



*“The Distributor for Stores and Brands You Trust.”*



***IT PAYS TO BE A PRO***



## THINK WALLACE!

When you need to know, ask a PRO! When you think like a PRO, think Wallace Hardware.

Wallace Hardware and PRO Group, Inc. can help you compete by offering a collection of services designed to help the independent retailer succeed, no matter the size of the market. Through Wallace Hardware, PRO Hardware and Farm Mart, our dealers take advantage of more than \$3 billion in annual buying power.

Wallace Hardware's affiliation with the PRO Group, Inc. brings a full assortment of hardline products to our dealer base as well as the advantages of services of group association. Become a PRO or Farm Mart retailer today! Ask your salesperson for more details.

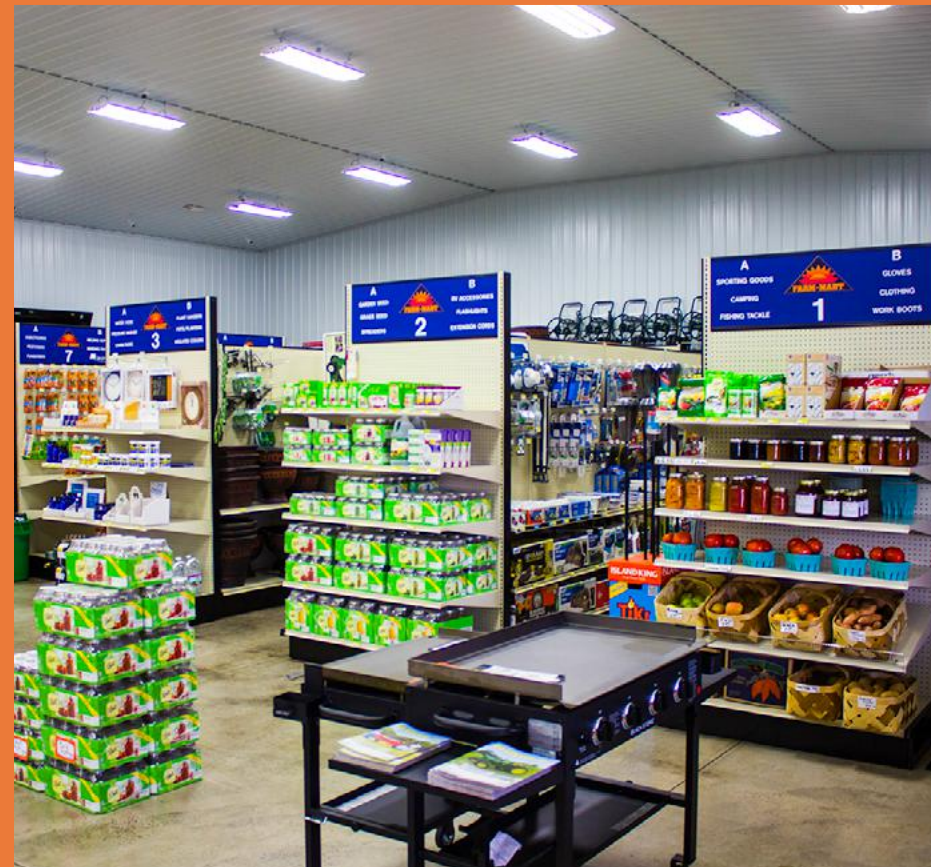
Richard Snowden,  
Senior Vice President, Marketing

## WHY BE A PRO?

Wallace Hardware participates in the PRO Hardware and FARM MART programs. They follow a similar philosophy and structure and are summarized by six key elements:

1. International Identification
2. Store Modernization
3. Inventory Management
4. Group Purchasing Power
5. Complete Advertising and Promotion
6. Value-Added Services

These programs help position Wallace Hardware dealers as a viable retailer in your individual markets and gives you the tools to compete in an ever-changing retail marketplace.



**\$3.25 BILLION**  
in combined buying power



**400+** Manufacturer Partners



Danny Wingate from Cherokee Home PRO Center, located in Cherokee North Carolina, was the winner of the 2014 Paul L. Cosgrave Memorial Award.

**ASK A PRO!**

**\$2.99** AFTER REBATE (MAIL IN REBATE \$2.00) **KleenUp RTU Weed and Grass Killer Quart**

**\$7.99** AFTER REBATE (MAIL IN REBATE \$5.00) **KleenUp RTU Weed and Grass Killer Gallon**

**BARGAIN OF THE MONTH**

**PRO Hardware Building Supply**  
The Source for America's Do-It-Yourselfer

**WHY BE A PRO!**

- National Brand Advertising
- Customizable Circulars
- National Specials and Promotions
- Store Modernization
- PRO Buyer Program
- Target Vendor Programs/Support
- Value-Added Services
- National Marketing and Support
- Local Marketing Program
- New Start Marketing Program
- Achievers Club

**1000'S** of trusted retailers

## IT PAYS TO BE A PRO

When you partner with Wallace, you also partner with PRO Hardware & FARM MART, two powerful alliances that provide:

### NATIONAL IDENTITY WITHOUT LOSING YOUR INDEPENDENCE

PRO Hardware and FARM MART provide a national network of successful independent hardware and building supply and farm supply stores. Even with a national brand presence, you can still customize programs for your LOCAL market at a price you can afford.

### GROUP PURCHASING POWER

A network of hardware, farm and lawn & garden distributors throughout North America offers \$3 billion in combined buying power.

### ADVERTISING AND MARKETING

Drive business with fully customizable circulars, points-of-sale kits, bargain of the month promotions, PRO and FARM MART websites, email specials, and digital marketing assets.

### MERCHANDISING TOOLS

Endcaps and planograms highlight promotional merchandise to help you sell more. PRO and FARM MART exterior and interior signage help customers shop your store more efficiently.

### VALUE-ADDED SERVICES

Store uniforms, credit card processing, Rental Stop program, loyalty cards, store fixtures and other services enhance your business and your customer's experience.

### RETAILER RECOGNITION

Join other elite PRO and FARM MART retailers by supporting these programs and your PRO/Farm Mart distributor to earn your way into the Achievers Club. Compete each year for the National Paul L. Cosgrave Memorial Award, recognizing the top PRO Retailers.

For more information, call us at:

**800.776.0976**

*"While most distributors have focused on private label products to enhance their profit structure, Wallace Hardware has remained committed to supporting national brands."*



2017 Advertising & Marketing Programs



## WHEN YOU NEED TO KNOW, ASK A PRO

For over 60 years, PRO Hardware has continued to provide do-it-yourselfers access to tools, building, electrical and plumbing supplies and much more for almost all of your home improvement and repair projects. Indoor, outdoor, large or small, PRO Hardware stores stock the items you need for seasonal and everyday jobs around the house.

With "Shop Local" as the focus of everything we do, all PRO Hardware stores are dedicated on serving the needs of their local communities. From big to small and everything in between, each PRO Store is tailored to ensure they have the supplies for the job, and the expertise you trust. So when you need to know, ask your local PRO!



## FARM MART, EVERYONE'S FARM STORE

FARM MART is the local source for all of your farm supply needs. From animal health, feed, seed, and pet supplies, to fencing, farm hardware, and lawn & garden tools, your local FARM MART knows what you need and when you need it.

Each of our independently owned locations has a friendly staff dedicated to serving the needs of the community and providing you with an excellent experience every time you visit. We pride ourselves on our expertise and excellent products at great prices.

## OUR MISSION

Our Mission is five-fold:

1. Above all, to be a Christian organization that projects a positive and motivating witness.
2. To produce an adequate return on net worth, after paying employees a reasonable compensation.
3. To be the dominant distributor of products and services in the area by working as partners with customers and suppliers.
4. To serve the needs of all customers with excellence. Service is our finest product!
5. To create a work environment in which employees have the opportunity for personal growth and development and are properly motivated to maximize their potential.

When you partner with Wallace, you become sheltered under these beliefs that are held so true. It is our goal to serve you as you deserve to be served, guided by a value system and moral compass that hasn't changed for over 90 years.

**We Partner with Local Hardware Stores**  
Locations to Increase Traffic & Drive Sales!

**Why Mspark?**  
We create custom solutions that pinpoint your best customers by targeting at the zip code or carrier route level.

**What is the Benefit to Your Store?**  
Increase your return on investment by using shared mail to distribute traffic building offers to the households that are most likely to shop with you.

**If That's Not Enough, It's Also Easy...**  
Market profiling, customer analysis and distribution all in one place!

No other media can provide this level of targeting expertise!

**mspark**  
ignite results

Contact me today for a FREE Market Analysis of your area.  
Shelly Swanson  
Senior Business Development Executive  
316.821.0976  
swanson@mspark.com

## ONLINE SOLUTIONS

Your world has expanded and your business now has a virtual door to which new customers can enter, 24/7. Let Wallace Hardware provide you with a glimpse of this online world and share how social media and other online platforms can level the marketing "playing field" between the small business owner and the "big box" competitors.

VISIT US ON



[www.wallacehardware.com](http://www.wallacehardware.com)