Covers & All Celebrates 10 Years of Custom Protection, Surpassing 2 Million Customers Worldwide

Global Custom Cover Brand marks a decade of growth with refreshed logo, new "Uncovering Happiness" campaign, 25% off sitewide throughout September



ATLANTA, GA, UNITED STATES, September 10, 2026 / EINPresswire.com/ -- Covers & All, a global e-commerce platform for Custom Covers, is celebrating its 10th anniversary, marking a decade of protecting the things people value most.

To commemorate its 10th anniversary, the company has unveiled a refreshed logo along with a new campaign, Uncovering Happiness. The campaign puts a name to the feeling customers have experienced for a decade: the relief and joy of returning to their space and finding everything just as they left it when the cover comes off. The new logo design reinforces that message by featuring the brand's signature blue beginning as a cover that flows into a smile.

"Marking 10 years of protecting what matters, Covers & All has helped customers Uncover Happiness, one custom fit at a time," said Nishant Shah, Founder and CEO of Group Bayport, the parent company of Covers & All. "The brand truly stands for the peace of mind that comes from knowing what you love is protected. That commitment is the foundation of the trust we've built with over two million customers."

Since it opened in 2016, Covers & All has served over 2 million customers across North America, Europe, Asia and Oceania. The brand has earned a 4.4-star average rating on SmartCustomer and a 4.1-star rating on Trustpilot.

Covers & All offers custom covers for patio furniture, grills, vehicles, pools, and industrial equipment, including RV and Boat Covers by make and model, Winter and Safety Pool Covers. Its range also includes Cushion Covers, Custom Tarps, Curtains, Solar Shades, Printed Fence

Screens, and other custom products.

To reinforce its commitment to risk-free custom ordering, Covers & All offers measurement as a service under its “Cover Buddy” program, sending a professional to a customer's home to take exact measurements. The company also provides Assurance Plus, a customer satisfaction program that provides refunds within the warranty period. Assurance Plus provides up to three years of complete coverage, including measurement or customization errors, damage during shipping, and everyday wear and tear. In addition, the brand backs its products with coverage options of up to 10 years. Customers also benefit from free shipping on all orders over $99, 24/7 customer assistance, and delivery in as little as three days, depending on location.

As part of the celebrations, Covers & All is also offering 25% off sitewide throughout September. Learn more at coversandall.com.

About Group Bayport
Group Bayport is a global custom-products e-commerce firm with its headquarters and primary manufacturing facility in Atlanta, Georgia. Through a family of 12 brands including BannerBuzz, Best of Signs, Covers & All, Neon Earth, Tarps and All, and Patio HQ, it offers over 10,000 customizable products spanning signage, outdoor covers, home décor, and promotional displays. With more than 1,500 employees worldwide, the company has served millions of customers across North America, Europe, Asia and Oceania. For more information, visit groupbayport.com.

About Covers & All
Covers & All is a leading e-commerce platform specializing in custom covers and outdoor protection solutions. The brand has helped over 2 million customers protect what they love, with precision fit, premium materials, and customer-centric service. Its portfolio includes covers for patio furniture, grills, vehicles, pools, and industrial equipment, Cushion Covers, Curtains, Blinds and Shades, Outdoor Curtains, Tufted and Sunbrella Cushions, Winter and Safety Pool Covers, RV and Boat Covers by make and model, and Printed Fence Screens. For more information, visit coversandall.com.

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