



Emery Provides Customer-Focused Merchandising Solutions

Since its founding more than 150 years ago, Emery-Waterhouse has been a full-line source of supply for many hardware stores, home centers and lumberyards throughout the Northeast. But during the past four years, in particular, the Portland, Me.-based distributor has become more meaningful to a larger base of building materials dealers looking for convenience, better selection, higher quality products and better service.

According to Emery President and

CEO Steve Frawley, Emery's newest program, called Category Solutions, is a unique shopper-based approach to understanding the needs of its pro and hardware dealers ... at the category level. "This program is focused on improving the overall shopping experience, increasing satisfaction and loyalty and reducing duplication of inventory," he explains. "We have solutions in place for power tools and fasteners, and we plan to add one category per year."

To further support its customers, Emery provides customized programs and services like pneumatic tool repair, store planning, assortments/planograms and advertising to help customers leverage their competitive advantages.

"There are plenty of opportunities for smart operators to grow," says Frawley. "We know how to help retailers sell more and boost profitability with the innovative merchandising and sales solutions we offer." **➔**