

Mark your calendar NOW!

100th Anniversary



National Convention

NATIONAL RETAIL HARDWARE ASSOCIATION

Deerhurst Resort—Ontario, Canada
JULY 23-25, 2000

Bring your family to this beautiful and newly-renovated 800-acre resort north of Toronto, Canada for this special 100th birthday celebration. Hardware businesses are family affairs and so is this convention. The 2000 convention will focus on business and family fun, and will include:

- A full program of operational and management seminars designed to keep you competitive and profitable.
- Lots of time to visit with fellow independent retailers who share your challenges.
- Plenty of family time to spend enjoying all the amenities of this sprawling resort, as well as the surrounding area.



DON'T MISS THIS ONE!

To register, call Diane Allen at NRHA, (800) 772-4424 ext. 224.
 CIRCLE 134 ON PRODUCT INFORMATION CARD

WIN A NEW VW Beetle!

A lucky registered retailer attending the 2000 convention will win a new VW Beetle to be given away at the convention. You must register and attend to win.



Beetle provided courtesy of H.D. Hudson Mfg. Co.



For store branding to work, it essentially has to be the DNA of a company. It has to be the genetic code that drives every aspect of an organization's business. Unfortunately, too many people confuse a strong retail brand with a company's artsy logo or catchy slogan.

Marketers often forget that a consumer's brand image of a store is based on his or her total experience with a retailer and the store's total effort. In essence, there has to be both substance

and style. When customers see a retail brand advertised, they really do not begin to accept that image until they experience those attributes in the store.

In addition, the first and most important aspect of creating your own brand identity is to differentiate your store from the competition. And that may be the biggest challenge facing every hardware retailer in the country.

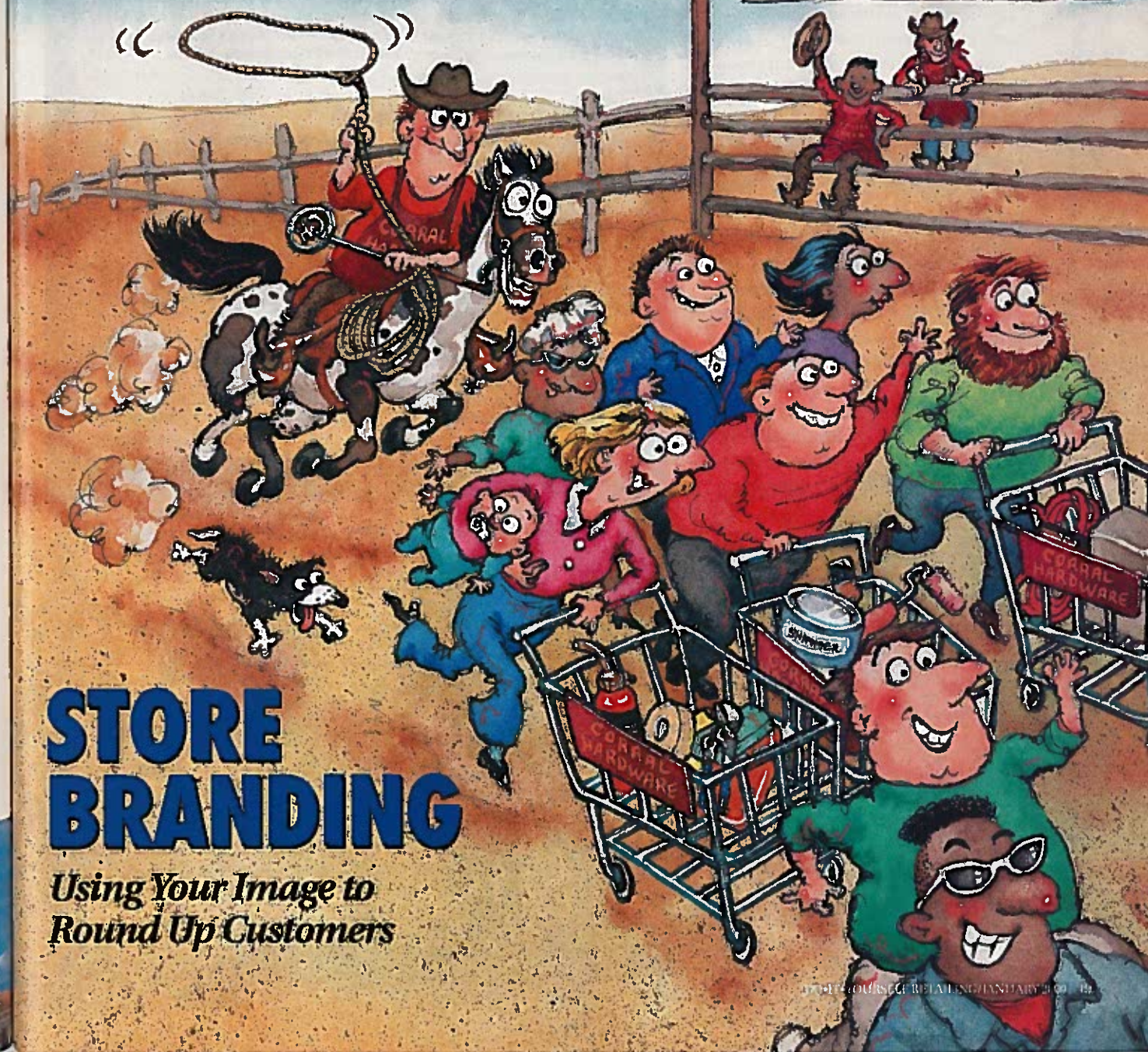
It may even be the area where the industry's major wholesale cooperatives wage their next competitive

battle. Each of these wholesalers is now looking for ways to distinguish its members' stores from its competitors.

Don Foye, TruServ president and ceo, says, "With the onslaught of marketing initiatives by all varieties of retailers competing for consumer attention, well-known brands are paramount to success."

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BY WALTER E. JOHNSON



STORE BRANDING

Using Your Image to Round Up Customers