

Solutions for home improvement retailers

# HARDWARE

DECEMBER 2003 \$5

MERCHANDISING



## IT'S HAMMER TIME

Sometimes you like products for their robust sales. Sometimes you like them for their healthy margins. Then there are products that are just plain cool. Tyler Corrigan, assistant manager at Executive Home Building Centre in Red Deer, Alta., likes what is becoming the coolest product to own on jobsites in his area: the Stiletto TiBone Titanium hammer. Executive brought three in during the spring this year and priced them at a cool \$309. "I thought, there is no way they were going to sell," Corrigan says. "It has actually outsold every other hammer we have. We bring three or four in, and they're gone."



The hammer has a removable head, so it can be used for a variety of applications. It's a feature framers, who use waffle-faced heads, particularly like. Corrigan thinks the balance, the feel, and the coolness of owning a \$300 hammer is making the Stiletto the hammer to own on jobsites. And it's winning fans for its ergonomics as well. "I've got older guys using it saying they wish they had something like that when they were younger. It would have saved their arms."

# SHOW & SELL

Canada's five big industry trade shows are promising a tool box full of new products, education and entertainment for dealers.

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