



# WHAT YOUR BUSINESS NEEDS

With retail-focused programs and customer service solutions,  
Orgill is the only distributor you need.

# Orgill Understands Customer Focus

**When you work with Orgill, you are the customer.  
Count on Orgill to deliver the services you need to succeed.**

“I’ve been in this industry a long time, and Orgill is, by far, the most professional and responsive distributor I’ve ever worked with.”

**Marc Canizzaro**  
Mead Clark Lumber Co.  
Santa Rosa, California

Every new program, product offering and business decision is made with the customer in mind. As a privately held company, Orgill’s mission is to help you find success in your retail operation.



## **Orgill Wants to Earn Your Business**

Retailers purchasing from Orgill are customers—not members or stockholders. The company embraces the fact that it must earn their customers’ business every day, and they wouldn’t want it any other way.

Orgill’s consistent and reliable service has already won the loyalty and business of a rapidly growing number of hardlines and lumber-oriented retailers. In fact, Orgill has annual sales of more than \$2 billion.

It is one of the largest hardlines distributors in North America and has been the world’s fastest-growing independently owned distributor for over two decades.

Unlike a co-op, which ties you to its business with risky stock purchase requirements, Orgill does not ask you to make an investment in the company. It is a risk-free relationship. Instead, you can invest that money in your own business.

Since Orgill was founded in 1847, the focus has always been on providing customers the tools they need to be successful. Every new program, product offering and business decision is made with your best interests in mind.

As a privately held company, Orgill has the flexibility to do what is right for you, the retail customer, without having to put it to a vote or await committee approval.

## The Distribution Network on Your Side

Orgill is headquartered in Memphis, Tennessee, and operates seven distribution centers in the following locations:

- Tifton, Georgia
- Hurricane, Utah
- Inwood, West Virginia
- Kilgore, Texas
- Post Falls, Idaho
- Sikeston, Missouri
- London, Ontario

With this wide network, Orgill can efficiently deliver products throughout North America and around the world. It also has a complete international service department with three export consolidation facilities to meet the needs of its customers in more than 60 countries.

## Orgill Has What You Need

Orgill's largest business segment consists of independent hardware and lumber retailers, but it also serves as the leading supplier to many non big-box chains. Its customers come in many shapes and sizes, making Orgill well-equipped to serve as your primary supplier, whatever the size of your operation.

## A Supportive Partner

Orgill strives to provide you with everything you need to be successful in your business. One of the most valuable assets Orgill can offer you and your business is a sales professional.

These professionals have years of experience in helping retailers like you grow and improve their businesses. They can provide you with the services you're looking for, when you want them. From helping you place an order to offering suggestions on how to update assortments in an underperforming category, Orgill's professional experts are on call for you.

Their goal is to help you build your business as well as your product offerings. The sales representatives will meet you in your business to not only talk about the products and services Orgill has to offer, but also to provide you with an outside perspective on your operation. These sales representatives visit customers on a regular basis.

"Orgill doesn't just understand what we need from them, they understand what our customers need from us, and they help us meet those needs."

**Jim Gudenkauf**  
Sterling Lumber  
Westminster, Colorado

## Above and Beyond Your Expectations

Orgill always strives to be the best distributor. Here are just a few examples of how Orgill stands out against the competition:

- Low cost, reliable supplier
- Accurate and on-time deliveries
- Full product assortment to meet all your hardware needs
- Partners with thousands of vendors to provide niche opportunities
- Strong retail service programs offerings



# The Products You Need, At Competitive Prices

**Let Orgill show you how its prices and product selection stack up against those of your current supplier.**

“After 30 years of doing business with a co-op, the growing competition in our area made us realize it was time to make some changes. Not only was our conversion to Orgill incredibly smooth, but since then, our business has increased considerably.”

**Paul Wheelwright**  
Wheelwright Lumber  
Ogden, Utah



## **Stand Out With Pricing and Products**

By purchasing through Orgill, you can provide your customers with the products they want at prices that give you an edge. This is because Orgill sells the right products at the right prices.

## **Orgill's Pricing Starts at Retail**

Orgill structures pricing based on conditions at the retail level. The process begins by looking at the pricing of your local competitors and building a market analysis. This information is used to create a pricing strategy that will make you stand out and give you strong margin performance.

## **Core Categories and Beyond**

Orgill wants to be the primary source for all your inventory needs. At each of its distribution centers, Orgill stocks a complete selection of products ready for fast delivery to your location.

To provide easy access to in-demand products, each of the Orgill distribution centers also stock items that are specific to your particular region. Whether you need snow shovels or garden hoses, Orgill has it for you.



Worldwide Sourcing provides a way for retailers to lower prices and increase their margins. This gives them the ability to expand their product lines and keep pace with the pricing and assortments offered by the big box competition.



**All the Brands Your Customers Want**

Whether your business caters to DIYers or professionals, Orgill has all the leading brands. This extensive inventory provides a complete selection of products the discerning customer has come to expect from their hardware store, home center or lumberyard.

**Lumber and Building Materials**

Orgill also has a dedicated staff of Forest Product Traders and Building Material Specialists on staff for your LBM needs. These industry experts are among the most experienced at searching for the brands, quality, mill preferences and pricing.

Since they are noncommissioned, these traders function as an extension of your own buying staff, focused on what is best for you.

**Worldwide Sourcing**

When it comes to helping customers remain competitive, Orgill will do everything possible

to make sure they have the right products and assortments. One way Orgill does this is through its Worldwide Sourcing program.

Through Worldwide Sourcing, Orgill scours the globe to source merchandise directly from primary manufacturing sources. The company also works closely with these manufacturers to make sure products conform to Orgill’s standards.

Orgill then brings the merchandise to its warehouses direct from the manufacturers. This process allows them to offer first-rate merchandise with margins significantly higher than the nationally branded equivalents.

Since Orgill first introduced Worldwide Sourcing, the program has continued to expand. Today, these products are available in nearly every category, from outdoor living and housewares to builders’ hardware and power tools.

# Manage Your Business Your Way

**Orgill helps you develop and maintain your unique brand with its comprehensive marketing services.**

To ensure they can provide their customers with anything and everything they need, Orgill has direct ship programs that include more than 1,700 manufacturers. These cover all of the core home improvement categories, as well as specialty segments.



## Driving it Home

Market Driven Retailing (MDR) is a complete solution based on market research Orgill conducts in your area. It focuses on three key aspects: focused assortment planning, market specific pricing and strategic customer service.

- **Focused Assortment Planning**

Orgill helps you build the right categories for your market through focused assortment planning. Through this concept, you can improve customer satisfaction and increase sales by providing broader product assortments.

- **Market Specific Pricing**

Orgill works to ensure your business is competitively priced. Market specific pricing is based on the pricing challenges you face in your local market. Using this approach, Orgill can help you maximize your margins while ensuring you can position your store against any competitor in your area.

- **Strategic Customer Service**

Orgill helps develop a comprehensive program that positions your store as a customer service leader. From store design and retail training to local market advertising, Orgill can provide the tools to build a strong reputation.





## Building Your Brand

To help give you an edge with retail and promotional efforts, the Brand Building team works to combine marketing and promotional services with different planning tools designed to help you grow sales, increase profits and build your brand.

With these services, you can create customized calendars to hand out to customers with their purchases, or you can mail out postcards, complete with enticing coupons, to new residents in your community.

You can also update your merchandising by choosing from a selection of professionally



designed endcaps and stack-outs to find the best way to market your product selection.

Brand Building services even allow you to build your own website, complete with a content management system so you can update it as needed.

## Planning to Succeed

The Orgill Brand Building Guides are designed to help you plan and execute your buying, marketing and merchandising each month. As a free offering for all Orgill customers, they offer tips and tools for circular design, social media, email marketing, store events, in-store signage, suggested endcaps and more.

“Orgill doesn’t dictate to us which programs we have to use. We are able to run the store the way we think is best for our customers and community.”

**Kyle Morgan**  
TriCo Lumber  
Hughes Springs, Texas

Orgill’s Brand Building team creates marketing and promotional content that you can utilize in your business. Connect with your customers without having to stress about the details. Orgill will take care of those!



# Head to Market

**Twice a year, you have the chance to see all of Orgill's programs, services and products at its Dealer Markets.**

Orgill Dealer Markets are held twice a year in the spring and the fall. They offer great deals, networking opportunities with industry leaders and a chance to learn more about Orgill's cutting-edge retail initiatives.



“We believe our business is a relationship business. We try to do the right thing for the right reasons with our customers, suppliers and employees. Orgill radiates these same values in everything they do.”

**Larry Huot**

LaValley Building Supply  
Newport, New Hampshire

## **The Dealer Market Advantage**

Orgill Dealer Markets provide you with an ideal forum to talk to vendors, discover new Orgill programs and take advantage of Market-specific deals. This three-day buying show happens twice a year, in the spring and the fall. Attending this event, or sending a team of employees, is a great way to learn about Orgill firsthand. You can speak directly with vendors and other industry retailers already working with the company.

Over those three days, you can explore everything Orgill offers and find out what products and services meet the needs of your business and your customers.

## **An Experience You Won't Want to Miss**

While Orgill Dealer Markets are buying shows, they also offer opportunities to network with other retailers, meet with industry leaders and attend educational seminars to improve your business.

Walk through fully designed and merchandised concept stores to visualize best practices in merchandising and discover product assortments that you can take back to your business.

Take some time to attend educational seminars at the show. After returning from an Orgill Dealer Market, you'll be refreshed and ready to hit the ground running with innovative and practical ideas that can be implemented at your store.

**For more information on how Orgill can help you grow your business, contact us today at 800-347-2860, ext. 5373, or [information@orgill.com](mailto:information@orgill.com).**