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**FOR IMMEDIATE RELEASE**

**STOREY KENWORTHY REBRAND**

***The Des Moines Furniture & Office Supply company has a new identity for 2021.***

**Des Moines, IA (January 18, 2021)** - Today, Storey Kenworthy, the Des Moines based office products and furniture supplier, is launching a rebrand with an updated website, branding, logo, and video content are all part of this year-long passion project. John Kenworthy, the President since 2011, is following in his grandfather's footsteps in tackling a transformational project in uncertain times, just as Arthur Kenworthy started Storey Kenworthy right out of the Great Depression in 1936.

"It was time. The last time that we had refreshed our brand was back in the late 90s." Little did John know that his big idea for the company's latest transformation would collide with the worst economic crisis since the Great Depression. Instead of pausing the creation of the company's new identity, his team powered through. They painstakingly developed all aspects of the rebrand over zoom calls, in conjunction with homeschooling, and civil unrest while successfully navigating their company through the pandemic.

"I'm energized to see how it all came together and if you take time to look at our new logo the way the 'K' stretches outside the box matches how we think outside the box to help our clients solve problems. Now the brand complements our definite, thoughtful, and intentional vision statement."

"We are the trusted, statewide leader in creating innovative solutions driving ultimate customer experiences." One of the things that makes SK different is the wide array of products and services they go to market with.

Storey Kenworthy's leadership in the business products industry is well-regarded and with over 150 team members and 5 showrooms across the state they have grown into the largest, family owned independent distributor in Iowa. We Make a Difference is the company's slogan and they are passionate about giving back with the philanthropic power of their customers, vendors, and employees to raise funds for the communities that they live, work & play.

"This is an exciting day for the Storey Kenworthy family and all of our amazing clients and customers. Countless numbers of hours of hard work and dedication made this a reality and we are proud to share the new SK with everyone."

For more information on this project, contact John Kenworthy ([JKenworthy@storeykenworthy.com](mailto:JKenworthy@storeykenworthy.com))  
Visit [storeykenworthy.com](http://storeykenworthy.com) to learn more about the company and see their rebrand.

