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**ROBERTS Introduces New Logo and Packaging Design**

Over the last 80 years, ROBERTS has grown to become synonymous with flooring solutions for professional installers. With locations throughout the world, generations of installers have ‘grown up’ with ROBERTS. In 2018, we are unveiling a new ROBERTS identity, complete with a new logo and a new, more professional packaging design. It has been 30 years since the logo has significantly changed.

“We thought it was important to pay tribute to the well-known Roberts globe so we pulled the globe out of the “R” and gave the iconic symbol more prominence. It instantly gave the logo a revitalized energy,” stated Leslie Del Pozo, Director of Channel Marketing.

ROBERTS officially launched the new logo and packaging for the United States and Canada at The International Surface Event (Surfaces Tradeshow) this past week. Along with the new design, 2018 will also bring new product launches, a few upgrades to current products and some exciting customer sweepstakes/giveaways.

*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 and laminate 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, Fausfloor®, Homelux®, TileRite®, Nupla®, HISCO®, Ludell®, Vitrex®, Plasplugs®, PRCI®, Porta-Nails®, Tomecanic®, Bénètiere® and Elastiment®, the Company markets over 7,000 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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