

# Growing in Canada

## Orgill's Enhanced Operations Offer Canadian Retailers New Opportunities

**B**y adding a Canadian company into its operations, Orgill is broadening its available product assortment, increasing buying power, improving sales support and offering more competitive pricing to Canadian customers.

Customers are already noticing a difference. Ken Meier, hardware purchaser for Warman Home Centre in Warman, Saskatchewan, is seeing better fill rates, competitive pricing and a simpler way to do business.

"Before, I was purchasing products both from Orgill and another Canadian supplier," Meier says. "Now, I've been able to switch all of my purchasing to Orgill. They can fill anything I carry."

Orgill had already opened up new opportunities to Warman Home Centre over the past several years, and the service is only getting better.

"We keep finding those products that are new and different from anything else we carry," Meier says. "Orgill's Dealer Markets have been crucial for us to see what's new, what's coming and how that can look in our store."

"We love looking at the model store sets to get ideas," he says. "As a retailer, you should never stop changing. If you do, you'll die. Orgill helps us keep changing."

Orgill's expanded presence in Canada has come as a result of its acquisition of the assets of





Joel Godin, owner and partner in Groupe Materiaux Godin Inc.



Ken Meier, hardware purchaser for Warman Home Centre

Chalifour Canada, a former distribution arm of TIM-BR MART Group.

As part of transitioning Chalifour into Orgill's fold, Orgill established Orgill Canada, a wholly owned subsidiary of Orgill, Inc.

The purchase was finalized Oct. 1, 2015, and launched a companywide effort to shift Chalifour into Orgill's existing operations as part of the new Orgill Canada.

Teams of Orgill employees have worked as quickly as possible to make the transition happen seamlessly, without disrupting service to any Canadian customers.

With the acquisition, Orgill instantly got a London, Ontario, distribution center and brought on board more than 250 new employees, hundreds of new vendors and over 1,000 new customers across Canada.

The new members of Orgill's Canadian sales force have been extensively training since the Chalifour acquisition.

They traveled with the sales team members who were on board before the acquisition, and have been visiting with customers and learning more about Orgill.

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—Brad Butt, purchaser

So far, feedback has been overwhelmingly positive: Members of the sales team report that customers are excited about the transition and are glad to be doing business with Orgill Canada.

Joel Godin, owner and partner in Groupe Materiaux Godin Inc., which has five building centers in Ontario and Quebec, has worked with Orgill for four years.

He had been buying products separately through Orgill and Chalifour. Now, however, he is able to consolidate his orders and deliveries by purchasing through Orgill Canada.

“One of the big advantages we’re looking for is that the rebates will go up. We should also save on freight, so the orders per week will be higher,” Godin says. He thinks that his business will soon be able to offer a more complete selection of products through the expanded offering from Orgill Canada.

“They’re supposed to almost double the product selection,” he says.

Building materials seller Stan Dawe Limited in Newfoundland will soon be able to flesh out its small hardware category more through Orgill Canada, purchaser Brad Butt says.

“With the transition, there will be a lot more items available within the next six months, which will make a more complete line for us,” Butt says. “They’re very competitive with their price structure, versus other distributors.

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better pricing, given that they’re getting more material from the vendors,” he says.

Fill rates will be faster, too, he says.

Deliveries will be coming every week or 10 days rather than taking as long as three weeks from other distributors, Butt says.

Customers getting products delivered from the London distribution center are getting the benefit of Orgill’s freshly integrated technology and efficiencies.

In addition, Orgill will soon be transferring the Canadian customers who have been serviced through its Inwood, West Virginia, distribution center over to the new London, Ontario, distribution center.

The Orgill purchasing team will continue planning a new merchandise assortment to expand the number of SKUs in the warehouse to include the best mix of Inwood and London product offerings.

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