

# HARDLINES Strategies

Blish·Mize

DISTRIBUTING RETAIL PROFITABILITY

FALL 2015, VOL. 15, 2

A photograph of two men in a hardware store. Both are wearing red t-shirts and red baseball caps with the word "HARTS" on them. The man on the left is sitting on a wooden pallet and smiling at the camera. The man on the right is standing next to him, looking towards the camera with a neutral expression. In the background, there are shelves stocked with various hardware items and a forklift.

## A Smooth Transition

Blish-Mize Helps Hart's Hardware Expand, Reset Store

Page 6

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MW BlishMize 40V Outdoor Ad 061515.ai/EM/GDS/#15-1651

# Hard Work Pays Off



**W**hen the last of my two kids went off to college, I knew I needed to give him some advice on how to survive the challenges that lay before him. But every thought came back to the same two words: “Work hard.” I knew there would be time for enjoyment, but if you don’t work hard, success can run away from you.

Juggling one, two, or even three stores, your children, and life itself can make “work hard” a common theme in your life. At Blish-Mize, we hope to make your life easier by working harder and smarter for you.

We have an amazing team of hard workers and are proud our achievements. We know our employees are among the best in the industry, and while we’re a company large enough to provide you with everything you need, we also take being pride in being small enough to know you by name, rather than as a number, and to be able to offer personalized customer service each and every day. We’re still family-run, and we continue to live today by the same values we’ve had for generations. No matter what our customers need, we can provide them with services, products, solutions and more.

Just ask Dan Robertson, owner of Hoch Lumber in Yuma, Colorado. When he and his staff recently reset his store, Blish-Mize was there from start to finish to help with the process. Read more about that reset on Page 12.

Blish-Mize is also large enough to secure an endless variety of product and great pricing for our customers. Our territories reach far to the North and into the West. We are in touch with our vendors, as much as our customers, to know how to get the right products to you in the right manner.

At our Fall Buying Market, we’re looking forward to rolling out our new mobile app! Blish-Mize Mobile will allow you to check inventory and place orders directly from your mobile device, making ordering quicker and easier than ever. Learn more about the app’s features on Page 26, and stop by any of the EASY booths at the market to get started.

Our Fall Buying Market also looks to be another excellent opportunity for our customers—both big and small—to capitalize on the best prices of the year and meet new vendors and see new products. We hope you also take time to reconnect with people you’ve seen in the past and have fun. Because really—what good is hard work without some fun?

If you ever have any questions or comments about your business or ours, feel free to drop me a note at jonathan@blishmize.com.

**Jonathan D. Mize**  
CEO and President

## HARDLINES Strategies

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### On the Cover:

Todd and Ted Hart of Hart’s Hardware in Moriarty, New Mexico, recently reset and expanded their store, with some help from Blish-Mize.

### Advertising Information

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# DISTRIBUTOR OPERATIONS

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<p>A family-run company for more than five generations. Blish-Mize was founded in 1871 by three brothers-in-law and has been a family-owned company ever since.</p>	<p>A group of shareholders who may not know as much about the company. Our employees are well-versed in the importance of delivering reliability and profitability to our customers.</p>
<p>Large enough to offer our customers a variety of products at great prices. We can help our customers find exactly what they're looking for, and we pride ourselves on prompt store deliveries.</p>	<p>Too small to offer a wide variety of products. We can help you find what you, and your customers, are looking for.</p>
<p>Focused on the customer—the customer is our first priority and is always right. We're here to serve you and want to do whatever it takes to make you happy.</p>	<p>Focused on money before anything else. Profitability is important, but so is customer service, dependability and large product selection.</p>



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MW BlishMize New Items Ad 061515.ai/EM/GDS/WMJ#15-1651

# A Smooth Transition

## New Mexico Retailer Moves to a New Building

**H**art's Hardware has been a fixture in Moriarty, New Mexico, since 1988. But last year, brothers Todd and Ted Hart decided the store needed a few changes.

The first was an expansion. The second was a change in distributors. And now, the business is bigger and better than ever—thanks to help from Blish-Mize.

“Blish-Mize is large enough to offer all the products and services we need for a successful business, but small enough to provide personalized service,” Todd says. “The personalized service we get with Blish-Mize is of great value to us.”

### A Big Change

When Hart's Hardware opened, it was in a 5,000-square-foot store. But as the brothers continued to add more inventory, it became more and more difficult to find space for product.

“We've needed to grow for about five or six years,” says Todd.

“We had 8,000 square feet of merchandise in a 5,000-square-foot store. We were struggling and had no room for new product, so we had to make the move,” he says.

The expansion was a big one—the store is now housed in a 22,000-square-foot building that provides plenty of space for the business's inventory.

Blish-Mize was very helpful with all parts of the expansion, Ted says.

“From putting product on the shelves to the grand opening, they were here, interacting with customers and helping us out,” he says. “It was fantastic to see.”



*Hart's Hardware has seen a few changes over the past year, including an expansion into a new building and a new distributor, with Blish-Mize now serving as its primary supplier.*



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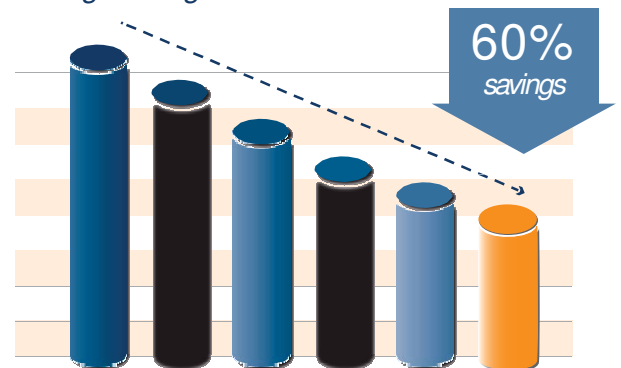
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# CUSTOMER FEATURE

Moving went smoothly, Todd says, although there were challenges—especially keeping the old store open for customers while getting the new building set up.

It meant plenty of overtime for Todd, Ted and their staff.

“It was five months of straight work, with no days off,” Todd says.

But it paid off: “We’ve since gotten about 40 percent more business than I expected.”

Ted says the process, was a busy one, but that it went well.

“Going from 5,000 square feet to 22,000 square feet is a big jump, and we’re still fine-tuning some things, but Blish-Mize worked with us step by step,” he says.

“They were by our side the entire time,” he says. “It was a very interesting learning experience, but it’s one I think, overall, we are going to benefit from in the long run.”

The extra space meant room for more departments, too, so they added new departments and brought in additional product to existing ones.

“We increased our inventory in every other department, too, adding anywhere from 5 to 30 percent more inventory,” Todd says.

That extra inventory arrived quickly, thanks to help from Blish-Mize.

“They sent us two truckloads of product when we expanded the store,” Todd says.

**“We wanted to make sure we had the right distributor to fit our needs, so we looked at three different companies to see what they could do for us. Blish-Mize offered us the best deal.”**

**— Todd Hart, partner at Hart’s Hardware**



Thanks to the expansion, the formerly 5,000-square-foot store is now a 22,000-square-foot store, allowing plenty of room for additional inventory.



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“It was a lot of merchandise, but they did it quickly and easily to help us fill the new store with inventory. They also offer a variety of niches that we can try to help us be competitive.”

## Working With Blish-Mize

It was at about the same time as the expansion that the Harts decided to switch distributors.

After nearly a decade of using Blish-Mize as a secondary supplier, they decided to make it their primary supplier. Where before they had been buying primarily from Orgill, they chose Blish-Mize because it offered the best solutions.

“We wanted to make sure we had the right distributor to fit our needs, so we looked at three different companies to see what they could do for us,” Todd says. “Blish-Mize offered us the best deal.”

The switch was also instrumental in helping with the expansion.

“Blish-Mize helped us with the new store layout,” Todd says. “I sat down with a couple of people from the sales team, and we worked on a new layout and product mix.

“They spent about four months working with us to make sure of what we wanted before we did anything,” he says.

Todd says he’s happy with the personal service, good prices and more. “My prices have gone down with Blish-Mize,” he says. “They offer specials and monthly deals that help fill endcaps. They try to keep the prices low as best as anybody can.

“There are no hidden fees,” he says. “What you pay is what you pay—there are no extra charges.”

But most of all, Todd likes the personalized service he receives from Blish-Mize.

“Our sales rep, Glen Morris and regional sales manager, Pat Perkins, are awesome,” he says. “They visit us frequently. They take good care of us and want to help us however they can.”

Ted agrees: “We know the Blish-Mize staff by name; we’re all on a first-name basis. They visit us regularly and are very active in our store. It’s great to see how personable they are.”



*Blish-Mize offers the Hart brothers personalized service and has helped them keep their prices down. “They offer specials and monthly deals that help fill endcaps,” says Todd Hart.*



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# Bigger and Better

## Blish-Mize Helps Colorado Retailer Expand Store

**I**n the late 1970s, shortly after getting out of the military, Dan Robertson decided to try his hand at something new—helping out with a lumberyard his dad and uncle had recently purchased.

“I had gotten out of the military and gotten tired of cowboying, so I got into the lumber business,” he says. “I’ve been here about 35 years now.”

Of course, many things at Hoch Lumber in Yuma, Colorado, have changed over that time. Two of those changes were a recent addition to the building and a store reset, which Robertson completed last year with some help from Blish-Mize.

### Making Some Changes

The first step was to add a 17-by-64-foot addition to the store’s showroom. “We wanted some more space for displays, especially for things like shower doors, floor tile and wall tile,” Robertson says. “It’s helped tremendously. We knew it was time to update, and the addition has made our store look more professional.”

The next step was the store’s reset, which included getting rid of the old shelving and installing new shelving, adding carpet to the front of the store, remerchandising some areas and more.

“We had a few products that went together but were scattered all over the store,” Robertson says, “so we put everything together. It’s more organized and easier to find things now.”



*With help from Blish-Mize, Dan Robertson added a 17-by-64-foot addition to his store’s showroom and reset the store.*

Customers have noticed, too—Robertson says they now spend more time in the store.

“We wanted to make it look nice and inviting for people to come in and shop,” he says. “We now have more shoppers staying and looking around. Yuma is only about 3,500 people, but we’ve really seen a jump in sales.”

He says Blish-Mize staff were helpful throughout the project. “They came in with a plan on how to set up the shelves and where they should go, and they put together displays for certain areas that tied everything together. They were tremendous. And our sales rep, Paul Finney, is great.”



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**—Dan Robertson, owner of Hoch Lumber**

### Working With Blish-Mize

Of course, it wasn't the first time Robertson had collaborated with Blish-Mize. He's been a customer for about 20 years and appreciates the support it provides his local business.

“We're a 5,000-square-foot store,” he says. “Our strongest competition is a big-box about 60 miles away. I stress to my guys that we have customer service 10 times over what that store has.”

And Blish-Mize helps him stay competitive. “They're always running good deals, whether it be in tools or hardware or closeout specials. They have good availability of products and quick delivery, and they provide you with help any time you need it—all it takes is a quick phone call.”

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# A Great Partnership

## Blish-Mize Helps Paint Retailer Compete

**W**ith a chain paint store next door and a big-box store just down the street, the staff at The Paint Bucket has their work cut out for them. But thanks to superior customer service and support from supplier Blish-Mize, the business, which has two locations in Colorado, is thriving.

Their secret? Providing their customers the same type of excellent service they get from their supplier.

“The way Blish-Mize treats us is the way we treat our customers,” says owner Glenn Wible. “That customer service is what we really focus on, and what they focus on, too. They’re very attentive to our needs.”

### Competing With Nearby Stores

With a name like The Paint Bucket, it’s no surprise that the store’s strongest department is paint. But one location also sells flooring, and the other, stucco.

Having just a few categories and so much competition nearby could present some challenges for the store, but Blish-Mize, which has been the business’s main paint sundries supplier for the last dozen years or more, makes it easy for Wible to get what he needs, when he needs it.

“Blish-Mize is great—they provide almost everything we sell across the sundries lines,” Wible says.



*Blish-Mize has been the main paint sundries supplier for The Paint Bucket for more than a decade. Owner Glenn Wible says he appreciates the information and competitive pricing Blish-Mize provides.*

“They’re very good about getting things to us in a timely fashion, and they offer good order minimums,” he says.

“They make it very easy to just focus on the paint end of things.

“We also have an excellent sales rep, Denver Randol, who’s very helpful and attentive,” he says.

Of course, good prices also help the store compete.

And Blish-Mize helps provide those good prices, whether it be through offering good dating for large orders, or making it easy for Wible to place an order of any size, large or small, for the product he needs.



“For example, we can buy all our stains in the spring and get discounts and price dating that helps us compete,” he says. “There’s a real ease to working with Blish-Mize.

“You don’t have to jump through hoops, and you don’t have to have larger minimums to place an order,” he says.

### Working With Blish-Mize

Besides helping him compete, Blish-Mize helps Wible stay up-to-date on the latest category trends. He gets much of the information he needs at the Blish-Mize buying markets, where he has time to meet with staff and learn more about what products he may want to sell in his store.

“Blish-Mize has competitive pricing and is very up-to-date with what’s going on in the marketplace, which helps us stay up-to-date,” he says. “They give us lots of information at the buying markets, and they’re always able to offer us feedback on how much we’ve sold and how much we can buy to get discounts.

“The markets offer good pricing and the chance to interact with others in the field and see what’s new,” he says. “The biggest thing is getting to see what people are selling.”

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# Come Celebrate Savings at our Grand Ole Market

Get Ready for the Blish-Mize Fall Buying Market, Sept. 18-19

If you're ready to find good deals, learn about new products, network with Blish-Mize staff and retailers, make sure your plans are set to attend the Blish-Mize Fall Buying Market. You might even win a trip to the Grand Ole Opry!

The market will be held Sept. 18-19, 2015, at the Overland Park Convention Center in Overland Park, Kansas. Come prepared to celebrate savings at the Grand Ole Market!

"This fall market is shaping up to be one of the most exciting customer experiences yet!" says Blish Connor, Blish-Mize communications director. "We have great values, amazing entertainment and, of course, fantastic BBQ and fun. Our markets never disappoint!

"The excitement level with the amount of money we are giving away, the savings we are providing and the atmosphere our customers create is like no other market around," she says.

The market is the place to be as vendors show off new products and you find discounts on some of the products you sell every day. And take some time to talk with other Blish-Mize retailers like you—find out how business is going for them and take some time to talk about new opportunities or brainstorm solutions to any issues.

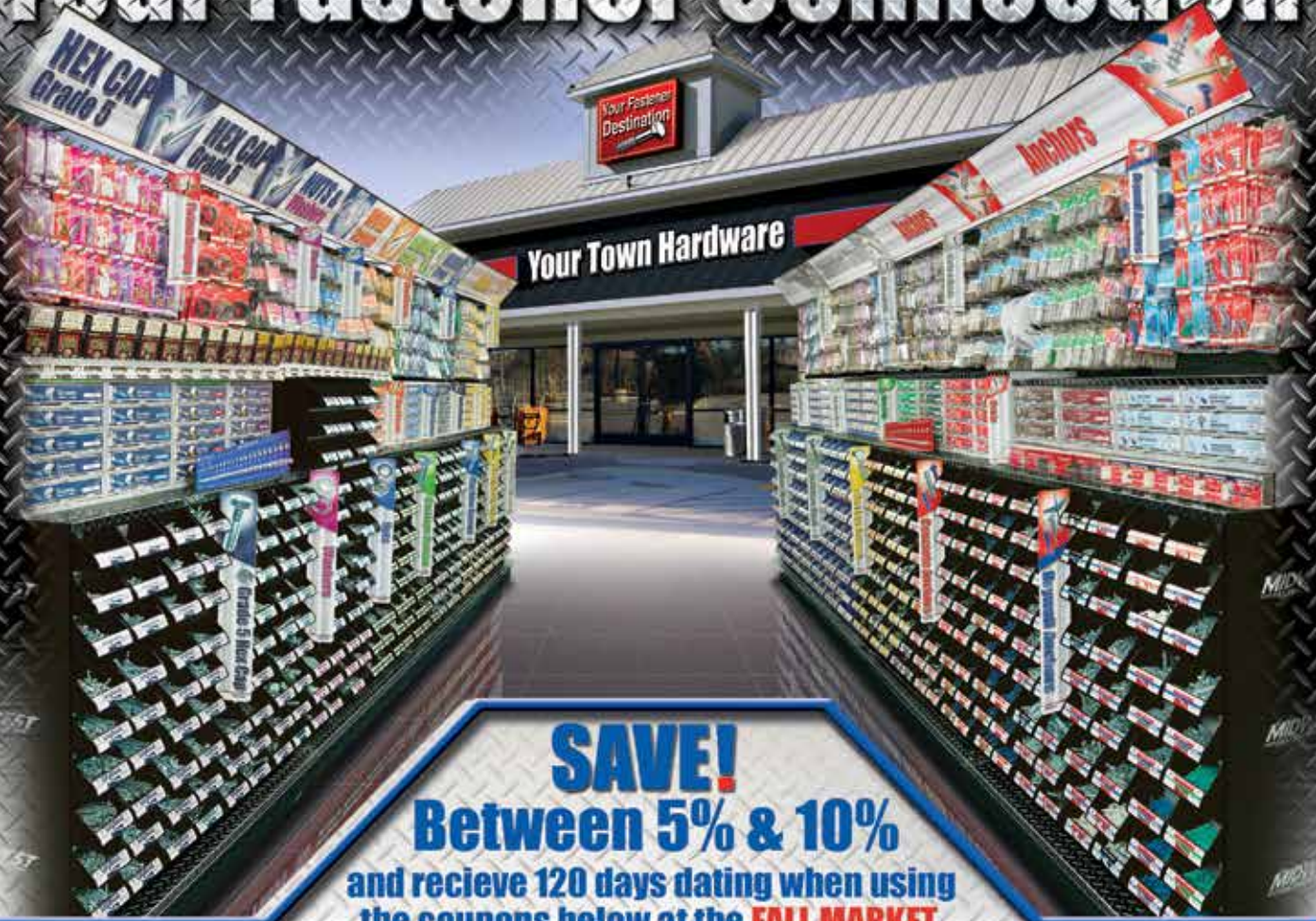
Need something from a Blish-Mize staff member? The Fall Market offers a chance to talk with staff members about any aspects of your business.



*The Blish-Mize Fall Buying Market will be held Sept. 18-19, 2015, at the Overland Park Convention Center in Overland Park, Kansas.*



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# MARKET PREVIEW

At the market, there will also be giveaways for more than \$15,000 in cash and prizes, including a trip to the Grand Ole Opry, which will include a Southwest voucher, two tickets to the show and a stay at the Sheraton Music City Hotel.

Four different drawings (two on Friday and two on Saturday) will be held for cash coupons giveaways of \$3,000 each. To enter, simply place orders with the Cash Coupons in your Market Book.

After a busy day on the showfloor, it's time to relax and have a little fun. After the market floor closes at 5:30 p.m. on Friday, enjoy a barbecue dinner from Jack Stack BBQ, as well as entertainment from Cline's Opry, Music & Comedy Show.

## Assortment Central

As always, Assortment Central will offer some popular assortments in core categories,

*Continued on Page 22*



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## Blish-Mize Fall 2015 Market Schedule of Events:

### Friday, Sept. 18, 2015

- 8 a.m.** ..... Market Opens
- 9 a.m.** ..... NRHA Seminar, Leveraging Your Power as an Independent
- High Noon** . . . . . Pickin' For Profit, Lunch Buying Event & \$3,000 in Cash Giveaways!
- 2 p.m.** ..... Are My Retails Right? Let us help you solve the pricing puzzle!
- 5:30 p.m.** . . . . . Jack Stack BBQ Dinner & Cline's Opry, Music & Comedy Show & \$3,000 Cash Coupons Giveaways

All \$3,000 Giveaways are awarded in (20) \$150 prizes.

### Saturday, Sept. 19, 2015

- 7:30 a.m.** ..... Continental Breakfast & Grand Ole Opry Trip Giveaway, Buying Event & \$3,000 in Cash Giveaways!
- 8 a.m.** ..... Market Opens
- 9 a.m.** ..... Are My Retails Right? Let us help you solve the pricing puzzle!
- 10 a.m.** ..... NRHA Seminar, Leveraging Your Power as an Independent
- 11:30-12:30 p.m.** . . . . . Pickin' For Profit Brunch Buying Event & \$3,000 in Cash Giveaways
- 2:45 p.m.** ..... \$3,000 Cash Coupons Giveaways

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# **I63055678**

# **ABTT3624**

# **I627278**

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True Temper 6 cu ft Steel Wheelbarrow Display  
**\$595<sup>52</sup> /display**

# **I950278**  
Real Tools for Kids Display  
**\$265<sup>05</sup> /display**

# **I6302178**  
Razor-Back Display  
**\$468<sup>25</sup> /display**

# **I63055678**  
True Temper 22" Steel Leaf Rake Display  
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# **ABTT3624**  
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**\$263<sup>64</sup> /display**

# **I627278**  
True Temper Mountain Mover Poly Combo Snow Shovel Display  
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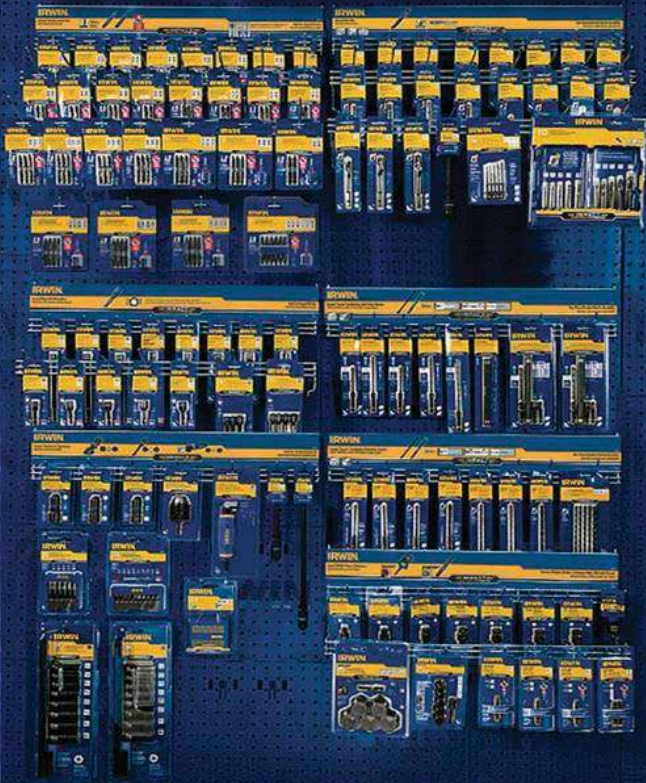
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 PLIERS MERCHANDISER 1922891**

**IRWIN WISE-GRIP® Cutting Pliers**

IRWIN #	Product Description	Qty.
1902411	6" HIGH LEV Diagonal Cutting Pliers	1
1902412	7" MAX LEV Diagonal Cutting Pliers W/ PS	1
1902413	8" MAX LEV Diagonal Cutting Pliers W/ PS	1
1902414	8" HIGH LEV Lineman's Pliers	1
1902415	9.5" HIGH LEV Lineman's Pliers W/ FT	1
1902416	9.5" HIGH LEV Lineman's Pliers W/ FT; WC	1
1902417	6" STANDARD Long Nose Pliers	1
1902418	8" STANDARD Long Nose Pliers	1
1902419	8" ERGOMULTI Long Nose Pliers W/ WS; WC	1
1902420	6 3/4" Bent Nose Pliers	1
1902421	8" MAX LEV End Cutting Pliers W/ PS	1
1902422	Performance Lanyard W/ Clip	1



**WISE-GRIP® 4-PC PERFORMANCE  
 PLIERS MERCHANDISER 1922892**

**IRWIN WISE-GRIP® Cutting Pliers**

IRWIN #	Product Description	Qty.
1902412	7" MAX LEV Diagonal Cutting Pliers W/ PS	1
1902413	8" MAX LEV Diagonal Cutting Pliers W/ PS	1
1902419	8" ERGOMULTI Long Nose Pliers W/ WS; WC	1
1902422	Performance Lanyard W/ Clip	1

**IRWIN IMPACT 4' POG  
 230-PC MERCHANDISER 1910001**

IRWIN #	Product Description	Qty.
1906748	Impact Adapters & Extensions 14-Piece Merchandisers	1
1906750	Impact BOLT-GRIP & SCREW-GRIP Extractor 25-Piece Merchandiser	1
1906792	Impact Masonry TAPCON Drill Bit 16-Piece Merchandiser	1
1906794	Impact TURBOMAX Metal Drill Bit 43-Piece Merchandiser	1
1906747	Impact Masonry Drill Bit 16-Piece Merchandiser	1
1906799	Impact 2-3/8" Dbl End Fastener Drive Bit 46-Piece Merchandiser	1
1907922	Impact Nutsetter 28-Piece Merchandiser	1
<b>Open-Stock Promotional Set</b>		
1903520	Impact Double End 5-Piece Mix PH W MAG	5
1903521	Impact Double End 5-Piece Mix SQ W MAG	5
1903522	Impact Double End 5-Piece Mix TORX W MAG	5
1903525	Impact Double End 8-Piece Mix PH SQ TX SL W MAG	5
1882413	Impact Socket 8-Piece Metric 3/8 Drive Rail Set	1
1877481	Impact Socket 8-Piece SAE 3/8 Drive Rail Set	1
1866985	Impact Drawer Set 31-Piece	6
1866976	Impact Mixed Set 5-Piece	6
1866983	Impact Mixed Set 10-Piece	6

**VISIT IRWIN BOOTH #105**



*Continued from Page 18*

giving you some ideas on hot buys for your customers as well as merchandising suggestions for these assortments.

This area of the market is where you'll find a selection of assortments for up to 50 percent off. It's a great way for retailers to update their core categories or try something new at a low risk.

Find Assortment Central, which will include more than 200 feet of assortments, at the entrance to the market showfloor.

## Seminars

Join Dan Tratensek, vice president of publishing for NRHA and *Hardware Retailing* magazine, at 9 a.m. on Friday, Sept. 18,

and 10 a.m. on Saturday, Sept. 19, for his presentation, "Leveraging Your Power as an Independent Retailer."

Tratensek will share new data from a study that shows the great financial impact local independent home improvement retailers have on their communities and how retailers can use these findings to drive business, improve their image and connect with customers.

## SmartBook

Make sure you have your SmartBook ready for the market! The SmartBook is customized for your store and includes out-of-warehouse purchases from the last 12 months and ordering amounts over the next three and six months to help you better plan your purchases. It also includes "Market Coupon Items" from participating vendors.

**The Fall Buying Market will be a great time to see how Blish-Mize is helping you strengthen categories across the store, including recent changes to the plumbing category.**



*Larsen is the new warehouse vendor for plumbing repair parts. Many Blish-Mize customers have already begun stocking this vendor so they can get the best combination of quality, pricing and product selection.*



Your personalized SmartBook will be sent to you two weeks after you register for the market. View it online or print it out ahead of time so you can plan your purchases in advance.

### New Plumbing Vendor

The Fall Buying Market will be a great time to see how Blish-Mize is helping you strengthen categories across the store, including recent changes to the plumbing category. Blish-Mize recently sat down with four of the largest vendors in plumbing repair parts and asked who could provide you the best value. Larsen stepped up with the best combination of quality, pricing and product selection. The market will offer opportunities to review your category ahead of the winter season.

“Our sales representatives have been busy helping many of you convert your plumbing lines from our previous vendor to Larsen,” says Wayne Lueckenhoff, Blish-Mize vice president of purchasing. “If you have not yet made the switch to Larsen and would like to see what this vendor has to offer, talk with your sales representative, and then stop by this vendor’s booth at the market to see the entire lineup.”



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Booth #335

Makes your house  
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## INTRODUCING DECORATIVE INTERIOR SLIDING DOOR HARDWARE



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# Light and Bright

## Retailers Share Why They're Happy with Titan LED Installs



### **A&H Building Supply** *Humphrey, Nebraska*

"There are several reasons we installed Titan LED lighting in our store: it's better, more energy-efficient lighting; there are tax credits, as well as credits from the local power company; and the bulbs are supposed to last more than 20 years," says Tim Hassenstab, owner. "We installed the lighting throughout our whole complex, including the hardware store, lumberyard, yard lights and exterior signs. I really feel the exterior signs, especially, will save a lot of energy. Our store is brighter now. Our customers notice, too. We had our own employees do the install, which was very simple and didn't take long at all."



### **Timberline ACE Hardware of Norwood** *Norwood, Colorado*

"We were moving into a new space that was underlit by 8-foot T12 bulbs," says owner Tom Mortell, Jr., "and we knew we wanted to upgrade the lighting because it was an old building that was built in the 1800s. We trusted the staff at Blish-Mize and went with Titan LED, and we're so glad we did. We have some rebates in our state for converting to LED lighting, so we're looking forward to getting some of that money back. I think for us, it was the right time to make a good investment like this one."



### **Mill's Hardware** *Arnold, Nebraska*

"We had installed T8 ballasts in the store several years ago, and it was about time to replace them, so we were looking at some different LED options," says manager Andrew Tickle. "We really liked what Titan LED had to offer and decided to install its bulbs in our store. We love them. The light is bright and crisp and shows off product better. It's especially helpful in the paint department. The old fluorescent bulbs sometimes threw off colors of paint chips, but with LED lighting, we no longer have that problem. It's easier for customers to choose a color, because the light helps them see the colors more accurately. The installation was extremely easy, too."





### **Quinter Building Material Company** *Quinter, Kansas*

"The cost analysis from Blish-Mize said we would save about \$70 per month on our electric bill if we installed LED lighting, and that's what happened," says owner Allan Dinkel. "I noticed that savings on my very first electric bill after the installation. We did the install in-house, with one of our employees who used to work as an electrician doing the work. We're very happy with it—it's much lighter and brighter in the store now. We especially like how the lamps are directional and can be focused on whatever you'd like. We haven't mentioned it to customers, but they notice the difference."



### **Economy Lumber** *Warrensburg, Missouri*

"When I paid my April bill, I saw that it was half the amount of my April bill last year," says Bryn Myers, president. "Our LED lights give off plenty of light, but they're so much cooler. Usually, we would have had the air conditioning running for quite a while this year, but we've only turned it on a few times, so we're saving on energy there as well. The savings, plus the rebate from our power company, have really made it worth adding Titan LED lighting to our store."



### **Miller Supply** *Booker, Texas*

"After we saw the LED bulbs at the Blish-Mize market and our sales rep told us about the program, we decided to try it," says Anita Miller. "The store is much brighter now. It also slashed our utility bill in half. We have one customer who was switching to LEDs in his own business, but changing out the whole fixture. When he saw what we were doing with our lights, he bought the Titan bulbs from us and is very happy because they are saving him time and money."

# Making Hardware EASY4U

## Meet Blish-Mize Mobile



**Want to check inventory in the Blish-Mize warehouse or place your orders at any time, anywhere?** Blish-Mize is excited to introduce a new way to make all of this easier for you!

At the Fall Market, you'll get a chance to see Blish-Mize Mobile. This tool will allow you to use your mobile device as an inventory and ordering device.

Once this tool is loaded onto your mobile device, you will be able to use it to scan a product UPC code or bin label to see if that item is in the

Blish-Mize inventory. This enhancement is available ONLY on Blish-Mize Mobile, available from your APP store. You will not be able to use it simply by accessing blishmize.com on a mobile device.

Blish-Mize Mobile will include the following features, ALL IN THE PALMS OF YOUR HANDS!

- **Full inventory availability, in real time.** Take a look to see how much of a particular SKU is in stock, and then order the quantity you need.
- **Full product image.** Many products are shown in full-color, making it easy for you to see just what each item looks like and to view item details.
- **Current product pricing.** See your current price for all items selected. You can also see if any items are available at promotional pricing.

- **Your custom retail price.** See your custom retail price for any item that we offer.
- **New items instantly.** When we add new items to the warehouse, they'll show up right away, giving you the most up-to-date list of products available.
- **Quantity buy savings.** Find out how you can save with your order, for large quantity and pallet buys.
- **Complete ordering functions.** The app offers everything you need to quickly and easily place an order.
- **Search and sort.** This functions the same as it does on blishmize.com. There are many options available.

If you have any questions or just want help getting started, more information will be available at the Fall Market.





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# Blish-Mize, PrimeSource Form New Partnership

New Products Now Available to Blish-Mize Retailers

**T**he next time you have a need for building material products, consider checking with Blish-Mize and PrimeSource, as you now have availability to purchase additional items in this category.

Blish-Mize now has a partnership with PrimeSource, one of the largest fastener and building materials distributors in North America. The partnership was finalized this past spring.

“PrimeSource brings a lot to the table in the building products arena that Blish-Mize has never had access to before,” says Wayne Lueckenhoff, vice president of purchasing.

Some of those include roofing products, concrete and masonry products, gypsum board, Grip-Rite tools and fasteners, and additional brands of fasteners, insulation and metal products.

Products are available on a drop-ship basis, with select products available from the Blish-Mize distribution center. “Right now, we’re stocking USP building connectors and Grip-Rite collated fasteners, including roofing and framing nails,” Lueckenhoff says. “We’ll be adding more products down the road. The partnership is bringing availability of additional building products that we didn’t previously have access to. It’s a good opportunity for Blish-Mize retailers, and for PrimeSource as well.”



The new partnership with PrimeSource means Blish-Mize retailers will be able to access a variety of new building material and fasteners products.

**“We’re trying to expand intelligently and hand-pick items that will benefit Blish-Mize and its retailers.”**

**—Mike Mazurk, major accounts executive with PrimeSource**

“We had some Blish-Mize retailers who were already PrimeSource customers—they were some of the most eager to learn more about how the partnership worked,” says Mike Mazurk, major accounts executive with PrimeSource. “Blish-Mize and PrimeSource reach out to a variety of different customer bases, and Blish-Mize offers a vastly different array of products than PrimeSource does—that’s why this partnership makes sense.”

It will be convenient for retailers to place orders, too—PrimeSource is a zero adder and no processing fee vendor,

so the customer can easily pay through Blish-Mize, with only one check each month, instead of two.

Another advantage is that PrimeSource has shipping locations throughout Blish-Mize’s business area, offering good coverage for Blish-Mize retailers.

So far, the partnership has been a success.

“It’s been going great,” Mazurk says. “We’ve been constantly exploring new products and a growing breadth of products Blish-Mize carries in their warehouse. We’re trying to expand intelligently and hand-pick items that will benefit Blish-Mize and its retailers.”





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# New Process Keeping Error Rates Down

## Quality Control Auditor Improves Order Accuracy

**E**mployees at the Blish-Mize distribution center are always working to improve their order accuracy. “We want to be 100-percent accurate, and we are getting close,” says Greg Lutz, executive vice president of operations.

Hiring a quality control auditor about a year and a half ago has helped to continue to bring that number as close to perfect as possible.

“The quality control auditor randomly checks a percentage of all of our orders,” Lutz says.

“With this method, we can catch any problems and address the issues quickly,” he says. “We also find it to be a good motivational tool. We also know that keeping costs low is directly tied to our accuracy.”

Lutz says employees are reminded frequently that customer service is Blish-Mize’s No. 1 priority. When mistakes are made and an order comes back to the distribution center, the picker who made the mistake is involved in the process of checking to see how the error happened.

“We check these errors on the back side just to be thorough and figure out what happened so we can avoid it happening again in the future,” Lutz says.

So far, he says, the auditor’s work has been helpful.



*Random checks of orders by a quality control auditor has helped Blish-Mize increase both its order accuracy and efficiency.*

“We were accurate before, but now we are seeing improvements in both efficiency and accuracy,” he says. “Our number of shortages has dropped significantly, and we’re seeing some great results.”

Lutz says the new process has been good, and he hopes the success continues

and allows the team to continue to get closer to that 100-percent accuracy rate.

“This new process has exceeded our expectations, and we’re optimistic about the results,” he says. “We always know there is room for improvement, and we are constantly driving in that direction.”



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**BOOTH #924**

## Interested in a New Website?

Since many of your customers will research on the web to find products or services before they shop, you need a responsive site so you will show up in their search results.

According to Emarketer, an independent market research company that provides insights and trends related to digital marketing, local mobile device searches are projected to exceed desktop searches by nearly 2 billion for the first time in 2015.

Having a responsive-design (mobile-friendly) website is now more important than ever.

In April, Google started using its new algorithm to identify websites that are mobile-friendly. If your website is mobile-friendly, it will rank higher in the mobile search results.

Blish-Mize has an easy and affordable solution to help you create your own mobile friendly website, whether you are just starting out or want to update your current site. Here are some highlights:

- It's fully customizable and allows you to highlight your featured departments and products.
- Customers can link directly to your Blish-Mize catalog site to order items for in-store pickup.
- It's mobile-friendly.
- It's optimized for search engine optimization (SEO) and helps you get your site in front on Google, Bing, Yahoo! and other searches.
- It allows you to post your circular and flyer promotions.
- It offers easy social media integration.
- An optional email module allows your customers to reach out to you directly and gives you the opportunity to build up your customer database.
- It's easy to update—we will show you how!

Your site will be fully customized to your store's personality, your input on graphics and content will drive the process, and we will do the work! The initial setup is \$200, which includes the purchase of your domain name. The annual fee after that is only \$100.

Call your sales representative or stop by the Blish-Mize Retail Services booth at the Fall Market to learn more about how to expand your mobile web presence!

## Mize Recognized as a 'Kansan You Should Know'

Blish-Mize CEO and President Jonathan Mize was recently recognized as one of "50 Kansans You Should Know" by Ingram's, a Kansas City business publication.

Mize and other honorees include business leaders, farmers and more across the state.

"[Blish-Mize has] been around for so many years because we are honest, fair and take care of our customers unlike any other distributor," Mize says in the article. "Having my family directly involved in the business over these many years has helped prolong our success."

## Blish-Mize Retailer to Attend NRHA Program

Jeff Goebel of Star Lumber in Wichita, Kansas, will be attending the North American Retail Hardware Association's (NRHA) fall session of the Retail Management Certification Program.

The Retail Management Certification Program, which is put on by NRHA and Butler University, is designed to provide business owners with a comprehensive, six-month, college-level educational program to develop the leadership and management capabilities of high-potential employees. The program is designed especially for independent hardware stores, home centers and lumberyards and includes three visits to NRHA headquarters and Butler University in Indianapolis, with different assignments

to be completed between visits. Each student completes a Business Improvement Project during the program that can be implemented in his or her store.

"This course is a great tool for Star Lumber to offer an up-and-coming member of their organization an opportunity for industry-specific educational advancement," says Clay Uhrmacher, vice president of sales with Blish-Mize. "The NRHA program is ideal for a individual like Jeff to escalate his skill levels in critical aspects of the business. Blish-Mize is happy to support Star Lumber with this opportunity."

## Ervin Takes Office as Board President

Paula Ervin, president and owner of Randall Lumber in Taos, New Mexico, has been on the board of the Mountain States Lumber and Building Materials Dealers for several years and was recently elected to take office as the organization's president. She will take on that two-year position beginning in October.

"Randall Lumber has been with Blish-Mize for many years, and we're happy to have such a strong partnership with the company," says Chuck Short, director of marketing. "The business has been in Taos since 1921 and the same family has owned and run it for three generations. It's a great business with an experienced and mature staff that helps with anything you need. They're really focused on taking care of their customers."



Jeff Goebel of Star Lumber will be attending the fall session of NRHA's Retail Management Certification Program.



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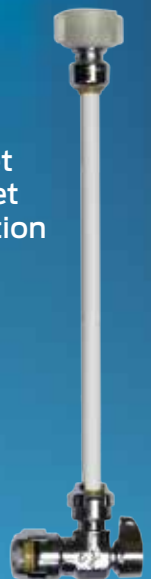
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## How Do You Go to Market?

The Blish-Mize buying markets offer busy weekends with plenty of photo opportunities. We'd like to ask you to submit those photos for publication in an upcoming issue of *Strategies*.

Please submit photos, along with your name and the name of your store, by emailing them to Blish Connor, communications director, at [blish.connor@blishmize.com](mailto:blish.connor@blishmize.com). We look forward to hearing from you!

*Sisters Peggy Knotts, Diane Durfee and Nancy Pfannenstiel attended the Spring Market in March. Pfannenstiel is the manager of Ness City Farm & Feed in Ness City, Kansas. "My sisters don't work at the store, but about four years ago, we started the tradition of them coming with me to the market," Pfannenstiel says. "We make a sisters' weekend out of it, and we all enjoy it." Pfannenstiel and her sisters were ready for March Madness at the Spring Market. "Diane is a Kansas State fan, and Peggy and I are Kansas fans. Since Kansas State didn't make the tournament, Diane wore a Wichita State shirt."*



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## Blue Dolphin

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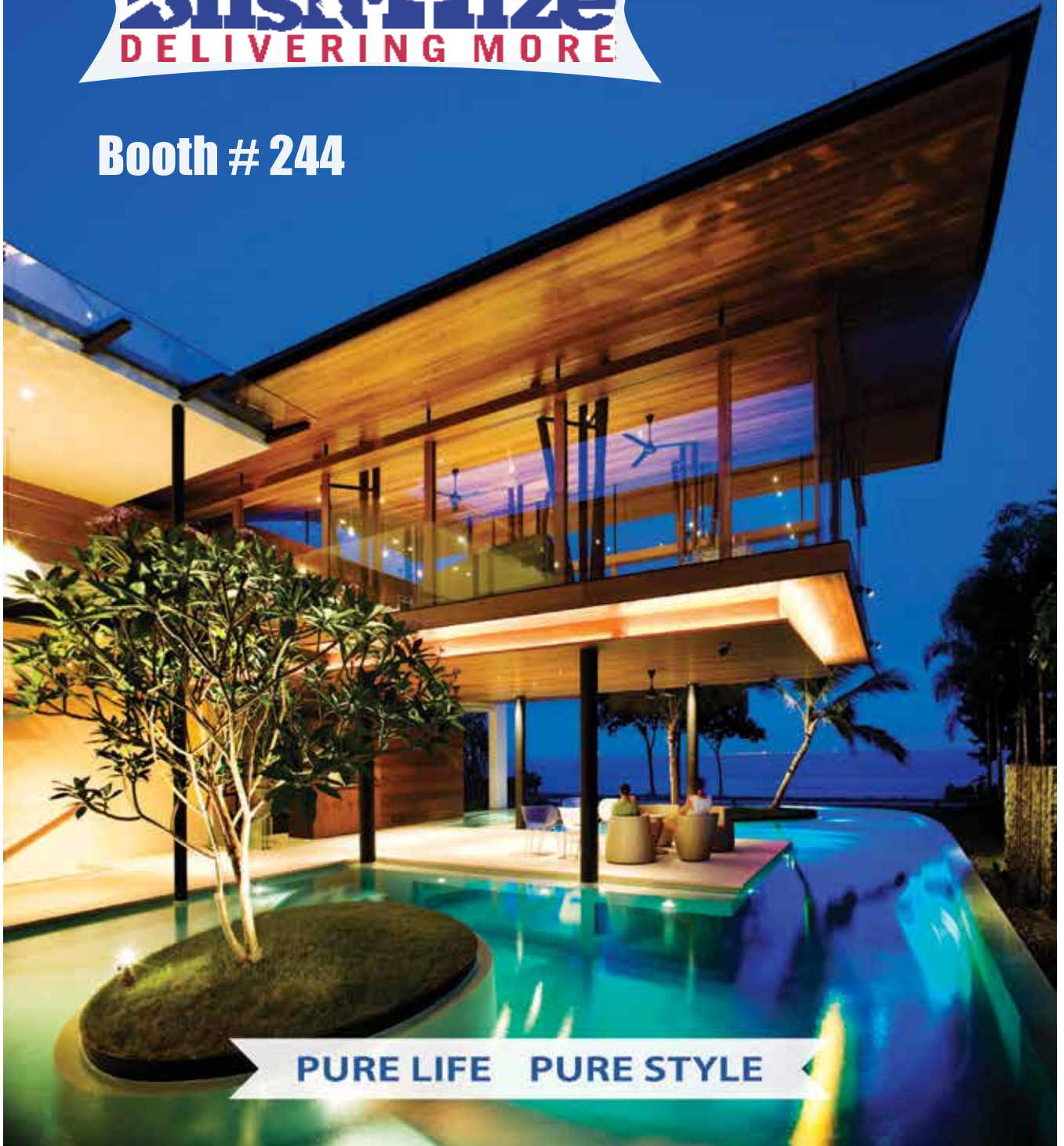
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