



## FOR IMMEDIATE RELEASE

### Contact:

QEP Co., Inc.

Lauren Zinn

Marketing Communications Coordinator

Phone Number: 561-994-5550

Email: [lzinn@qep.com](mailto:lzinn@qep.com)

### **Q.E.P. Co., Inc. Launches the New Harris Wood Website & Enhanced Marketing Tools**

**Boca Raton, FL – January 13, 2017** – Q.E.P. Co., Inc. is delighted to announce the launch of the enhanced Harris Wood Website. Harris Wood, one of the oldest Hardwood Flooring Companies still in operation today, is known for premium engineered hardwood flooring products.

The Harris Brand has always represented quality, craftsmanship, on trend design, excellent customer service and thorough technical support. The new website is designed to extend recent enhancements made to Harris' marketing support tools and create continuity across all platforms. A comprehensive and interactive timeline has been added to show the innovation and progression the Harris Brand has undergone for the past 119 years...and counting.

This update also includes a new Harris Wood Room Scene Product Gallery. This section is designed to provide consumers with ideas and inspiration for their Harris Wood flooring purchase. Additionally, the new website features improved navigation and functionality throughout, with enhanced photography and product details to provide the ultimate user-friendly experience.

“When you purchase Harris Wood Flooring, you are investing in quality, style and a piece of American History. Our team continuously strives to stay ahead of the curve on industry trends and fashion, which are the same principles on which Harris Wood was founded 119 years ago. This allows us to deliver stylish, high-end products at affordable prices and these new enhancements, website included, reflect just that.” said Renee Tester, Flooring Product Marketing Manager.

*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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