

TRUE VALUE BRAND STRATEGY

The True Value brand is our ambassador of goodwill.

True Value branded products build on the equities of the brand and provide Members with an exclusive draw, a source of pride and external advertising for their stores.

True Value products are basic hardware store items and include high visibility products within the home and workshop. Each product is also backed by the True Value Quality Pledge to ensure complete satisfaction.

To maintain the strong perception of the True Value brand, all product packages are designed with a consistent look, tone and feel.