
COMMUNICATION
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Pike's Building Centre in Burin, Newfoundland 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 Pike's Building Centre in Burin, NL, 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 Pike's ACE 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 take shape in Newfoundland and we are beyond excited to welcome Albert Pike and Pike's ACE Building Centre to our dealer network as the first ACE location east of Ontario and Quebec. Albert's commitment shows a strong belief in ACE Canada and is a testament to the solid opportunity this alliance represents for independent LBM retailers. I believe the groundwork is now in place for a long, healthy and successful business relationship." - *Derek Smith, VP, Ace Canada Division, Peavey Industries LP*

"Pike's Building Centre has been a longstanding and valued member of the Sexton Group for many years. We are delighted they have made the decision to join the Strategic Alliance and will benefit from the many advantages the ACE Canada Program offers. We look forward to continuing to work with Albert and his team under their newly branded store." - *Eric Palmer, Vice President and General Manager, Sexton Group Ltd.*

Brothers Harvey and Jerry Pike first opened Central Video and Sound in 1984 and later branched out with the addition of convenience items, Canada Post and a Sears pickup location. In 2009 Harvey's son, Albert returned to Burin after nine years in Alberta and suggested expansion of the very busy, but very small, hardware space – and becoming a lumber dealer. An old school on 4 acres was purchased, they became a member of the Sexton Group, and in 2010 Pike's Building Centre was born. Around 2012, Central Video was sold in order to concentrate entirely on LBM and Hardware, with a recent 2400 sq.ft. showroom addition now providing the necessary space to display and stock furniture and appliances.

"When I first heard about the Sexton-Ace alliance, I was excited because I saw this as the best of both worlds. I believe in this market you have to keep up or get left behind! Joining together a streamlined LBM buying group and a world-class hardware group brings access to countless products. The e-commerce feature available with Ace was a driving factor for me; e-commerce grew exponentially recently and is expected to remain a big draw for customers after retailers are able to fully open up again. Those customers that enjoyed the ease and convenience of e-commerce will continue to utilize this service when it is available – being able to offer this will put me ahead of some of my competitors!" - *Albert Pike, Pike's ACE Building Centre*

Work has begun and completion of the conversion to the ACE Canada brand, including required exterior and interior visual alignment, is expected later this fall. Throughout all stages, no major disruption to normal operations or services are expected for the store's valued customers or partners.

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

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
