Inc., founded in 1979, is a world class, worldwide provider of innovative, quality and value-driven flooring and industrial solutions. As a leading worldwide manufacturer, marketer and distributor QEP delivers a comprehensive line of hardwood flooring, flooring installation tools, adhesives and flooring related products targeted for the professional installer as well as the do-it-yourselfer. In addition the company provides industrial tools with cutting edge technology to all of the industrial trades. Under brand names including QEP®, ROBERTS®, Capitol®, Harris®Wood, Vitrex®, Homelux®, TileRite®, PRCI®, Nupla®, HISCO®, Ludell®, Porta-Nail® and Elastiment®, the Company markets over 5,000 products. The Company sells its products to home improvement retail centers, specialty distribution outlets, municipalities and industrial solution providers in 50 states and throughout the world.

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