

Renovating Retail:

From mail-order ...
...to bricks and mortar

 **Lee Valley** Tools for Life™

A Confession

“Lee Valley Tools has always been committed to knowledge, service, and quality. But Robin says the excellent catalogue company ***has been historically lousy at retail***”

1976 – Barrel Stoves

LEE VALLEY BARREL STOVE KITS

Lee Valley stove kits were designed specifically for use with a heavy gauge 45 gallon barrel (not included in any of the kits). Properly charged and damped it will burn efficiently for 8 to 12 hours using wood up to 34" long and up to 12" in diameter.

All of the kit parts, except the fasteners and the shelf, are cast for us by Findlay Foundry Ltd., well known for its quality in this field.

Features

- large door to enable the Lee Valley to be used as a fireplace as well as to accept large diameter wood.
- labyrinth design of door seal to minimize air leakage and maximize efficiency.
- damper door for quick starts.
- ash guard for safety.
- extra heavy legs and leg brackets for stability and strength.
- durability of cast iron.
- low cost.

Basic Model

This kit includes the door assembly, legs, leg brackets and pipe collar. It is recommended for use in areas where the lack of an ash guard will pose no safety hazard.

Ash Guard Model

Recommended for use where occasional sparks from an open damper would be hazardous. Also recommended for people who like to rock back on their chair with their feet on the ash guard and stare into the fire. (We have a sturdy brace under the ash guard so it will accept this sort of thing.)

Flat-Top Model

Recommended for people who might want to melt snow in a tub, keep a glue-pot warm in the workshop, or rock back on their chair with their feet on the ash guard and toast the coffee-pot or muffed wire hanky. The two 6" x 24" shelves have four cast iron brackets which slip into four cast iron clips bolted to the barrel, creating a 4 square foot area level with the stove top.

Assembly


Any of the kits can be assembled in an evening by a novice using our instruction sheet. All that is required is a drill with a 1/4" bit, a screwdriver and a rigid blade hacksaw. If you have a sabre saw or a friend with a cutting torch, we prefer those in that order to the hacksaw.

Remember: All necessary nuts, bolts, door pins, etc. come with the kit as well as a detailed instruction sheet.

Lee Valley Guarantee

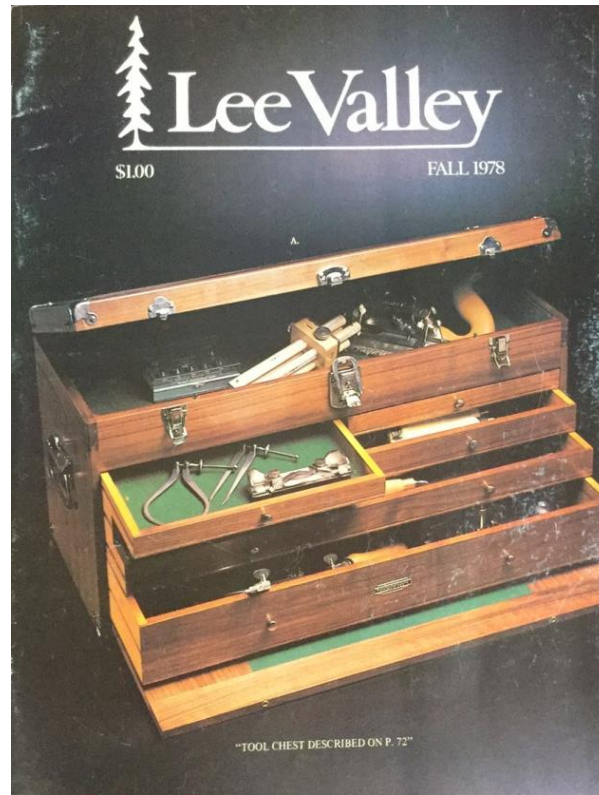
All Lee Valley products are guaranteed to be free from defects. Any defective merchandise can be returned immediately for replacement or cash refund including owner post charges.

Additionally, if for any other reason you decide that you do not want the kit within 21 days of purchasing it, you can return it to us for immediate refund of full purchase price. All we ask is that you include a note saying why you did not like it so that we can improve our products accordingly.

 **Lee Valley TOOLS LTD.**
P.O. Box 6295 / Ottawa, Ontario / K2A 1T4

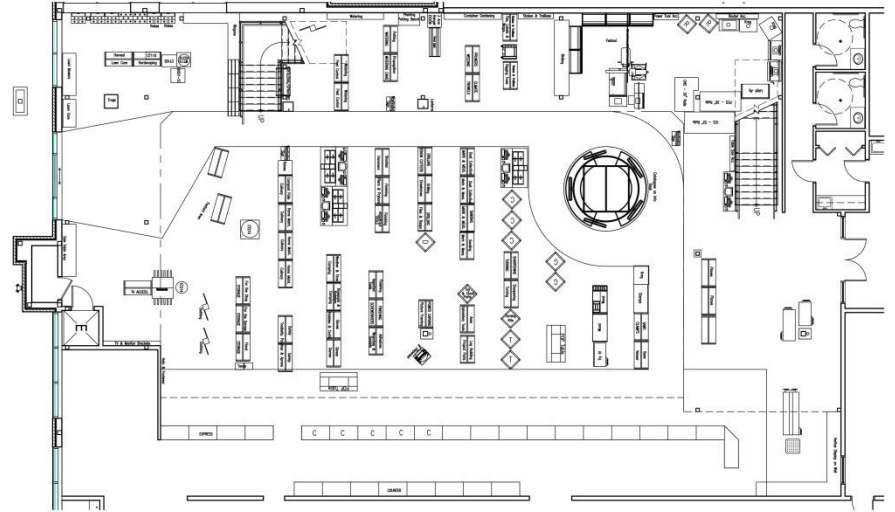
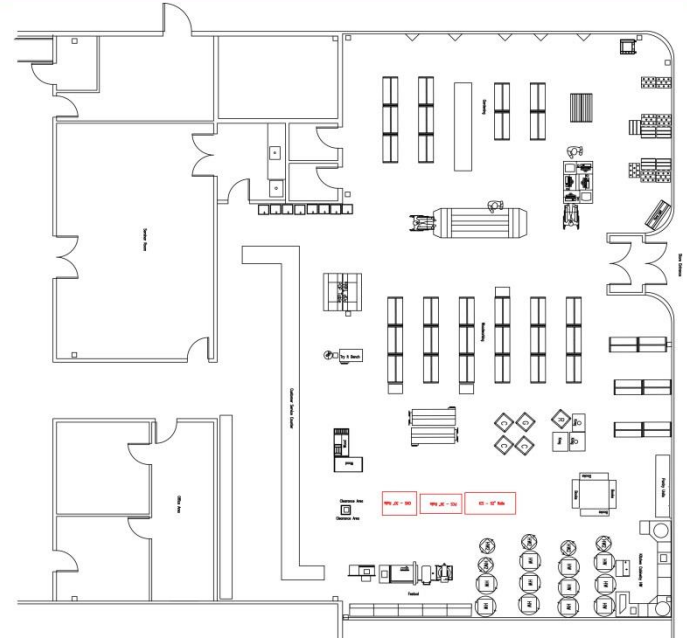
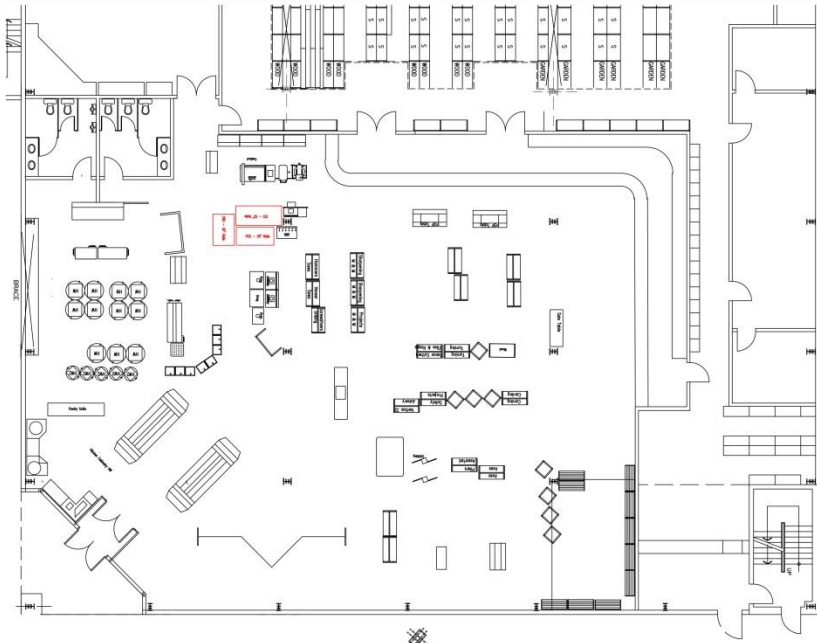


1978 – The First Catalogue



Stores



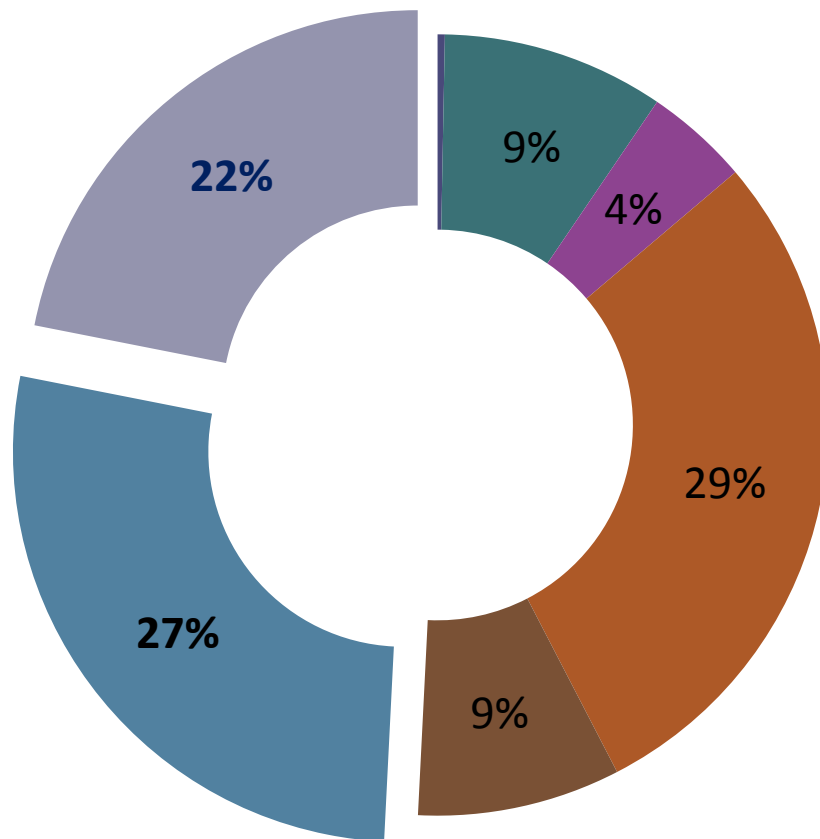


A Quick Survey

- “Today – we are living in the most competitive era the world has ever known”
- “The buying habits of the public have changed”
- “The consumer is no longer tied to the nearest store, or any store.”

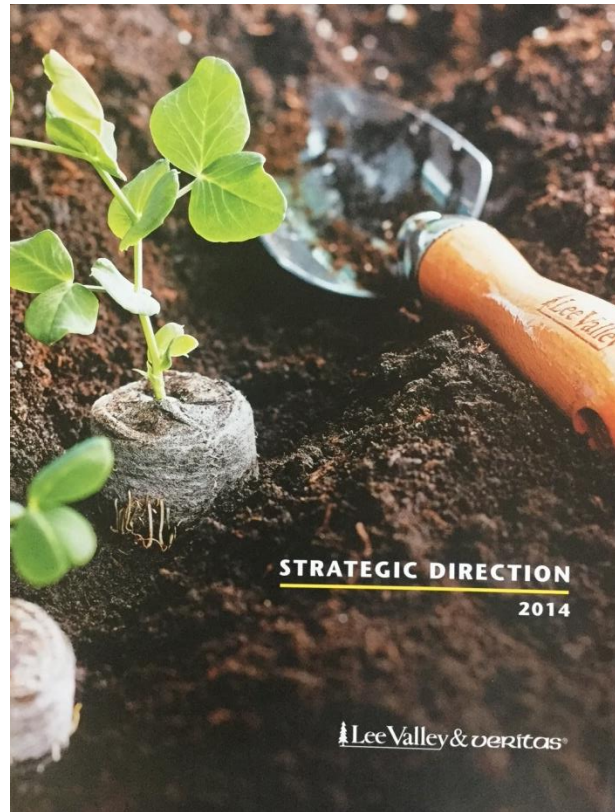
**Carl W Dipman,
Editor, Good Hardware,
November, 1929**

The Generations



- Parents of baby boomers (1919 to 1940)
- World War II generation (1941 to 1945)
- Baby boomers (1946 to 1965)
- Baby busters (1966 to 1971) Gen X
- Children boomers (Gen Y, Millennials) (1972 to 1992)
- Generation Z (1993 to 2011)

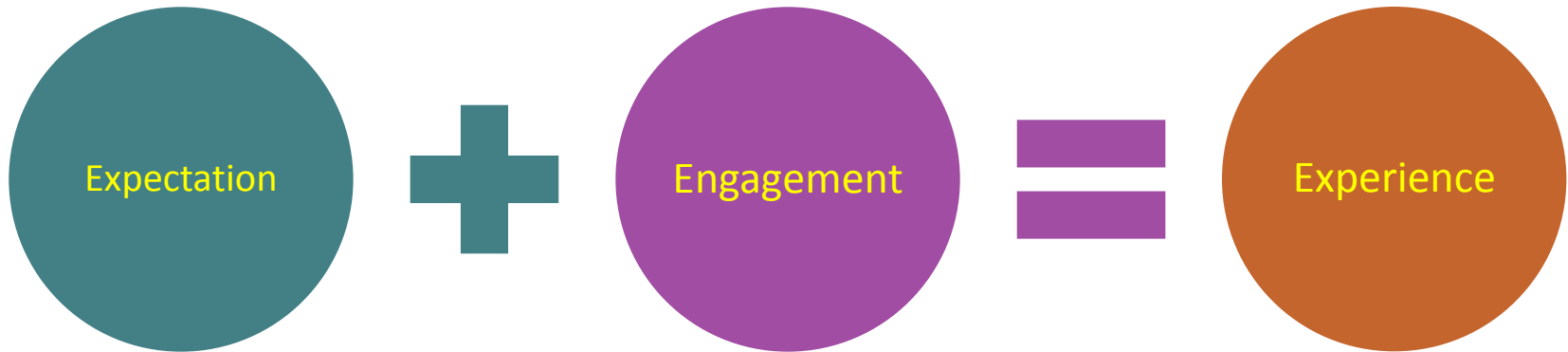
The Strategy



Why Commit to Bricks and Mortar?

- Physical nature of the product line
- The social component of craft, and leisure pursuits
- Discovery
- Learning and skill building

Experience



Expectation

Current Customers

- 38 year legacy
- Catalogue is the reference
- Stock availability
- Product based

New Customers

- Web based reference
- Local stock vs system availability
- Product and experience

Engagement

Passive

- Layout
- Wayfinding
- Display standards
- Product

Active

- Staff interaction
- Events/Seminars
- Demonstrations, “try me” stations
- Video
- Purchase process

Existing Stores

- Operational Changes
- Data and measurement
- Training
- Reduce the role of the catalogue

Money to Spend

Hobbyists

Loyal Customers/Apostles

Quality Conscious

Brand Aware



MARTHA

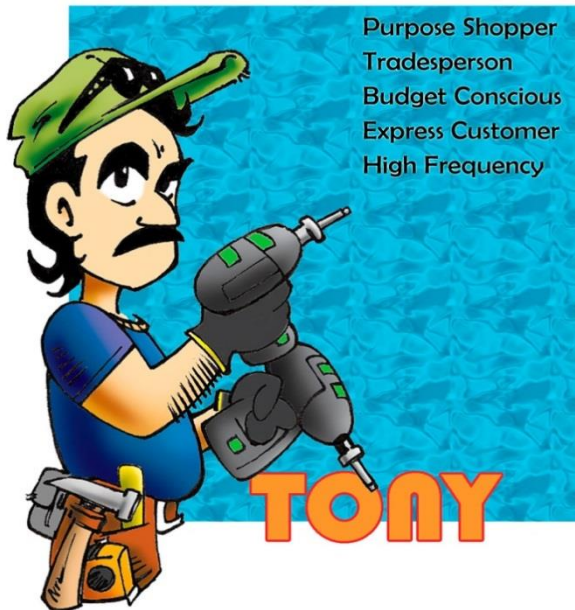
ARCHIBALD



Educated

Purpose Shopper Identity Theft Aware

Cost Conscious Brand Aware



Purpose Shopper

Tradesperson

Budget Conscious

Express Customer

High Frequency

TONY

TANNER

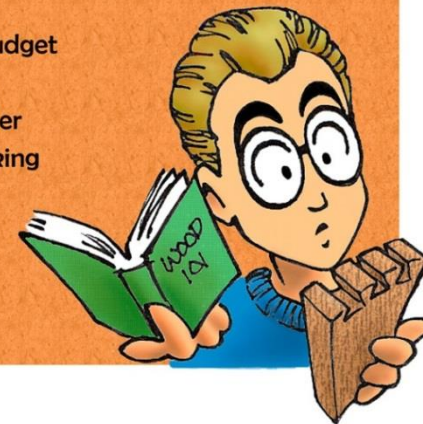
Young

Limited Budget

Brings List

Fall Shopper

Woodworking



New Stores

- 1) Design from the doors in.
- 2) Manage the customer journey.
- 3) A central feature
- 4) Layered and managed sightlines



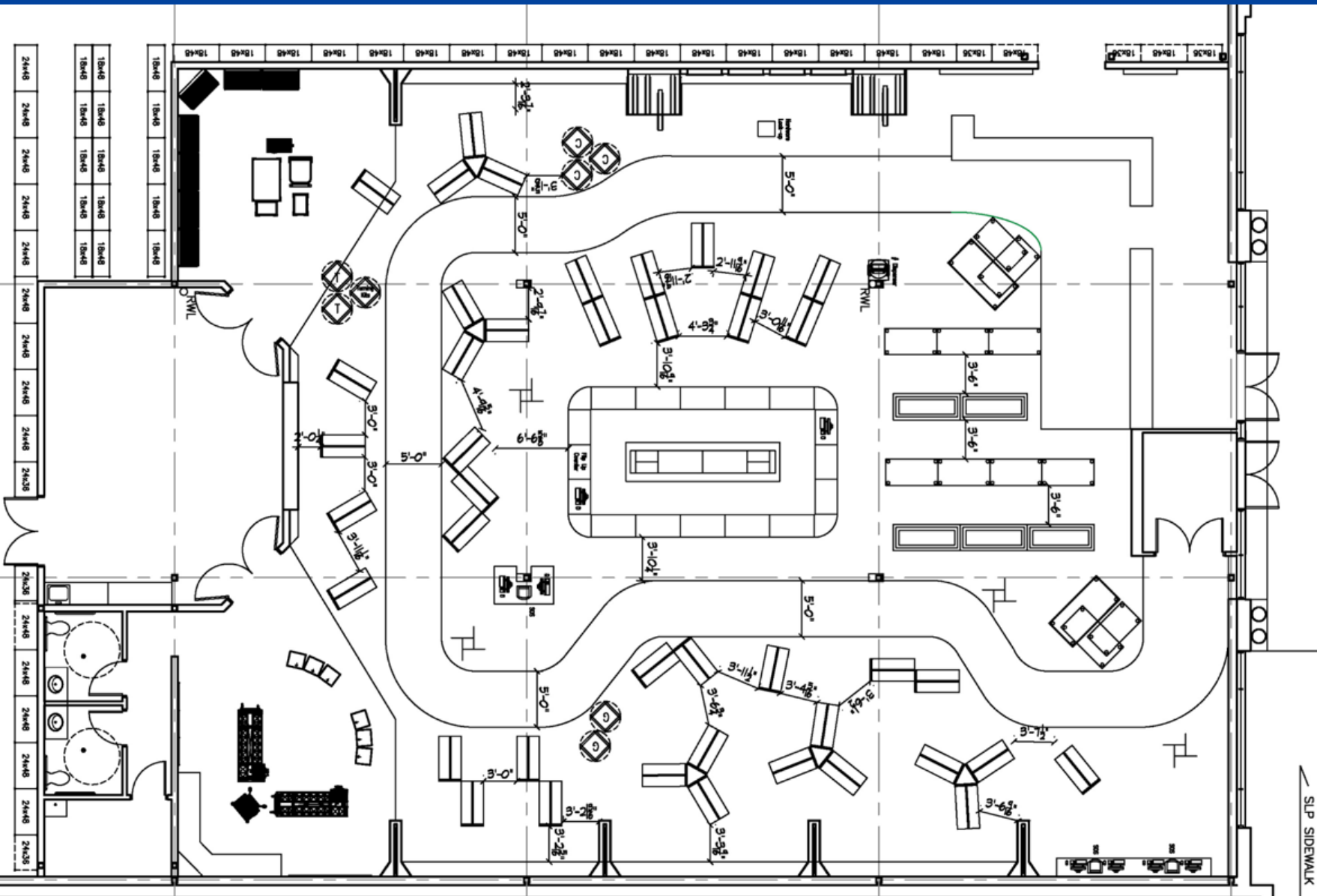
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18x36	18x48	18x48	18x48
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EXISTING SIDEWALK

SLP SIDEWALK

New Stores – Cont.

- 5) Anchor destinations
- 6) Cater to discovery
- 7) Theatre/Entertainment
- 8) Participatory/hands-on activity
- 9) Staff development
- 10) Reduction of dedicated function
- 11) Steal shamelessly







 **Lee Valley** Tools for Life™



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Our Key Learnings

1. Commitment to change must be a core part of our strategy
2. Rich Experience = Expectation + Engagement
3. Design from the customer perspective – see everything through the customers eyes

An Announcement...

Niagara Falls Store - #19



Opening Late Spring – Early Summer 2017
6777 Morrison St, Niagara Falls Plaza

Questions?