

QEP ANNOUNCES NEW B2B ECOMMERCE WEBSITE

For Immediate Release: Boca Raton, FL. January 24, 2023, QEP, a leading designer, manufacturer and distributor of best-in-class flooring and installation solutions for commercial and home improvement projects worldwide, is proud to announce the launch of its ecommerce website for North America in the fall of 2022: <https://shopQEP.com>

As part of QEP's Strategic Initiatives for Growth spearheaded by Michael Duchaine, Executive Vice President for Strategic Planning & Development, this online platform is designed to offer a consistent customer experience, grow customer potential, and provide better overall business visibility to the QEP sales team.

"Our new ecommerce website is a game-changer from a Business perspective, and a natural outcome of our long-standing culture of innovation and excellence", says Renee Tester, Vice President Marketing, eCommerce & Digital. With the launch of the website, "QEP's digital business is now set to tap into a world of opportunities for growth opening before us".

Initially supporting the Harris Flooring Group; featuring products from Harris, Naturally Aged Flooring, and Kraus, plus ROBERTS underlayment through shopQEP.com you can experience cutting-edge technology that:

- Saves QEP dealers, sales associates and their customers time
- Has product specifications, images, and documents all in one place
- Offers numerous helpful features, such as:

Powerful Search Engine & Filtering – Quickly find the products you need with an innovative search-ahead feature and convenient filter options to narrow your results

Flooring Visualizer – Enables sales associates and customers to upload a photo of their own space, or select from pre-existing room scenes, and "try on" a variety of HFG flooring styles

Flooring Calculator – Converts room measurements or square footage to the quantity of cartons needed, simplifying the ordering process

Request Quotes (RFQ) – Requesting and managing quotes for large commercial projects is a breeze

Multiple Shopping Lists – Stay organized and separate lists & orders by customer or job

Order History – View previous orders, check order status, and quickly place a new order using the re-order shortcut

3 Quick Order Methods – Form entry, spreadsheet upload, and copy/paste Quick Ordering facilitate a streamlined order process for those pressed for time

Flooring dealers can register today for product specials and discounts, new product information and add-on options for increasing sale potential. **Visit <https://shopQEP.com>** and see these great features now available.

Comprised of three of the most respected brands in the flooring industry, and integral to the success of Q.E.P. Co., Inc., the Harris Flooring Group assortment is a perfect starting point in QEP's ecommerce journey. Furthermore, QEP's leading position in the installation tools industry provides abundant opportunity for subsequent shopQEP development giving digital form to QEP's trademark motto: **One Company. One Source. One Solution.**

HFG by QEP Media Contacts

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