

## FAMILY BUSINESS | Hardware retailer expands

# Banner year for store

AS retail giant Woolworths prepares to open its first Masters hardware store in October, South Australian family-owned firm Banner Hardware is quietly going about its business.

It has been a busy six months for the company, which opened a new showroom, Banner Home Select, in Kent Town, expanded its Greenfields-based trade distribution centre and bought a new store in Glenelg.

Managing director Matt Evins said Banner currently supplied 2500 individual builders and small and medium-sized building firms.

Banner Home Select was established to work with these tradespeople and their customers.

“When building or renovating a home, tradespeople generally deal directly with one supplier to purchase building materials, but then send their clients to various stores to select fittings and fixtures,” Mr Evins said.

“This can be an overwhelming task. Builders can now send their clients to (the showroom) where an experienced interior designer will take the time to show them product displays to create an individual solution within their budgetary needs.”

Banner’s marketing director James Evins said the trade distribution centre at Greenfields was extended by 1000sq m to accommodate its truss manufacturing plant.

“We had an increase in demand for

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trusses and pre-fabricated wall frames so, in order to meet this demand, we decided to centralise both manufacturing and distribution operations at Greenfields,” he said.

“This process, which is not widely available in metropolitan Adelaide, once again saves the builder time and significantly increases Banner’s capacity.”

It had also acquired Mitre 10 Glenelg, which will be rebadged Banner Mitre 10 in October.

“We jumped on the opportunity to buy a well-known, longstanding hardware store that fit the Banner model,” he said.

“This addition to the Banner family now provides customers with another option in the western suburbs.”

Banner Hardware was established in 1979 and employs 230 staff, across 11 SA locations.

Matt Evins said its staff were committed to building relationships with their clients.

“We believe people appreciate the personal touches and as a result our loyal customer base is only expected to continue growing,” he said.



**BIGGER:** Banner Hardware’s Matt Evins and James Evins in their new showroom, Banner Home Select, at Kent Town.

Picture: NAOMI JELICOE