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For Immediate Release

Capitol Debuts New Logo in Rebranding Campaign

- New Logo Represents Capitol's Commitment to Evolving with its Customers -

EAGAN, MN, January 21, 2019 – Capitol, the leading consumer electronics distribution source for residential systems and light commercial contractors as well as premium incentive resellers, unveiled a new logo that is the focal point of a rebranding campaign that was launched on January 2, 2019.

The new logo features the company name with their iconic “play” button in Capitol Teal within the “O” of the company name.

CAPITOL “Capitol is in the midst of a rebranding effort, driven in no small part by our Marketing Manager & Graphic Artist, Megan Larson,” commented Curt Hayes, Capitol’s President and CFO. “From our website, collateral and eFlyers to our customers, Megan is creating an updated, unified appearance for all things Capitol, which of course begins with a new logo that features a fresh appearance while still being recognizable to our longtime clients.”

The new logo is now part of all of the company’s communications, website, and social media pages, and will be incorporated into event signage, show displays, and any venue where Capitol has a presence.

“The design of our new logo communicates who we are today and captures many of our core values,” said Ms. Larson. “Our refreshed look symbolizes our expertise of the products we sell and the simplicity of working with us.”

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About Capitol

Capitol is a leading nationwide distribution source for residential systems contractors, retailers, PRO AV contractors, and premium incentive resellers who are looking for the latest electronics across several categories including: smart home, home theater, telephone, integrated home systems, and commercial AV products. The company has 120+ popular brands, thousands of products and offers free parcel ground freight shipping for all online orders shipped to their customer’s primary business address.

Capitol’s consultative approach makes them more than just a source for competitively priced products. They take the time to learn about their customer’s needs and provide them with expert technical help, free systems design services and unmatched customer service. Capitol provides their customers with dozens of free educational webinars each year and several hands-on training sessions at their office in Eagan, MN.

For more information, visit www.capitolsales.com or call 800-467-8255. Media inquiries should be directed to Adam Sohmer, Sohmer Associates LLC at adam@sohmerassoc.com or call 347-512-0066.