



Don Liley
Langford Lumber
Home Building Centre
Luca & Clinton ON



With the buying power of 1,080 stores – and growing every month – plus the support of the largest group of successful, independent Owners in the country, Home is the place to be. To find out more about all the benefits of becoming a Home Owner, visit homehardware.ca.



Home Owners helping **homeowners**

To find out how you can benefit by joining Home, visit home-owner.ca - or talk to one of us.

Dunc Wilson, **National**, 519.498.1302 | Georgette Carriere, **Ontario**, 519.501.5988 | Luc Martin, **Quebec**, 819.3570203
Andrew Parkhill, **Western Canada**, 604.751.3853 | Kevin MacDonald, **Atlantic Canada**, 902.368.1620

HOME IS THE #1 BANNER FOR INDEPENDENT DEALERS



"Home Hardware's story sounded too good to be true: impressive buying power, regional LBM offices, numerous programs. In the end, they under-promised – and over-delivered!"
James Kennedy
Errington Home Hardware Building Centre, Geraldton ON

- Home Hardware is proud to be Canada's largest independent hardware, lumber and building materials and furniture retailer
- We're 1,080 stores strong and growing, with 80 new Dealers since 2009 – 44 Building Centres, 33 Hardware stores and 3 Furniture locations
- Home Hardware is a 100% Dealer-owned cooperative, which means each Dealer participates and shares equally – without any external shareholders
- Since 1964, Home has offered the strongest program for independent Dealers in the country, providing the brand recognition, the comprehensive distribution and the marketing support you need to succeed





#1 IN DELIVERY & DISTRIBUTION

"We're amazed at the depth and variety of inventory Home offers."

John Robinson
Robinson's Home Hardware, Barrie ON

- From coast to coast to coast, every Home Dealer benefits from the best warehouse and distribution system in the industry
- Hardlines products are warehoused in four high-tech Distribution Centres across Canada (St. Jacobs & Elmira, ON; Debert, NS; Wetaskiwin, AB)



- 95+% fill rates – complete and on-time
- Award-winning fleet safety (2005, 2008, 2010 and 2011 awards for Safest Large Fleet on the road from the Private Motor Truck Council of Canada)
- Canada's most recognizable fleet – and one of its largest, with 125 tractors and 400 trailers




99.6% BRAND RECOGNITION

"Home's brand recognition helps us stand out from the crowd."

Nathalie Bellerive
Matériaux Lavergne Inc.
Charette and
St-Étienne-des-Grès QC

- Home Hardware is one of the strongest and most recognized brands in Canada with a 52-week national advertising campaign
- "Home Owners helping homeowners" was the most correctly identified tagline in the home improvement category – identified correctly three times more often than the competition
- Dealers are more than Home Owners – they're also the stars of all our advertising, from TV and print to in-store and online



COMPREHENSIVE MARKETING PROGRAM INCLUDING:

- 52-week flyer program and catalogues
- National advertising and promotions
- Sponsorships including the Toronto Blue Jays, the NHL and the CHL
- Home at Home Magazine
- Contractor Top Notch Rewards program
- Tough as Nails Contractor Trade Shows
- Nationally recognized spokespeople including Kitchen Expert Anna Olson, Gardening Expert Mark Cullen and Paint and Colour Expert Bev Bell
- Continued partnership with Aeroplan, Canada's most rewarding loyalty program

CANADA'S ONLY DEALER-OWNED PAINT FACILITY



"With Home,
we're able
to satisfy
customers
we never
had before."

Shelley Crawford
Shellbrook Home Hardware
Shellbrook SK

- Beauti-Tone is the #1 brand in key markets where our Dealers participate. All of our paints are lab-tested to ensure quality each and every time
- With the Beauti-Tone line of products, Dealers have access to hundreds of private-label stains, coatings, sealants and cleaning products exclusive to Home – all manufactured in a state-of-the-art Dealer-owned facility



- Home Hardware is Canada's first national home improvement chain to offer the Capsure Colour Tool – which can be used anywhere and is able to capture colour from any surface or material and match it to one of over 3,500 Beauti-Tone colours
- Counter to industry trends, Beauti-Tone continues to grow in sales – Designer Series paint has increased in sales every year for the past four years
- Home also offers helpful programs and services, such as annual training seminars, cost-saving direct-buy programs and customer appreciation events

- Beauti-Tone is a leader in environmentally-conscious paint products:
 - Our Natura line of paint offers no VOC painting options
 - This Fall all our paint colourants will be VOC-free
 - We've partnered with the Canadian Lung Association to promote improved air quality in Canadian homes and produce paint that helps Canadians breathe easier
- As Canada's Paint Experts, we continue to innovate with new partnerships and colour collections such as Sesame Street, Simon Chang and Style at Home



"Home
allows us
to meet the
needs of
a diverse
clientele,
supplying
them with
everything
they need."

André Daigneault
N.S. Girard Inc.
Weedon QC

FOUR REGIONAL LBM BUYING OFFICES



- With more than 500 independent LBM Home Dealers, our buying power is bigger than some of our competitors' retail sales
- Our four regional buying offices are located as close as possible to the LBM markets to ensure Home Dealers get the best prices on lumber and materials
- Through regular Dealer and vendor conference calls to discuss changing markets and to share best practices, our buying offices react more quickly to market fluctuations – flexibility no other buying group can match



- Home LBM Dealers benefit from a wide range of programs and services to help them and their customers, which include:
 - Home Installs Installation Services
 - Home Architectural Solutions
 - Beaver Homes & Cottages Design Program
 - Complete Project Package Sales





“Home has a name customers recognize, with a fantastic variety of products and pricing that always keeps us competitive.”

David Grenon
Centre de Rénovation FDS Inc., Saguenay (Jonquière) QC

- Home Hardware is #1 in product selection, with over 65,000 products available in our Distribution Centres and ready to ship
- We also offer over 10,300 Private Label SKUs available exclusively to Home Dealers
- Our semi-annual Market features over 900 vendors showcasing the latest products for comprehensive product selection that’s always growing



EXTENSIVE DEALER TRAINING & SUPPORT



“Changing banners after 30 years is always a major decision, but Home quickly met – and exceeded – our expectations.”

Luc Grenon
Centre de Rénovation FDS Inc., Saguenay (Jonquière) QC

- Home Hardware helps Dealers build their businesses through continuous training and staff development – and was recently recognized as the Best-Trained Dealer Group in North America by the North American Retail Hardware Association
- Home Hardware training programs include a comprehensive three-day Dealer training seminar, two pre-Market training conferences, monthly staff training DVDs, hands-on plumbing and electrical workshops and weekly product knowledge webinars
- In 2010, Home Dealers and staff logged nearly 15,000 hours of training and education
- Home also helps Dealers connect with consumers through programs such as the Price Match Promise and the all-new Home Credit Card with new Canadian financial partner, Pacific & Western Bank of Canada
- Home offers consumers more ways to shop, to give and to receive with Home Gift Cards – which can also be obtained by redeeming Aeroplan Miles

