



# The Home Owners' ADVANTAGE

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## The independent spirit keeps growing.

Since January 2009, Home Hardware is stronger by **29** independent hardware, lumber and building materials and furniture Owners. That means we have welcomed **67** new Home Owners across Canada since January 2008. It also adds up to a group of men and women driven by the desire to stay independent and to thrive who have chosen to come Home.

See the back page for statements from new Home Owners about why they were inspired to join Home Hardware. Feel free to visit [home-owner.ca](http://home-owner.ca) for their detailed stories.

Since 1964, Home has been dedicated to helping independent retailers stay independent, to compete and excel. In the following pages you'll learn more about how Home helps Home Owners, how Home Owners help each other and how Home Owners help others.

Read on to learn how you can benefit from being part of the Home team.



**Jane Van Noy**  
Home Store Owner  
Lyndhurst ON

**JD Van Noy**  
Home Store Owner  
Winchester ON

# Home Hardware helping Home Owners.



**Andrew Payzant**  
Home Store Owner  
Sackville NS



As the number of independent Home Owners grows, so does the number of advantages of Home ownership. Although the largest advantage is maintaining your independence and experiencing the success so many Home Owners enjoy, here is a sample of the programs and services available to Home Owners.

Home owns and manufactures its own exclusive label Beauti-Tone paint brand, that repeatedly tests #1 for quality in private independent laboratory tests.

Home also manufactures premium Designer Series paint, Natura Paint with no VOCs, Wood Shield stain and hundreds of other coatings and cleaners. But, more important to you as a Home Owner, these products are of great quality and they have great margins.

▶ Four regional LBM buying offices with lumber and building material experts support more than 470 Home Hardware Building Centre and Home Building Centre Owners across the country.

- ▶ A Commercial Catalogue with tens of thousands of essential items including many private brands. Sales training, sales tools, product knowledge sessions, in-store POP, specialized optional flyers, and more help to build and support commercial/industrial sales.
- ▶ Annual Catalogues bring Home's vast selection of both LBM and Hardlines products to consumers, and unite with [homehardware.ca](http://homehardware.ca) to provide convenient product reference for customers.
- ▶ Three huge and efficient Distribution Centres help ensure on-time delivery and minimize stock-outs.
- ▶ Canada's most recognizable fleet of delivery trucks.
- ▶ Proven successful exclusive products advertised on TV – with more exciting products coming this fall.
- ▶ Kitchen Expert Anna Olson and Gardening Expert Mark Cullen are nationally recognized spokespeople.
- ▶ A 52-week national TV advertising program that maintains awareness and builds customer traffic. Plus a year-round flyer program.



- ▶ Niche marketing programs such as HomeWorks Home Remodelling Software and the Kitchen & Closet Design Centre.
- ▶ The exclusive Homecard and the popular Home Gift Card.
- ▶ The Price Match Promise to help remind consumers of just how competitive Home Owners are every day.
- ▶ Aeroplan Reward Miles and the increased sales that come from Aeroplan members.
- ▶ Home Installs Installation Services.
- ▶ An exciting website at homehardware.ca where customers can search for product information before coming in to buy.
- ▶ The online Santa's Helpers Christmas Gift Guide and the Santa's Helpers Sale.
- ▶ HomeInfo, containing full product information on more than 60,000 warehoused items.
- ▶ Massive buying power through the combined might of more than 1,050 independent Home Owners and our Do-It-Best partner in the U.S.
- ▶ Architectural Solutions, the Beaver Homes and Cottages Design Book, Package Sales, and all the value that comes with these programs.
- ▶ Sponsorships that help others and keep the Home brand in front of millions of Canadians on a regular basis – the Blue Jays, the NHL, the CHL, NASCAR Canada, SickKids Foundation, Tree Canada Foundation, Special Olympics Canada, Communities in Bloom, as well as countless other local charity sponsorships supported by Home Owners.



**Anna Olson**  
Home Hardware's  
Kitchen Expert

# Home Owners win awards.



## Young Retailer of the Year



**2007 Adam Busscher, Picton Home Hardware,**  
Picton, Ontario



**2008 Maurice Chevalier, Morinville Home Hardware,**  
Morinville, Alberta



**2009 Chris Beilhartz, Echo Bay Home Hardware Building Centre,**  
Echo Bay, Ontario

## Recognition by the Industry

Home Owners are recognized repeatedly for their entrepreneurship, for their success and for their independent spirit. At home in Canada, Home Owners have been honoured year after year by Hardware Merchandising Magazine. The following are the most recent Home Owner Outstanding Retailer of the Year Award Winners.

## Retail Innovator of the Year



**2009 Tom Levi, Levi Home Hardware Building Centre,**  
Almonte, Ontario

In the past 3 years, Home Owners have won major awards from the North American Retail Hardware Association.

## Outstanding Hardware Store



**2007 Home Hardware Lethbridge,** Lethbridge, Alberta



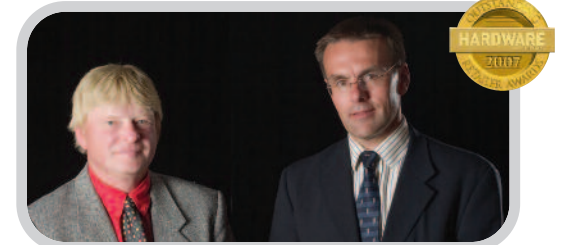
**2008 Windsor Home Hardware,** Windsor, Nova Scotia

## Outstanding Building Supply Home Centre (over 20,000 square feet of retail space)



**2008 Home Hardware Building Centre Lloydminster,**  
Lloydminster, Alberta

## Outstanding Contractor Specialist



**2007 Home Building Centre Vernon,**  
Vernon, British Columbia



Walter J. Hachborn Store of the Year Award

**ah Recognition by Other Home Owners**

The Walter J. Hachborn Store of the Year Award is the most prestigious honour presented by Home Hardware. Each year, the Award is given to the Home Owner who achieves the highest standard in retailing, merchandise presentation, staff performance and overall quality of the store. Chosen from more than 1,050 independent Home Owners, The Walter J. Hachborn Store of the Year Award recipients for 2008 are Alain Brochet and René Bellavance of Quincaillerie Home Hardware Rimouski, Rimouski, Quebec.

**ah Proud of My Home Achievement Awards**

In 2008, these award recipients demonstrated a commitment to high performance retail standards and the preservation and enhancement of the Home brand.

**Area 1 - Geerlinks Home Hardware Building Centre, St. Thomas, ON**

**Area 2 - Brantford Home Hardware, Brantford, ON**

**Area 3 - Bradford Home Hardware, Bradford, ON**

**Area 4 - United Lumber Home Hardware Building Centre, Georgetown, ON**

**Area 5 - Chemong Home Hardware Building Centre, Peterborough, ON**

**Area 6 - Perth Home Hardware Building Centre, Perth, ON**

**Area 7 - Echo Bay Home Hardware Building Centre, Echo Bay, ON**

**Area 8 - Swanson's Home Hardware Building Centre, Kitchener, ON**

**Area 9 - Fredericton Home Hardware, Fredericton, NB**

**Area 10 - Buck's Home Building Centre, Bridgewater, NS**

**Area 11 - Handyman Home Hardware, Conception Bay South, NL**

**Area 12 - Selkirk Home Hardware Building Centre, Selkirk, MB**

**Area 13 - Richards Home Hardware, Outlook, SK**

**Area 14 - Home Building Centre - Vernon, Vernon, BC**

**Area 15 - Hauser Home Hardware Building Centre, Camrose, AB**

**Area 16 - Oak Bay Home Hardware, Victoria, BC**

**Area 17 - High Level Home Hardware, High Level, AB**

**Area 25 - Materiaux J. Lajeunesse Inc., Val-des-Bois, QC**

**Area 26 - Quincaillerie Home Hardware - Rimouski, Rimouski, QC**

**ah Gold Star Awards for Home Furniture**

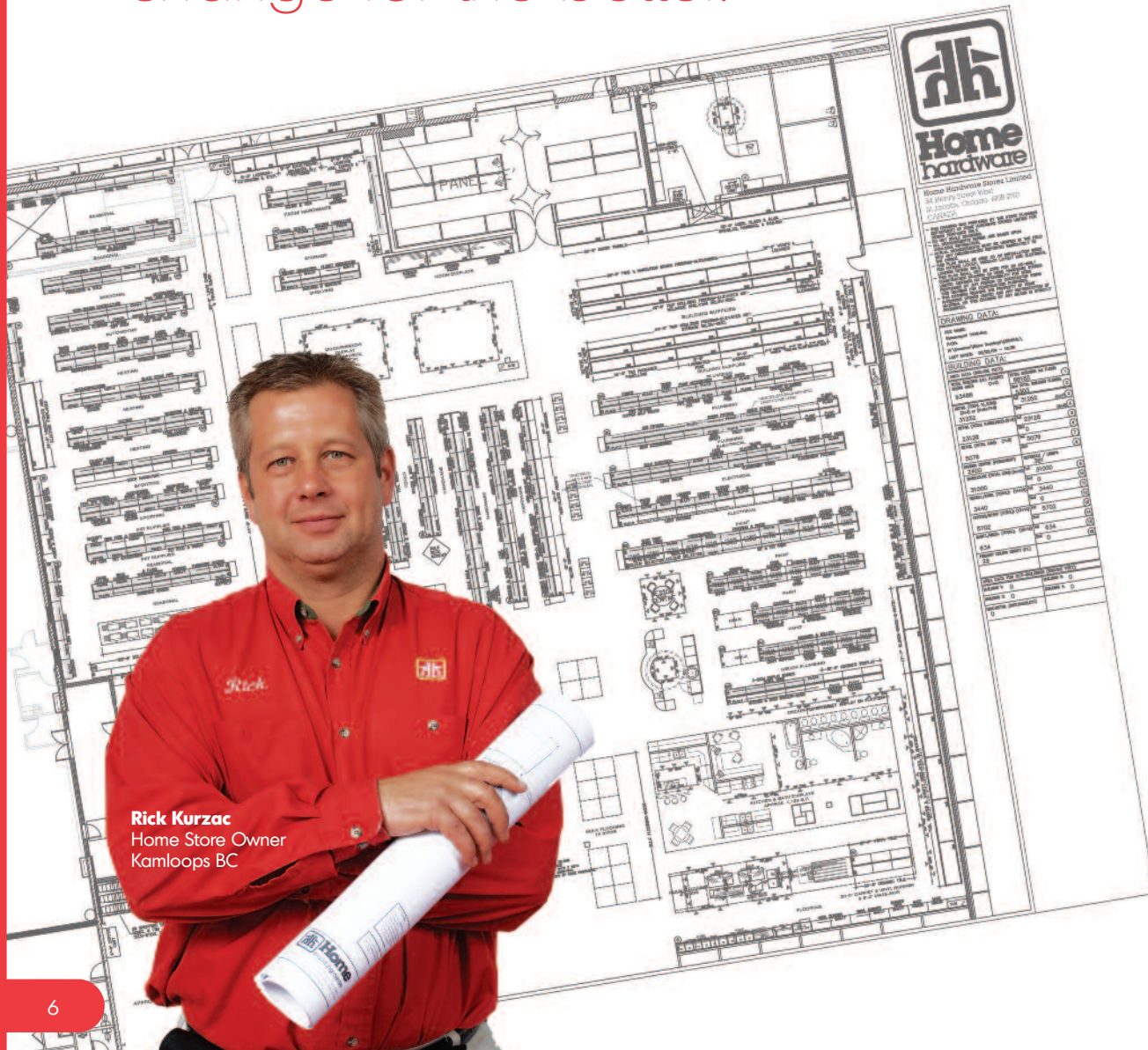
**Eastern Canada - Magnetic Hill Home Furniture, Moncton, NB**

**Central Canada - Geerlinks Home Furniture, St. Thomas, ON**

**Western Canada - Fort St. John Home Furniture, Fort St. John, BC**



# Home Owners change for the better.



**Rick Kurzac**  
Home Store Owner  
Kamloops BC

New Owners who join any Home banner get new Homes in more ways than one. Home Hardware has the most comprehensive and sophisticated store planning, design and conversion program in the industry. The changes are much more than merely cosmetic. The Home version of an extreme makeover can result in improved traffic flow and dramatically increased sales per square foot.

Leading the way in keeping our Home Stores looking their best is the Store Design Service with the Build a Better Home Store program. In addition to unsurpassed experience and expertise, the Store Design Service gives Home Owners an array of effective, business-building tools.

- ▶ Site planning
- ▶ Retail building design consultation
- ▶ Complete exterior branding services
- ▶ Vehicle branding
- ▶ Comprehensive fixture and total product placement layouts
- ▶ Store fixture and equipment procurement
  - Volume fixture pricing
  - Worldwide sourcing
- ▶ Merchandising accessory items in stock in the Distribution Centres
- ▶ Interior signing and décor, custom signing
- ▶ Home's exclusive merchandising programs
- ▶ Planograms for all product categories
- ▶ Experienced in-store merchandising personnel
- ▶ Complete project planning services

HERE ARE A FEW PHOTOGRAPHS OF THE AMAZING TRANSFORMATIONS THE HOME STORE DESIGN SERVICE HAS MADE FOR SOME NEW HOME OWNERS. IN EVERY CASE, THE SALES RESULTS HAVE BEEN IMPRESSIVE.



Rockwood, Ontario



Clinton, Ontario



Prince Rupert, British Columbia



Cap Pele, New Brunswick



Warton, Ontario



## What new Home Owners have to say.

### Wally Pickard

**Pickard Home Building Centre, Simcoe, ON**

We are amazed at the foot traffic that flying this banner has brought to the store. It is also so much easier to focus on our most important asset – the customer. No more wasted time on the phone trying to source products for people. Home has it all.

### John Charbonneau

**Val Caron Home Building Centre,  
Val Caron, ON**

The transition has been smoother than we ever could have expected. We were told to get ready for dramatic increases in volume and sales.

### Conrad LeBlanc

**Tediche Home Hardware Building Centre,  
Cap Pele, NB**

We switched to the red banner for two main reasons: the support structure and the branding. It doesn't matter where you are in Canada. Everybody recognizes the double-H.

### Jean-Claude Parr & Mario Allard

**L'Acadien Bricoleur Inc., Becancour, QC**

We are pleased to be a Home Hardware Building Centre. Since 2007, our store has experienced a huge growth in sales and profits.

### Judy & Larry Lowes

**Medicine Hat Home Furniture,  
Medicine Hat, AB**

Being Home Furniture Dealers, you just know you are part of something special. You realize quickly that the Home staff is there to help you succeed.

### Leigh Tennent

**Davidson Home Hardware, Davidson, SK**

Home has consistently met our requirements for fill rate, and with 60,000 skus, there isn't much we can't get. Ordering product has never been so easy.

### Maria Chapdelaine & Andre Lacroix

**Ferris Home Hardware, North Bay, ON**

We are so happy to have joined Home Hardware Stores Limited. Being in the hardware business is now totally different. It's exciting because of all the selection and the availability of the stock at the warehouse.



"Welcome Home to all new Owners" from Paul McCann - Penticton, British Columbia, and more than 1,050 other Home Owners.

