



WHO'S WHO

2010/2011 Edition

*The guide to Canada's leading hardware
and home improvement retailers, wholesalers,
co-ops, buying groups and mass merchants*



WHO'S WHO

is published annually for
Hardlines the electronic newsletter

by

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Who's Who in the WHO'S WHO

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(refers to estimated figures in the listings.)*

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Editor's note

The HARDLINES **Who's Who Directory** is the only source in Canada for detailed, accurate listings of the home improvement industry's top retail and wholesale customers. We work diligently to ensure the accuracy of each listing, including store locations, sales volumes, membership, affiliations, and current buyers.

Most of the information has been supplied by the companies themselves or through interviews with company executives, annual reports and the HARDLINES Industry Database. In some cases, sales volumes are estimated and marked with an asterisk.

In most cases, we've listed company information as of the end of 2009.

HARDLINES offers a complete library of research tools for every marketer and salesperson in the industry. For more detailed analysis of the size and composition of the industry, including top 10 lists of retailers and buying groups, refer to our major research report, **Retail Home Improvement: Canadian Industry Report 2010**. We've also introduced our **Market Share Report**, with detailed listings of the sales by province of every banner in the country. In addition, we publish **HARDLINES Quarterly Report** four times a year to provide ongoing research into the trends driving Canada's home improvement retailers.

Michael McLarney
Editor & President, HARDLINES

June, 2010

Who's Who 2010/2011

AFA FOREST PRODUCTS INC.

244 Ellwood Dr. West, P.O. Box 892 **private wholesaler**
Bolton, ON L7E 5T5
Ph: (905) 857-6423
Fx: (905) 857-5626
info@afaforest.com www.afaforest.com

Distribution Centres	#
BC	1
AB	2
MB	1
ON	3
NB	1
QC	2
NS	2
NF	1
USA	1
Total	14

Product Mix

lumber
building materials

Corporate Management

Al Jack.....CEO
Aileen Burke..... Accounting AP & AR
Grant Yegavian CFO
Tracy James Controller
Andy Dolan National Allied Sales & Marketing Manager
Annie Padfield Payroll & Benefits Administrator
John Joubert..... Allied Regional Sales Manager-
Western Canada
Linda BerryFinancial Accounting Analyst
Tom Farr.....Allied Regional Sales Manager,
Eastern Canada

Buyers	Responsibilities
Dalton Lewis.....	buyer- lumber products
Dennis Anderson	buyer- panel products
Karen Olley.....	assistant panel buyer

Who's Who 2010/2011

ALLROC BUILDING PRODUCTS LTD.

4949 – 51st St. SE
Calgary, AB T2B 3S7
Ph: (403) 236-5388
Fx: (403) 279-5520

private
buying group

www.allroc.com

Store Types# of Stores
building supply dealer 52

Customer Type % of Sales
Consumers 10
Industrial 90

Province# of Stores
BC 9
AB 10
SK 2
MB 1
ON 12
QC 3
NS 1
US 8
Total 46

Distribution Centres
Number of distribution centres 29
Average square footage of distribution 10,000

Retail Sales\$744,500,000

Wholesale Sales\$650,000,000

Product Mix
building materials

Affiliations
Winroc Corp., a division of Superior Plus Inc.

Corporate Management Titles
Paul Vanderberg President & CEO
James Empey CFO
Bob Hancock Vice-President, Allroc

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Ron Kent Sales & Marketing Manager,
Eastern Canada
Bernie Cundliffe Sales & Marketing Manager,
Western Canada