

Industry Calendar

■ JANUARY

9-11

United Hardware 2015
Spring Buying Market
Minneapolis

20-22

International Builders' Show
Las Vegas

20-22

Kitchen/Bath Industry Show
& Conference
Las Vegas

■ FEBRUARY

19-21

Orgill Spring 2015
Dealer Market
Orlando

■ MARCH

5-7

Hearth, Patio & Barbecue Expo
Nashville

6-8

True Value Spring Buying Market
Dallas

7-10

2015 International Home &
Housewares Show
Chicago

18-20

Ace Hardware
Spring 2015 Show
Las Vegas



December 2014

Hello Vendor Partner Members,

Happy Holidays! We hope you have continued to enjoy hearing from us and reading the exciting features in your Vendor Partner quarterly newsletter during the year. I encourage you to forward your comments or suggestions about the newsletter as we are always striving to improve its content and format in order to deliver the very best. So enjoy the latest edition and please accept our very warmest wishes for a Happy Holiday Season and a very successful New Year!

2015 Packaging and Merchandising Awards

It's that time of year again! Entries for the Packaging and Merchandising Awards are now in full swing! It's no secret that good packaging builds brands and sells products. Here's your chance to showcase your company products' packaging by entering the NRHA's 6th Annual Packaging and Merchandising Awards Program. For program details and to enter, visit www.nrha.org/pmas as soon as possible... deadline for entries is Friday, March 6th.

VP Membership Renewal

Just a reminder: it is time to renew Vendor Partner memberships for 2015. If you have already committed to your ad program for next year, nothing will be required of you financially as your membership is automatic. For those of you who have not yet signed or committed to a *Hardware Retailing* advertising proposal, please do so when possible to ensure your membership is counted at the beginning of the year and to avoid an invoice. If you are a 'non-advertising' member, you will receive an invoice during the month of January for renewal. Thank you to all of our Vendor Partner members—your continued support and participation is greatly appreciated!

Vendor Partner Industry Study

Attached to this quarter's newsletter is the recently completed Vendor Partner Industry Study. This comprehensive study was prepared especially for manufacturers and provides valuable insight and data from home improvement retailers (comprised of independent, family-owned or closely held companies) regarding industry manufacturers and their products. The study will be updated on an annual basis and distributed to Vendor Partners. You asked for it, and we delivered!



Vendor Partners gathered for drinks, hors d'oeuvres and conversation at the Vendor Partner Cocktail Reception held in October.

Vendor Partner Cocktail Reception

All who attended the Vendor Partner Cocktail Reception at McCormick & Schmick's restaurant in October once again had another great time. This annual event was held on the Thursday just before the start of the Fall Do It Best buying market here in Indianapolis. It was great seeing those of you who attended, and we look forward to hosting you again in 2015!

NRHA Health Insurance Program

As the year draws to a close, don't forget that there are some important Affordable Care Act (ACA) rules that businesses must adhere to prior to 2015. A good place to review these health care compliance topics and deadlines is in the November issue of *Hardware Retailing*. In a great Q&A article authored by insurance industry expert Bob Chiesa, President of Custom Benefits Insurance Group, you will find answers to some frequently asked questions on this topic. You may access the article at www.hardwareretailing.com. For more general information or on the NRHA Health Insurance Program visit: www.cbigi@msn.com.

Hardware Retailing—Updates

By now, you should have your December issue of *Hardware Retailing* magazine which features great articles on NRHA Board President Gary Copeland and The Fuller Center for Housing as well as the annually-awaited 2015 Market Measure Report to name only a few. With great contents like that, you'll want to keep this issue front and center all year long! Here's what else is new:

- **Orgill Special Supplement**

February brings our first Distributor Supplement Special Section of the New Year...Orgill. Many of you took advantage of this great advertising opportunity earlier this year, so we are again bringing you the opportunity to repeat your success. If you are interested in supporting the warehouse you are in or are eager to get in, this is a perfect way to invest your marketing dollars. If you are interested, don't delay—the January 2nd deadline is quickly approaching! Please contact your Sales Representative for more details!

- **Digital Properties**

Hardware Retailing has spent the last few months diligently enhancing its digital properties to better meet your needs. Outstanding advertising opportunities now exist on www.hardwareretailing.com, the **magazine's digital publication and weekly eNewsletter**. Prime packages/positions are still available for each, but are going fast! To further explore your digital advertising options with *Hardware Retailing*, please contact your Sales Representative or me today. And, be sure to check out the newly designed website, digital publication and newsletter—more content in an easy-to-read format designed especially for you!

- **Brand Identity Video**

Check out this new video! Dan Tratensek, publisher of *Hardware Retailing*, discusses his current identity crisis and why *Hardware Retailing's* long-time commitment to serving the industry and unwavering mission to help retailers run better businesses is important when choosing how to promote your brand. You can check it out at www.hardwareretailing.com/advertise/, and continue to watch for more great video messages in the weeks to come!

NRHA Partners with The Fuller Center for Housing on Projects

With support from the NRHA, the Fuller Center for Housing was the recent recipient of a generous donation of plumbing fixtures from American Standard Brands which will help furnish up to 150 new and rehabilitated homes currently developed by the Fuller Center in the states of Kentucky, Indiana and Illinois.

The Fuller Center for Housing's mission is to create communities through partnership with local stakeholders who understand the value of giving residents a safe environment where they can live, work and play.

For more information on the organization visit: www.fullercenter.org or www.nrha.org.

PRO/DA Executive Conference

Along with Bob Cutter, I recently returned from the PRO/DA Executive Conference in Palm Springs, California where we were lucky enough to meet many of you who were in attendance. A fun afternoon was spent on the golf course where NRHA/*Hardware Retailing* was privileged to sponsor the beverage cart and a hole contest. Thank you to those of you who we spent time with both for pleasure and business. It confirms what great talent we have as a part of our industry! We look forward to seeing you all again at the next event.



Featuring New Vendor Partners

As a continuing feature in our quarterly newsletter, we will showcase both new and sustaining Vendor Partner members. Please take a few minutes to learn about these great companies and their products, introduce yourself to them at markets and NRHA networking events, and of course support their endeavors in any way possible. This quarter, we are proud to introduce you to these three successful companies:



Akron Hardware

Hardware Suppliers of America is a specialized wholesale distributor of quality residential door hardware from the lines of Schlage, Dexter, Kwikset, Baldwin, Ives, Yale, and many others. With same day shipping, 24/7 online ordering, and expert technical support, HSI is a most trusted source when you need product in a hurry. To learn more call: 800-334-5625, or visit HSI at www.hardware-suppliers.com.



Paladin Data

Founded in 1980, Paladin Data provides point of sale (POS) software specializing in hardware stores, LBM, and pharmacies. The system was designed with a user-friendly graphical interface that employees will appreciate and adopt quickly. Paladin's swift go-live gets you up and running in no time, allowing for more time to spend with customers. Paladin enriches the customer shopping experience and increases store efficiency. Positioned as a service-oriented company, you can rely on Paladin Data for consistent, excellent support. More information is available at: www.paladinpos.com or 1-800-725-2346.



Glue Dots International

Glue Dots International (GDI) develops and manufactures innovative adhesive solutions; offering a clean, versatile, and preferred alternative to tapes, liquid glues and hot glues. As a leading global manufacturer of pressure sensitive adhesives, GDI realizes innovation is the key to success. The company transforms ideas into technically advanced adhesive products. To learn more, visit www.gluedots.com.

As always, if you have any questions, requests or concerns about your Vendor Partner membership, please don't hesitate to contact me. Until then or our next communication, thank you so very much for being a valued NRHA/*Hardware Retailing* Vendor Partner. You are greatly appreciated! Looking forward to a fantastic New Year!

A handwritten signature in black ink that reads 'Marci Taschler'.

Marci Taschler
Marketing Manager/*Hardware Retailing*

