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**ANNOUNCEMENT:
Roof Penetration Housings Rebrands as RPH, Updates Logo
as it Prepares for Rapid Growth and New Product Development**

October 11, 2022

We are excited to announce a rebranding initiative that better expresses the evolution and future direction of Roof Penetration Housings. As part of these rebranding efforts, we are implementing the following changes as of October 11, 2022:

1. **A modification to our company brand name**
2. **A new logo**
3. **A new tagline**

Why the Change?

We've come a long way since Roof Penetration Housings was founded in 2013.

As individuals and as a company, we've learned a lot along the way and felt that our former name and logo no longer represent who we are. Originally, we focused on roof penetration housings, but since then, we've developed products for roofs, walls, storm shelters/safe rooms, and beyond. It was time to embrace these changes and move the company forward.

Our modified name:

While the legal name of our company, Roof Penetration Housings, LLC will remain the same, our brand name is now RPH. Many of our Clients already refer to us as 'RPH,' so it makes sense to adopt it as our go-to-market name.

The new name honors our humble beginnings as a manufacturer of code-driven roof penetration solutions while simultaneously moving the brand forward to acknowledge our growth and the broadening scope of our product development towards more advanced solutions for the entire building envelope.

Our updated website domain:

As a result of the name change, our website name will be transitioning from RoofPenetrationHousings.com to RPHproducts.com.

Our new company and product logos:

At its core, we wanted our new company and product logos to bring a sharp, concise visual identity. Meet our new company and product logos:

Our new corporate logo:



Our new product logos:



Our tagline:

Our new tagline, “Advanced Building Solutions,” accurately depicts our future vision for a broader range of products in the building industry using the most advanced engineered designs and high-quality materials.

What ISN’T changing?

We are still the same outstanding company with the same outstanding team - we are just taking a step forward in reinforcing our vision. We promise to keep working hard to push the boundaries and create the most advanced building solutions.

We thank you for your continued commitment to RPH.

