

COMPANY OVERVIEW



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, Calif.

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 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 \$3 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.

Eight Distribution Centers

Orgill is headquartered in Memphis, Tenn., and operates eight distribution centers in the following locations:

- Tifton, Ga.
- Inwood, W. Va.
- Sikeston, Mo.
- Hurricane, Utah
- Kilgore, Texas
- Post Falls, Idaho
- London, Ont. (Canada)
- Rome, N.Y.

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. Orgill 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, Colo.

Above & 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 your current supplier's.

"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 Co.
Ogden, Utah



Stand Out With Pricing & 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.

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 & 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 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.



Exclusively Orgill provides private-label goods that allow retailers to lower prices and increase margins. This gives them the ability to expand their product lines and keep pace with the pricing and assortments offered by big-box competitors.



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 & 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.

Brands Exclusive to Orgill

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 private label program.

Through *Exclusively Orgill*, 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 introducing Exclusively Orgill, the program continues 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 retail 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.



Research Done Right

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.





“Orgill doesn’t dictate what 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

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.

Growing Online

Today, nearly every retail business needs to have an online presence and that’s exactly why Orgill offers a range of services to help its customers design, build and maintain their websites.

Whether a retailer just wants to get started with a basic website or establish a fully integrated eCommerce platform to engage their customers, Orgill has the tools to make it happen. From complete website design services to its Integrated eCommerce program, Orgill streamlines the process for building and maintaining websites of any scale.

One big advantage Orgill customers have when it comes to eCommerce projects is access to Orgill’s vast product database. This online product database includes enriched data and information for more than 1 million individual items from over 9,000 vendors. This growing product database makes it easy to populate an eCommerce website and maintain the content, even for items Orgill doesn’t stock.

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!



**INTEGRATED
eCommerce**

Buying Opportunities

Experience Orgill's programs, services and products through in-person and online events.

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



"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, N.H.



Annual Dealer Market

Each spring, Orgill invites retailers to kick off the year by attending its in-person Dealer Market. This industry-leading show provides attendees with an ideal forum to explore everything Orgill has to offer. The three-day event brings together the industry's top vendors and service providers to showcase their products and programs and offer special promotional buys. Dealer Market attendees also get the opportunity to attend world-class educational sessions, network and browse through Orgill's fully merchandised model stores.

Quarterly Online Buying Events

Over the past several years, Orgill has expanded its market reach by offering several opportunities throughout the year for customers to attend its Online Buying Events.

Each buying event takes place over a two-week window, and allows customers to take advantage of promotional buying opportunities built around retail-buying cycles. You can shop for seasonal merchandise and browse through thousands of new products without ever having to leave your store. Plus, the first Online Buying Event of the year is held concurrently with Orgill's in-person Spring Dealer Market, creating a truly unique hybrid buying opportunity.

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**.