



## **Riopel Converts to Home Hardware Building Centre Banner**

*Family business from Sainte-Adèle adopts a new business name*

**SAINTE-ADÈLE (Quebec), June 13, 2018** - Riopel Centre de rénovation has converted to the Home Hardware Building Centre banner. The store has been in existence for over forty years, but formerly operated under the Rona banner. Dealer-Owner, Jules Riopel started the company in 1976, transferring the ownership to his two sons, François and Martin in 2006.

“The change in brand will allow us to offer our customers a greater selection of products at the very best price,” said François and Martin Riopel, Dealer-Owners, Riopel Centre de rénovation. “With more than 55,000 quality products from renowned and private brands, customers have access to an even greater selection of products for all their projects.”

Sainte-Adèle will now offer the full range of over 55,000 Home Hardware products, with the addition of a building centre. The store will continue to offer contractor services.

“We wanted to offer a modern and updated building centre that was focused on our customers’ needs,” said François Riopel, Dealer-Owners, Riopel Centre de rénovation. “The variety of new products including the access to touch screens as well as a transactional website are just a few of the innovations that will be added over the next year to meet the needs of our loyal and future customers.”

Located a few kilometres from Quincaillerie Théorêt Home Hardware, the two stores will work together to provide more comprehensive service to the local and neighbouring community.

“Home Hardware is very proud to welcome François, Martin and Jules Riopel to Home’s extended family and we are convinced this addition will complement the excellent service that the people of Sainte-Adèle are used to receiving at Riopel,” said Pierre Michaud, Development Manager, Home Hardware Stores Limited.

Riopel is the first Home Hardware Building Centre store in the Laurentians.

**About Home Hardware Stores Limited**

Home Hardware Stores Limited is Canada's largest Dealer-owned hardware, lumber, building materials, and furniture home improvement retailer with close to 1,100 stores under the Home Hardware, Home Building Centre, Home Hardware Building Centre and Home Furniture banners with annual retail sales of over \$6 billion. Founded in 1964 in rural St. Jacobs, Ontario, Home Hardware remains 100% Canadian owned and operated. Through the Home Hardware network, Dealer-Owners have access to 55,000 quality, brand name and private label products, a state-of-the-art distribution system and extensive marketing and training programs. Offering a mix of tradition and innovation, Home Hardware Stores Limited has received designation as one of Canada's Best Brands and Best Managed Companies and is committed to helping Canadians with all of their project needs. More information about the company is available at [homehardware.ca](http://homehardware.ca).

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