

A collection of various tools including wrenches, screwdrivers, pliers, a saw, a drill, a hammer, a level, and a hard hat, arranged in a triangular shape. The tools are rendered in a flat, stylized manner with a limited color palette of blue, grey, and red. The arrangement is symmetrical, with tools pointing outwards from the center of the triangle.

Source: 2015 NRHA/Independent We Stand *Home Sweet Home Study*



HOMETOWN FOR THE HOLIDAYS



If you buy \$500 in gifts at your local home improvement store this holiday season, \$115 will stay in your community. Spend the same amount at a big box, and your community loses nearly half that amount.

Source: 2015 NRHA/Independent We Stand Home Sweet Home Study


NRHA
North American Retail
Hardware Association

**INDEPENDENT
WE STAND**
Presented by STIHL and Fast Charger Automotive

GOT BIG PLANS FOR

BLACK FRIDAY?

Remember, a dollar spent at a locally owned home improvement store will generate 97 percent more local economic activity than a dollar spent at a big-box store this Black Friday.

Source: 2015 NRHA/Independent We Stand Home Sweet Home Study


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