

A background image showing two men in a workshop or office setting. One man is pointing at a large sheet of paper or a display board, while the other looks on. The image is overlaid with a semi-transparent red filter.

Your Growth on Your Terms

With Support From Orgill

At Orgill, we provide independent retailers with the tools, products, and support needed to thrive. Discover how partnering with Orgill can help you reduce costs, enhance product availability, and grow your business on your terms.

ORGILL

Helping Our Customers Be Successful Since 1847

[Orgill.com/opportunity](https://orgill.com/opportunity) | 800-347-2860 Ext. 5141 | customerservice@orgill.com

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A true partnership from day one.





Independent, Strong, and Built for the Future—Just Like You

For nearly two centuries, Orgill has been dedicated to a simple mission: Helping Our Customers Be Successful. Everything we do is built around supporting independent retailers with competitive pricing, best-in-class distribution, and programs that allow you to customize and strengthen your business.

In the past 30 years, Orgill has grown from a regional supplier to the largest independent hardware distributor in the world, serving over 13,500 stores globally. Our continued growth reflects our unwavering focus on reliability, transparency, and long-term stability.

If you're considering making a change or just expanding your supplier network, we welcome the opportunity to earn your business. Orgill is more than just a supplier—we're a strategic partner committed to your success.

Sincerely,

Boyden Moore
President & CEO, Orgill, Inc.



13,500

Orgill serves 13,500 locations in every state in the U.S., throughout Canada, and more than 50 additional countries.

>50%

We deliver to more than a third of the hardware stores, home centers, and lumberyards in the U.S., including more than 50% of the Top 100 ProDealers.

\$3.6B

Among the national hardware distributors, we've been the fastest growing for the past 30 years, from \$300 million to \$3.6 billion.

8DCs

We operate the most modern and efficient distribution network in the industry consisting of eight distribution centers throughout North America with 6.7 million square feet of capacity.

About Orgill

A Partner You Can Trust

Orgill is the world's largest independent hardware distributor, serving customers across the U.S., Canada, and 50 additional countries. As a privately held company, we are ranked among the largest in America, built on a foundation of stability and long-term commitment to independent retailers.

Over the past 30 years, we've grown from a regional distributor with one distribution center and \$300 million in sales to a \$3.6 billion international company with eight North American warehouses, stocking more than 75,000 items from over 1,700 vendors.

What's driven this growth? Our customers. Since January 2023, Orgill has completed or plans to complete more than 900 store conversions by July 2025 with capacity to support more customers.

For 178 years, our focus has remained simple: helping our customers succeed. That's why we offer industry-leading fill rates, competitive pricing, and tools to help retailers grow sales, improve efficiency, and reduce costs. At Orgill, your success is our success.

Why Retailers Are Making the Switch

Facing rising costs, inconsistent fill rates and product availability, retailers have found a better path with Orgill. From lower pricing and freight savings to stronger product availability and dedicated support, these are just a few retailers who have shared their firsthand experiences on why converting to Orgill was the right move for their businesses.



"I have seen nothing but an increase in business over the last three years. [Since converting] we're looking at anywhere from 3 to 5% increase every year."

—Jared Bricker, Home Center Lumber Company, Arkansas



"The level of support from Orgill didn't drop after conversion. If anything, they are in my store even more now. It's a night-and-day difference [from our previous supplier]."

—C.C. Gibbs, Gibbs Hardware, Kentucky



"Even after you factor in the rebate and the freight costs [from our previous supplier] and all of that, Orgill always has a more competitive cost of goods."

—Carolyn Epstein, Dr. Ike's Home Centers, 3 Locations, Texas



"A big decision point in converting was everything Orgill does above and beyond putting products on the shelf, and they do a great job of that, but the data, analytics and customer service they bring to the table has been phenomenal."

—Jason Plummer, R.P. Lumber, 90+ Locations in the Midwest



"We weren't a one size fits all, we didn't have a consistent volume or product mix in every location. Orgill accepted that and helped us get the right product in the right location. That help was a big deal for us."

—Adam Lombard, Carter Lumber, 180+ Locations in Midwest

Distribution & Products

We Operate at a High Level So You Can Too

Orgill delivers the most efficient and modern distribution network in the industry, ensuring you get what you need, when you need it, at the most competitive prices. With industry-leading fill rates, unmatched accuracy, and fast, dependable delivery, we keep your shelves stocked and your business running smoothly.

Meanwhile, other distributors face uncertainty, navigating complex consolidations and costly inefficiencies that could lead to service disruptions and higher prices for their customers. While they figure out their future, Orgill is ready to serve you today with a proven, reliable supply chain built for your success.

"The most important thing is the fill rate. The fill rate is consistently high coming out of the DC for Orgill. True Value was very spotty, very hit or miss."

—Carolyn Epstein, Dr. Ike's Home Centers, 3 Locations, Texas



All Orgill distribution centers (DCs) are less than 25 years old, with the newest built in 2024 to replace our oldest in Tifton, GA.



Orgill ships over \$2.6 billion annually from 8 DCs, compared to Do it Best at \$1.6 billion from 9 DCs and True Value at \$1 billion from 12 DCs. More DCs equal greater costs and less efficiency.



In 2024, Orgill's private fleet, consisting of more than 420 trucks and 1,100 trailers, completed over **467,000 customer deliveries**.

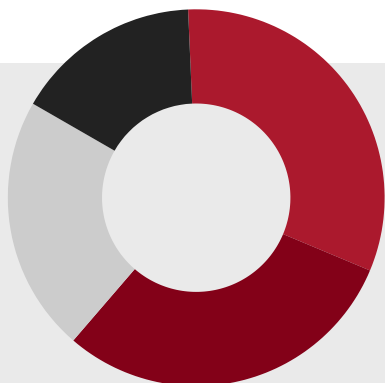


Orgill consistently maintains fill rates at 95% and above, ensuring a reliable source for replenishment with no supply gaps.



Unlock Endless Assortment Possibilities

Orgill provides a vast selection of top brands and private-label products, allowing you to build customized, competitive assortments that are right for your market. Serving a diverse mix of home improvement retailers, our extensive product range, strong vendor partnerships, and industry expertise help you tailor offerings, maximize opportunities, and drive success.



Orgill Serves a Diverse Customer Base

32% Pro Dealers

30% Hardware Store

22% Home Center

16% Farm Supply

Orgill's vast product assortment and diverse customer base make it easy for retailers to expand into new categories.

75,000+ Warehouse Products

Orgill stocks more than 75,000 items in warehouse and continually works to find new and popular products and brands to better serve our broad customer base. Our recent dealer market featured more than 3,000 new items!

7,500+ Private-Label Products

Orgill's "Exclusively Orgill" brands offer high-quality, competitively priced products across various categories to help retailers boost profitability. With updated packaging, effective merchandising solutions, and reliable inventory, we make it easy to enhance sales and stay competitive against big-box competitors.

40,000+ Drop Ship Products

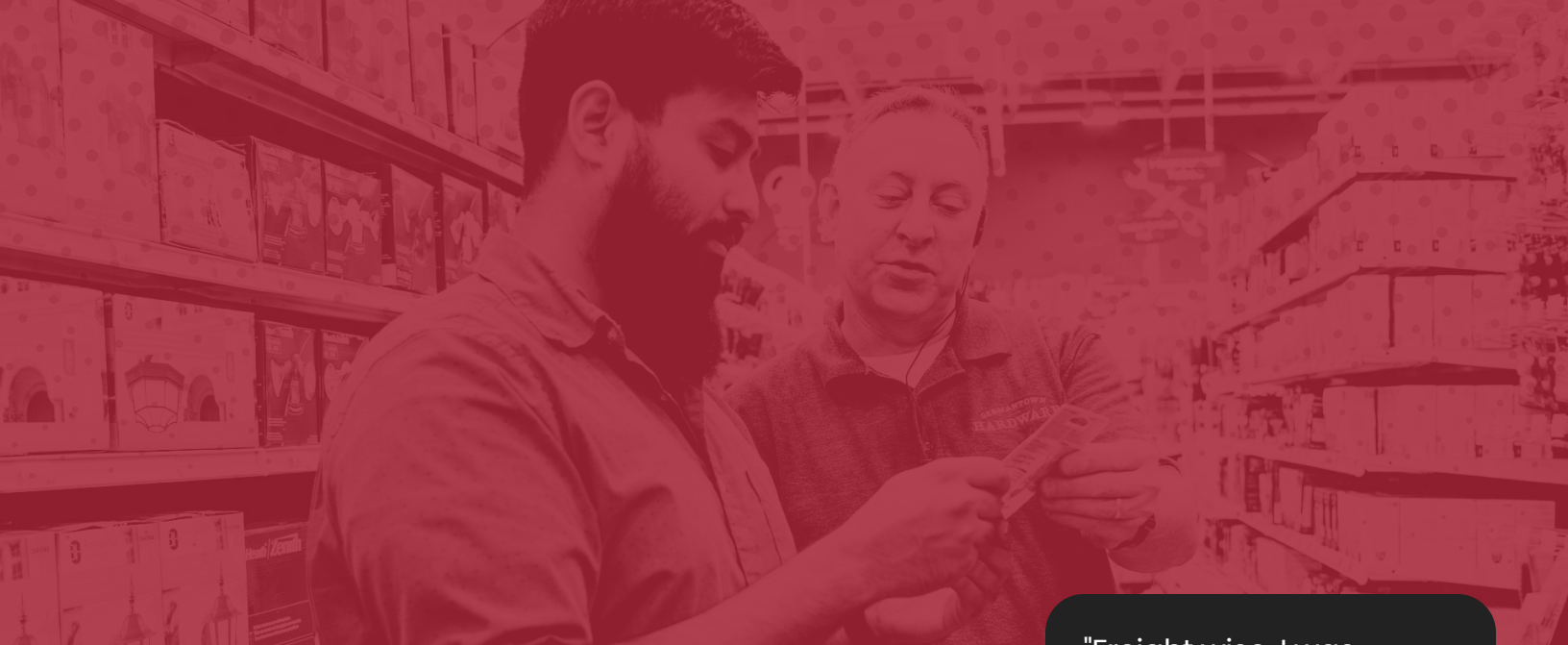
Beyond Orgill's warehouse and private-label products, we partner with nearly 4,000 drop ship vendors. Access more than 40,000 additional products to help you further customize your assortment to meet the needs of your customers.

5,000+ Planogram Assortments

Because Orgill serves such a diverse customer base, we offer more planograms than all of our competitors combined.

Orgill Works With Thousands of Industry-Leading Vendors





Pricing & Margins

How We Compete on Price

At Orgill, we work hard every day to ensure that we deliver the products you need when you need them at the lowest prices with the highest fill rates. We also work to help our dealers grow their sales, improve profit margins, and reduce costs.

Orgill's Pricing Objectives

- **Profitability for Our Customers:** Orgill uses a retail-back methodology to determine our selling prices. Orgill is not a cost-based distributor. Our pricing ensures Orgill customers' cost of goods aligns with the competitive pressures they face.
- **Market-Based Pricing:** Our pricing is based on regularly collected competitive data.
- **Elimination of Pricing Issues:** Orgill regularly compares our pricing to that of other distributors to ensure that no other full-line distributor delivers a broad range of product at a lower cost.

"Freight wise, I was paying up to five, five and a quarter percent on freight and I've got a \$50 stop charge. [With Orgill] That alone was \$80,000 the first year in savings."

—C.C. Gibbs, Gibbs Hardware, Kentucky

"We knew across the board Orgill was virtually 5 to 10% cheaper on almost everything we ordered. Anything across the board we looked at, we were saving money."

—Jared Bricker, Home Center Lumber Company, Arkansas

No Mandates. Just better pricing and service.

No Fees or Mandates: No required investments, national advertising fees, or restrictive mandates.

Freedom and Flexibility: As a privately held company, we prioritize your success without membership fees or investment risks.



Our Retail Pricing Strategy

At Orgill, we understand that effective pricing strategies are essential for your business's success. Our comprehensive pricing approach allows our customers to stay competitive and maximize profitability with our sensitivity code based retail pricing tools. These tools ensure a competitive position on the items that determine a store's price image and prevents prices from being too low on items that are unimportant to price perception.

Principles We Follow

- **Price to Market/Competitors:** Our prices are set to reflect current market conditions.
- **Retail Sensitivity:** Through research Orgill determines the retail sensitivity of each product.
- **Continuous Verification:** We validate our pricing through market research and make adjustments as needed.

How Our Pricing Process Works

Each SKU is carefully classified based on its retail sensitivity. Our process ensures that your costs and retails are optimized through:

- **Retail Sensitivity Analysis:** Margins are based on the degree of an item's retail sensitivity or the item's influence on price perception.
- **Benchmark Retail:** The base retail used by Orgill to build customer retails from. We establish Benchmark Retail prices through extensive research, ensuring alignment with national median retails at Home Depot, Lowes and Menards.
- **Market Monitoring:** We track the retail market through web crawls of 45,000 items to ensure the Benchmark Retail accuracy.
- **Code Adjustments:** We continually adjust sensitivity codes to reflect market changes. These changes flow through to Orgill customers' retails ensuring they are adapting to the market changes.

Pricing Models

Orgill leverages a different pricing model to suit your specific market needs.

Orgill recommends store owners use their Market Specific Pricing (MSP) process. This process involves researching the competitive retail levels in a retailer's market and delivers a custom retail pricing strategy for that store for their market. This process is unlike the one size fits all strategy of other national distributors that does not vary by region or level or type of competitors in a market.



"We really like the way that Orgill lets you be your own independent dealer. We really like how we can do our own creativity and create our name or our logo. We didn't feel the True Value name really added that much to us."

—Carolyn Epstein,
Dr. Ike's Home Centers,
3 Locations, Texas

Your Business. Your Brand.

At Orgill, we empower you to build a brand that's truly yours—without restrictions.

- No Restrictions on Your Brand Identity
- Localized Marketing Support
- Exclusive Assortments Tailored to Your Community

With Orgill, you have the freedom to customize your store, your way—driving growth and success on your terms.

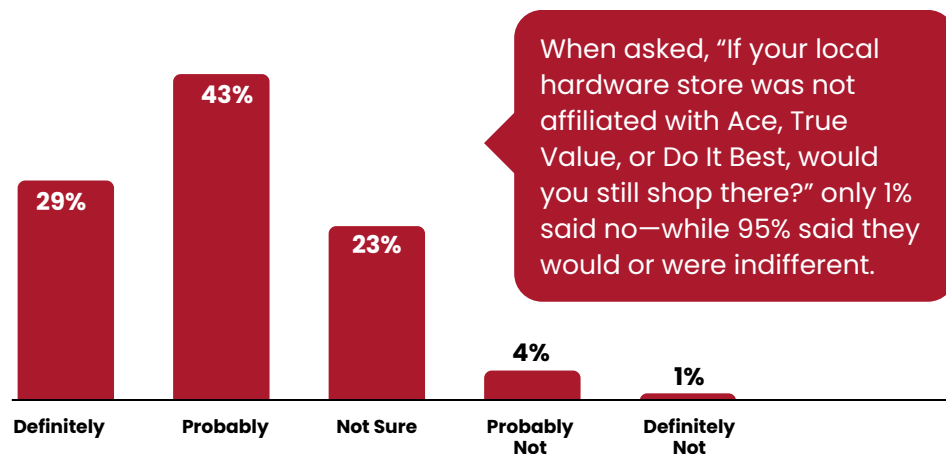
Local Branding & Customization

Consumers Weigh In

A national co-op brand or a local brand—what really matters to consumers? Orgill commissioned a third-party blind study of 3,000 U.S. homeowners and renters to find out. The results confirm what we've always known: customer loyalty is driven by store experience, competitive pricing, and product availability—not by national co-op branding.

Local Brand vs. National Co-op Brand

Experience, Pricing & Products Drive Customer Loyalty



Source: The Farnsworth Group

Download the full study at Orgill.com/growth

How Orgill Delivers on Customization

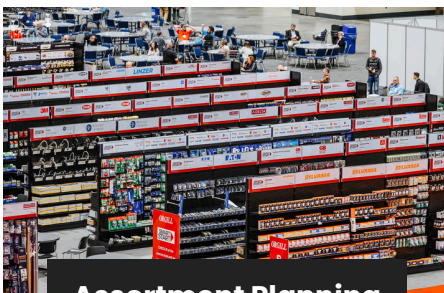
Orgill has long been at the forefront of retail innovation and is the best at building independent brands.



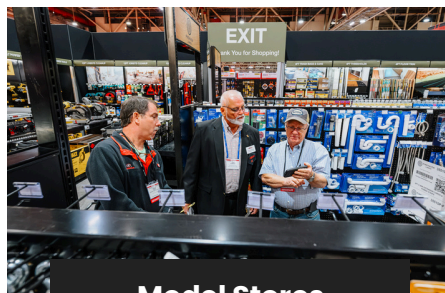
Orgill Retail Innovation Center

Orgill's Retail Services team maintains 5,000+ planograms—more than all of our competitors combined. In order to design, vet and perfect these assortments, Orgill utilizes its state-of-the-art Retail Innovation Center as a living laboratory. In 2025, Orgill will be opening a brand new, 500,000-square-foot concept center that is unlike anything ever done in the industry.

This new facility will not only continue to serve as a testing site for retail assortments, merchandising and operational ideas, but it will allow retailers to see all of these concepts first hand. In many ways, it will offer a Dealer Market experience year round. Located behind its corporate offices in Collierville, Tennessee, this expanded campus will serve as a dynamic showcase for assortments, products and services as well as a home for online buying events, and industry gatherings. With unmatched flexibility and technology, it's designed to elevate customization and innovation for our customers.



Assortment Planning



Model Stores



CNRG: A Living Retail Lab for Innovation

Customization is key to independent retail success, and Orgill leads the way in building strong, independent brands. Through our wholly owned subsidiary, Central Network Retail Group (CNRG), we operate more than 140 stores across 18 different retail brands—including home centers, hardware stores, and pro dealers.

CNRG serves as our real-world testing ground, allowing us to refine strategies, identify what works, and share proven insights with our customers. By understanding the nuances of different markets, we help retailers tailor their brand, assortment, pricing, and customer experience for greater success. At Orgill, we are committed to transparency and driving growth across the independent retail channel.

Services & Technology

Empower Your Business for a Modern Retail Experience

We want to be your strategic partner. All of our resources and programs are designed to support you in building and communicating your brand. We have the tools that can help you research and evaluate your specific market and your specific competitive position.

Elevate and Leverage Your Local Brand

With innovative programs, tailored services, and expert guidance, we're here to support your journey. Whether you're refreshing your brand or starting from scratch, our solutions are designed to fit operations of all sizes.

BRAND IDENTITY

Leverage Your Uniqueness

Your brand defines who you are and sets the tone for customer expectations. Let us help you create a brand identity that represents your business.

SIGNAGE

Boost Your In-Store Experience

Enhance your store's appeal with signage that's tailor-made to reflect your brand and capture attention.

BRANDBASE SOFTWARE

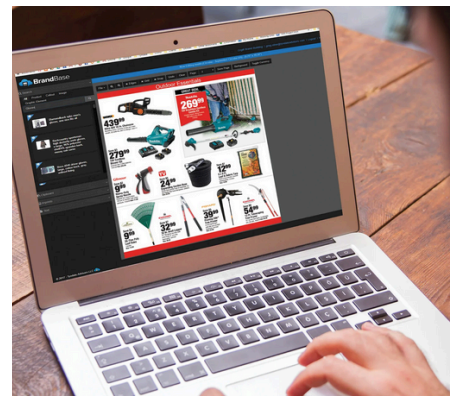
User-Friendly Marketing Tools

Easily create customized marketing materials using Orgill's intuitive platform.

TYNDALE ADVISORS

Get Industry Expert Support

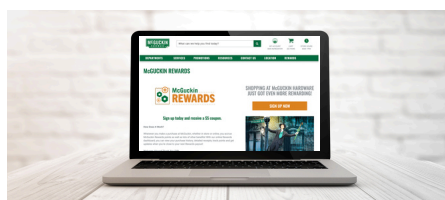
Need more support? Our full-service marketing agency, Tyndale Advisors, specializes in home improvement store branding and promotions.



Upgrade Your Retail Capabilities

Orgill's retail experts are ready to help you enhance, streamline, and grow your business with tailored solutions in marketing, merchandising, technology, and more. Explore some of our most popular programs designed for your success!

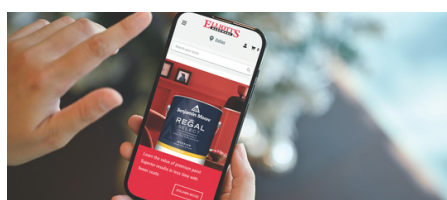
Tailored Retail Programs to Elevate Your Business



LOYALTY PROGRAM

Reward Your Super Fans

One of our fastest growing programs, with FanBuilder, you can create lasting customer relationships and drive sales with Orgill's fully customizable loyalty program.



IMPACT ECOMMERCE WEBSITE

Meet Your Customers Online

Orgill takes a unique approach to eCommerce, offering solutions that strengthen your brand and seamlessly extend it into an omnichannel experience for your customers.



SMART START

Swap Out Dated Inventory

Refresh product lines efficiently and affordably. Streamline your transition to warehouse-backed assortments by replacing outdated inventory with high-demand products.

Promotional and Rebate Programs to Drive Sales and Profits



PAINT WORKS

Paint & Sundries

Identify top opportunities with a personalized report, elevate your merchandising, and earn up to 2% rebates on purchases from 35+ vendors!



SPRING IS HERE

Lawn & Garden

Boost lawn and garden sales and margins with in-store enhancements, staff education, powerful promotions, and up to 5% in end-of-year rebates on qualifying purchases!



DOOR BUSTERS

Monthly Promotional Items

Seasonally relevant products offered at a deep discount to market, drive traffic and sales all while protecting margin.

Supporting Your Growth

Your Conversion Partner Every Step of the Way

Switching suppliers is a big decision, but Orgill makes the conversion process seamless. Our team works closely with you to develop a customized implementation plan, ensuring a smooth transition with market-relevant assortments and strategic cross-referencing. With thousands of successful conversions under our belt, you can trust Orgill to guide you every step of the way and get it right the first time.

"They said they were going to flip our entire store in a week... And guess what? They flipped the store in five days."

—Bob Ducharme, Kenwood Hardware and Bridge Street Hardware, Massachusetts & New Hampshire



Orgill Delivers Ongoing, Consistent In-Store Support

Conversion is just the beginning. With the industry's largest sales team of over 400 dedicated representatives, we provide consistent, on-site support and expert guidance to help you succeed. We're in it for the long haul, committed to growing your business on your terms.

Convert With Confidence—We Handle the Details

Replace Outdated and Obsolete Inventory

Our exclusive Smart Start program will help replace outdated and obsolete sets with fresh assortments and products, including private label programs that need updating.

POS System Support

Additionally, we'll assist with integrating your computer system with ours for seamless ordering, pricing, and electronic file management.

Dedicated On-Site Team

Orgill's team works quickly to convert your store while limiting disruption to your staff and customers. This part of the conversion typically only takes one week.

Little to no upfront costs

Orgill handles transition costs.

Is Your Distributor the Right Fit for Your Business?

Before committing to a distributor, ask these critical questions to ensure you're making the best choice for your business. Every distributor should provide clear answers—compare carefully and decide what's right for you.

- ☐ **What are my investment / buying requirements to do business with your company?**
Orgill is a privately owned company, and we don't require our customers to invest in our business. Instead of having your money tied up in shares like our competitors, we encourage you to invest in your own store where it matters most. With Orgill, there's no risk of losing equity in your supplier. While we offer buying programs that may benefit your business, participation is always optional.



- ☐ **Are there programs and services that I am required to use and pay for?**
Orgill does not have mandatory programs or services. Instead, we offer industry-leading, market-specific retail solutions tailored to your success. Our retail programs are designed to help you manage and grow your business. We recognize that every retail market is unique, which is why our customers choose the solutions that work best for their specific market. Orgill customers have the flexibility to select the options that best fit their needs and drive sales growth.



- ☐ **How do your prices compare to Orgill's and what is your strategy to keep me competitive in my market?**
Orgill maintains the same pricing structure for all customers, and all of our products are available to everyone we serve. On average, when factoring in all landed costs and rebates, retailers find Orgill pricing to be the lowest. Since assortments vary, we encourage a direct pricing comparison using your actual invoices. In addition to lower cost of product, our market-specific retail pricing model ensures that you are maximizing margin while staying competitive in your market. Let us prove it to you.



- ☐ **How long will it take to optimize your supply chain?**
Orgill is optimized today. We don't need to add or close any distribution centers to seek efficiencies. We don't need to determine how to merge two different assortments and private label programs into one. We are ready to serve you efficiently today and we are already investing in the technologies that drive lower costs tomorrow.



- ☐ **What kind of investments are you making in technology and efficiencies that will help improve MY business?**
Orgill continuously invests in retail-focused technology—from robotic picking systems in our distribution centers to customizable loyalty programs. Our 500,000-square-foot Retail Concept Center, opening this year, will allow retailers to see assortments, interact with vendors, explore model stores, and test new merchandising strategies.



- ☐ **What level of support can I expect as a customer?**
At Orgill, we prioritize in-field, in-store support. With over 400 sales professionals visiting customers' stores weekly, we work alongside you to identify growth opportunities and maximize profitability. This hands-on approach sets us apart from other distributors. We have the industry's largest sales team—by design.





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