



FOR IMMEDIATE RELEASE

## **Home Hardware Stores are Destination of Choice for “Well Made Here” Products**

*Home Hardware Stores Showcase Well Made Here Program*

**ST. JACOBS, ON – March 3, 2020** – As a 100% Canadian owned and operated company, Home Hardware Stores Limited is proud to showcase the *Well Made Here* program in their stores which highlights Canadian manufactured products.

Leading this *Well Made Here* model store initiative are two Home Hardware locations: Centre de Rénovation Sainte-Marthe-sur-le-Lac in Sainte-Marthe-sur-le-Lac, Québec and Hawkesbury Lumber Supply Company in Hawkesbury, Ontario.

A major partner of Well Made Here, Home Hardware has helped bring the program to local communities across Canada. This year, our Dealer Support Centre announced its decision to test new P.O.P. displays and end cap merchandising to further support the program.

“As a Canadian company, we understand our customers appreciate the availability of Canadian-made products,” said Joel Marks, Vice-President, Merchandise Hardlines, Home Hardware Stores Limited. “When our customers come into Home Hardware locations across the country and see the *Well Made Here* logo, they know they are purchasing quality items and are supporting local entrepreneurs and manufacturers.”

Accredited products are hardware articles or building materials meeting prevalent industry standards and building code rules currently in effect, possibly licensed or certified for other accreditations and for which at least 51% of direct manufacturing costs (materials and labour work for production, assembly and packaging) were incurred in Canada.

The *Well Made Here* logo will also appear in Home Hardware print and web flyers across Canada.

### **About Home Hardware Stores Limited**

Home Hardware Stores Limited is Canada's largest Dealer-owned hardware, lumber, building materials, and furniture home improvement retailer with close to 1,050 stores under the Home Hardware, Home Building Centre, Home Hardware

Building Centre and Home Furniture banners. Founded in 1964 in rural St. Jacobs, Ontario, Home Hardware remains 100% Canadian owned and operated. Through the Home Hardware network, Dealer-Owners have extensive distribution and marketing capabilities as well as access to thousands of quality, brand name and private label products. Offering a mix of tradition and innovation, Home Hardware Stores Limited has received designation as one of Canada's Best Brands and Best Managed Companies and is committed to helping Canadians with all of their project needs. More information about the company is available at [homehardware.ca](http://homehardware.ca).

**About Well Made Here:**

[Well Made Here](#) is a not-for-profit organization under federal jurisdiction that belongs collectively to the banners and professional associations that founded it on October 31, 2018.

Its mission is to encourage the purchase of quality Canadian-made hardware and residential building materials.

Accredited products are hardware articles or building materials meeting the rules, standards and building codes in effect, possibly licensed or certified for other accreditations and for which at least 51% of direct manufacturing costs (materials and labor (work for production, assembly and packaging) were incurred in Canada.

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