



## FOR IMMEDIATE RELEASE

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### Nupla Tools – New Look, Same Proven Quality

**Boca Raton, FL – November 2, 2016** – Show attendees will be noticing something a little different when they stop by the QEP / Nupla Booth #1526 this year at the 2016 STAFDA Annual Convention.

It is with high anticipation that Nupla Corp will unveil a brand new logo, a sneak peek into the revamping of their brand image that is to materialize in the coming months.

Dan Harold, Nupla Director of Marketing & Sales, stated, “The Nupla brand and Nupla logo have been around for a long time. We needed to give them both a facelift without losing the identity of the brand in our current channels.” The new ‘strikingly’ strong brand presence for Nupla matches the strength and durability found in their products and the end goal is to revitalize their “Get the Stripe” messaging.

STAFDA - the Specialty Tools & Fasteners Distributors Association is hosting their annual convention November 6-8 in Atlanta, GA and the team is excited to reveal their updated logo.

Not attending the show? Simply follow Nupla Tools on Facebook to stay in the loop and as always, Get The Stripe. <https://www.facebook.com/NuplaTools/>

*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 worldwide brand names including QEP®, ROBERTS®, Harris Wood®, Fausfloor®, Capitol®, Nupla®, HISCO®, Ludell®, Porta-Nails®, Elastiment®, Homelux®, Vitrex®, TileRite®, PRCI®, Plasplugs®, Tomecanic® and Bénètiere®, 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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