**Connections that Endure: A New Future for ICP and Partners***ICP is proud to unveil a new brand that encompasses the value the company strives to bring to every project and to every person with whom it does business.*

**Andover, MA – January 18, 2022 –** Person to person. Shoulder to shoulder. Project to project. ICP is excited to announce a new brand identity that acts as a guiding principle and promise that encompass who ICP is and what they do: ***Connections that Endure.***

It's a concept that sits at the heart of all of ICP's businesses. It’s the essence of the values that inspire everything ICP does. The new tagline also relates to the specific performance of the product or service ICP provides to their customers. Tile to tile. Edge to edge. Corner to corner.

“At ICP, it’s our goal to collaborate with our customers and partners in a similar manner to how our products perform in an application,” said Doug Caffoe, SVP of Marketing, ICP. “We form precise bonds, vital connections that contribute to the greater strength of the whole. Through this rebrand, we want to clearly articulate the relationships our customers can expect and the value our products can bring to every application.”

This brand evolution comes as ICP continues to grow its portfolio that propels customers and the industry forward. ICP is always on the lookout for strong brands to welcome into its family of trusted building and industrial solutions—and with them, like our partners, we seek to form connections that endure.

With the new brand identity comes a new logo for ICP. The mark’s clean design represents a clear vision of ICP’s future and will become the foundation of a strong, unified visual identity across our family of trusted brands.

“Our reestablishment of the ICP identity serves as a means to honor our long history with customers throughout the industry and as a launch point into a future of shared and ongoing success,” said Caffoe. “As always, we’re looking forward to serving the industry to the best of our ability—truly forming connections that endure.”

For more information about ICP go to [www.ICPGroup.com](http://www.ICPGroup.com).

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**About ICP**   
ICP is the foremost supplier of professional products and solutions for building envelope, cementitious and sports surface needs. Comprising dozens of industry-leading brands across numerous industries and applications, ICP offers the industry’s most comprehensive portfolios to building professionals all over the globe, all backed by its exclusive Masterworks training and education program. For more information, visit [www.icpgroup.com](http://www.icpgroup.com).