

---

COMMUNICATION  
For Release  
Thursday, June 30, 2022



## **Parkland Hardware in Loon Lake, Saskatchewan to build key LBM business advantage with ACE Canada / Sexton Group Strategic Alliance**

ACE Canada and the Sexton Group Ltd are pleased to announce that Parkland Hardware in Loon Lake, SK, has recognized the additional benefits and services extended to independent hardware and lumber dealers through our Strategic Alliance – and is set to rebrand their business into Loon Lake Ace Hardware and Building Centre.

The Sexton Group and ACE Canada Strategic Alliance was formalized and publicly announced in November 2020, with full collaborative terms taking effect January 1, 2021. At the core of the alliance is a joint supply agreement providing the opportunity for all ACE dealers and/or Sexton Group members to benefit from expanded and improved product selection, distribution and other services that only two innovative and exceptional leaders in their own areas of expertise could bring to the table in a combined offering.

“It is remarkable to see our Strategic Alliance program taking shape in areas across the country and we are excited to welcome Richard Merz and his multi-faceted business to our dealer network. Richard’s commitment shows a strong belief in ACE Canada and is a testament to the solid opportunity this alliance represents for independent LBM retailers. The foundation for a strong and successful relationship has been poured – and now we all build on it together.” - *Derek Smith, VP, Ace Canada Division, Peavey Industries LP*

“We are excited that Parkland Hardware have made the decision to join the Strategic Alliance and will benefit from the many advantages the program offers. We look forward to working with Richard and his team in servicing their building material requirements under their newly branded store.” - *Eric Palmer, Vice President and General Manager, Sexton Group Ltd.*

Richard Merz has been operating since 1995 and moved to the current location alongside Highway 26 South, 5kms outside the village of Loon Lake, in 2009. Over the years, and in serving the village and surrounding area, many needs were met by offering varied products and services from septic trucks to water, satellite dishes, a bus depot, a laundromat – anything there was a need for that it was possible for Merz to provide to the people in the area. Now the main focus, hardware and building materials were a natural addition along the way to grow the business and offerings while better serving their customers at the same time.

“We hope we are going to have more of everything and a broader variety overall – including more farm and ranch. The Ace-Peavey combination is exciting because of the diverse product mix it offers us. To me, the most gratifying thing is when someone comes in and says they need our help. The more variety we have, the more we can help people. Being able to sustain and grow our business means a great deal to us and also to our community. This partnership provides support and benefits to help us build a business structure and footprint that will ensure continued great service to our valued customers, community and friends.” – *Richard Merz, Loon Lake Ace Hardware*

Work has begun and completion of the visual, exterior conversion to ACE branded signage, is expected to be completed very soon. Additions and enhancements to products and lines will also begin to be seen and will continue to roll out in the coming months. Throughout all stages, no disruption to normal operations or services is expected for the store’s customers or partners.

For more information on the ACE Canada and Sexton Group Strategic Alliance please direct enquires to [joinACE@peaveyindustries.com](mailto:joinACE@peaveyindustries.com) or [communications@sextongroup.com](mailto:communications@sextongroup.com)

Media enquiries may be directed to: [marketing@peaveyindustries.com](mailto:marketing@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](mailto:marketing@peaveyindustries.com).

### **About Sexton Group Ltd**

Sexton Group Ltd is an independently owned buying group for building materials, hardware, lumber and manufactured structures. We are a dedicated team of industry experts focused on our independent members success. We negotiate strong, regionally competitive programs for all members coast-to-coast. We work for our members every day, so they can focus on what matters most – their business. We are committed to our 300 members, representing over 400 locations in every province and territory in Canada. Please contact Eric Palmer, call (204) 694-0269 or email [palmer@sextongroup.com](mailto:palmer@sextongroup.com)

---