ProtectAll Announces New Name: ProtectAll Home™

"Protecting what makes a house a home" reflects the company's continued growth, expanded capabilities and commitment to its retail partners and their customers

NORTH RICHLAND HILLS, TX, UNITED STATES, October 30, 2026 /EINPresswire.com/ -- ProtectAll, a leading provider of protection plans and warranty solutions, today announced that it is rebranding to ProtectAll Home™, reflecting the company's continued evolution and growing focus on protection solutions for the home.

The new name builds on ProtectAll's established history while more clearly communicating who the company serves and the role it plays for its partners and their customers. ProtectAll Home™ will continue to provide the same service, support and commitment its partners have come to expect, now under a name that better represents the company's future.

"ProtectAll Home™ is more than a new name, it's a clearer expression of who we are and where we're going," said Chris Penn, President. "For decades, we've helped retailers and their customers protect the products they bring into their homes. Our new name reflects that purpose and a simple idea that has always been at the heart of our business: protecting what makes a house a home."

ProtectAll Home™ partners with retailers and manufacturers to provide protection solutions across furniture, appliances, consumer electronics and other products found throughout the home. The company combines protection plan administration with sales enablement, customer care, service network management, technology and reporting designed to help its partners build stronger, more successful protection programs.

"Our commitment goes well beyond administering a protection plan," said Penn. "We want to help our partners grow their programs while delivering an exceptional experience when their customers need us most. ProtectAll Home™ better represents that commitment and gives us a brand that can grow alongside our partners for years to come."

The transition to ProtectAll Home™ will not change existing protection plans or the company's commitment to its customers and partners. The company will continue to operate with the same

team and focus on delivering responsive service, innovative solutions and long-term partnerships.

As part of the transition, the ProtectAll Home™ name and branding will begin appearing across the company's communications, digital platforms, marketing materials and partner programs.

About ProtectAll Home™

Protecting what makes a house a home.

ProtectAll Home™ is a provider of protection plan and warranty solutions serving retailers, manufacturers, and consumers across the United States. With decades of industry experience, ProtectAll Home™ partners with retailers to deliver protection programs designed to drive sales, enhance the customer experience and provide dependable service when customers need it most. Through sales enablement, technology, reporting, customer care and a nationwide service network, ProtectAll Home™ helps its partners manage protection as an important part of the overall retail and customer experience.

www.protectallhome.com

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