

FOR IMMEDIATE RELEASE
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Peavey Industries LP and ACE Canada announce Port Hardy ACE Hardware as newly acquired corporate store

ACE Canada is pleased to announce ACE Hardware in Port Hardy, BC as the newest addition to our corporate holdings. Formerly an independent dealer-owned ACE outlet with a long history in Port Hardy, this location has been in operation at 8775 Granville Street since the 1980s. Always a part of the same family of companies, the store began as Macleods and transitioned to True Value in the early 1990s; it was rebranded once more to Tru Hardware before final realignment to ACE Hardware in 2015. Peavey Industries LP acquired the ACE Canada brand in 2020, welcoming Port Hardy, and all ACE dealers and locations at that time, to a new corporate family at last.

Damian Zapisocky, Senior Vice President, Corporate & Strategic Development with Peavey Industries explains the ACE Canada perspective on the Port Hardy ownership shift, “whenever possible, we endeavour to work together in seeking an individual business solution for our dealers and partners that will work best for their unique situation. Success comes in many forms, and what works for some may not work for others. We are excited to bring this store into our corporate envelope; we also welcome the opportunity to find succession solutions for any of our existing ACE dealers in need or other aligned businesses that may be interested in consulting with us as to the benefits and rewards of becoming an ACE branded dealer.”

Dealer owners Vera and Terry Smyth have been serving the Port Hardy community for 35 years and are looking forward to enjoying retired life to the fullest. “Over the years we have built up a loyal and devoted clientele who we would like to say a huge ‘thank you’ to for their support. We would also like to thank our excellent staff and in particular, Brenda – our front end specialist – and Gina our longtime employee of 20 years, for all they have done for us.”

Customers from Port Hardy and surrounding area can expect the same ‘helpful’ products and services they have come to rely on from Vera and Terry, and we thank you for your continued loyalty and trust in us. As more and more products become available at ACE Canada stores with Peavey Industries well-established and broad vendor and distribution networks, all customers will continue to see greater selection and service in the days ahead at their local ACE stores across the country.

ACE Canada is looking forward to adding more dealers to our network. Whether you are an individually owned retailer or a dealer seeking a succession plan - you have a home with ACE Canada. Our model is built on the success of a Corporate and independent Dealer model strategy and our strength increases when the number of locations in each model increases. We are committed to continued growth of the ACE brand in Canada.

For more information on ACE Canada's Dealer Program, please direct enquiries to: joinACE@peaveyindustries.com.

Media enquiries may be directed to: Alanna Wilson, Marketing Manager at alanna.wilson@peaveyindustries.com.

About Peavey Industries LP and ACE Canada

Peavey Industries LP is the parent to two subsidiary corporate brands – Peavey Mart and MainStreet Hardware – with retail stores across the country. ‘Canada’s Largest Farm and Ranch Retailer’ is proudly 100% Canadian and employee owned and gratified to have been serving their loyal customers since 1967. In March 2020, Peavey Industries acquired the Ace Canada brand adding both corporate stores and Ace-branded dealer stores to the PILP retail family. For further details about Peavey Industries LP and their brands, email marketing@peaveyindustries.com.